

# Advanced Technologies for Financial Information Systems in Large Companies

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## Abstract

FinTech revolutionizes finance through technology, prominently featuring AI as a pivotal innovator, serving large and public sector companies alike. It encompasses everything from user-friendly banking apps to sophisticated AI-enhanced financial analysis tools. Key trends driving the sector's evolution include cloud adoption, cloud-based ERP/CRM systems, GDPR compliance for data protection, blockchain usage and AI-driven sales interfaces. At its core, AI-integrated financial information systems are indispensable for efficiently managing and analyzing financial data. These AI-enhanced systems are crucial for both large corporations and public entities, facilitating superior service delivery and informed decision-making. This synergy of cutting-edge AI technologies with traditional financial practices is transforming financial services, underscoring technology's vital role in meeting the varied needs of a broad spectrum of consumers and organizations.

FinTechs powered by AI have practical applications spanned across various sectors, streamlining financial operations and enhancing user experiences. For large companies, AI-driven analytics optimize investment strategies and forecast market trends, while cloud-based ERP systems improve operational efficiency and scalability. Public sector entities should leverage FinTech for efficient budget management and to increase transparency in financial transactions through blockchain. Additionally, GDPR compliance tools ensure data protection, fostering trust among users. Financial information systems enable real-time monitoring of 'financial health', critical for decision-making in both sectors. Consumer banking benefits from mobile apps, making transactions convenient and secure. Sales interfaces, powered by AI, offer personalized customer services, boosting engagement and satisfaction.