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Resilience Through Automation: A CFO's Guide to U.S.-Canada Trade Shifts

Future-Proofing Finance Teams with Process Fusion's Intelligent AP Platform — and a Proud Commitment to Buy Canadian.

Introduction

The United States and Canada share one of the most significant trade relationships in the world. But in 2025, that relationship is under growing strain. Political shifts, tariff threats, and economic protectionism are prompting businesses to reassess their risk exposure, cost structures, and supplier dependencies.

For Canadian businesses—especially small and midsize firms—this isn't just a policy discussion. It's a challenge to their profitability and resilience.

In this guide, we break down what finance leaders need to know about the evolving trade environment and provide practical, intelligent solutions to strengthen your financial operations.

Most importantly, we emphasize the importance of one core principle in uncertain times: **Buy Canadian.**

Understanding the Stakes

The trade interdependence between Canada and the U.S. is both a strength and a vulnerability.

In 2024:

- Canada exported over **\$590B CAD** in goods to the U.S.
- Over **75% of Canadian exports** are U.S.-bound
- Cross-border trade hit more than **\$1 trillion USD**

This close economic relationship creates opportunity, but also exposure. Any disruption in tariffs, regulation, or policy disproportionately impacts Canadian businesses, particularly those reliant on U.S. supply chains or customers.

Trade Tensions and What's Next

In early 2025, a shift in U.S. trade policy introduced sweeping measures, including:

- 25% tariffs on Canadian-manufactured goods
- 10% tariffs on energy exports
- A renewed emphasis on “Buy American” procurement policies

Canada imposed retaliatory tariffs, leading to a more volatile and unpredictable trade environment. These changes have affected various Canadian industries, particularly those that depend on U.S. supply chains or customers. As a result, cost control and operational agility have become top priorities for every CFO.

This is a moment for strategic reassessment. Automation, transparency, and local resilience are more important than ever. Additionally, it's a call to support local businesses—encouraging the use of Canadian vendors, services, and partners to reduce risk and strengthen the national economy.

How CFOs Can Respond



1. Accelerate Finance Digitization

Modernize core finance operations such as invoice processing, approvals, and payments to improve accuracy, reduce manual work, and shorten cycle times.



2. Increase Supply Chain Flexibility

Assess dependencies on suppliers and diversify sourcing strategies, focusing on building more domestic and regional partnerships.



3. Model Trade and Tariff Scenarios

Use data-driven forecasting to evaluate the financial impact of potential tariff changes, trade restrictions, or policy shifts.



4. Enhance Cash Flow Visibility

Leverage technologies such as AP Automation that provide real-time insights into payables, receivables, and liquidity to support more agile financial decision-making.



5. Optimize Cash Flow

Gain real-time visibility into liabilities and automate payment scheduling to better manage liquidity.

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6. Review Contracts and Agreements

Renegotiate terms to include flexible pricing, alternative sourcing options, and disruption clauses that better reflect current uncertainties.

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7. Leverage Government Support Programs

Explore available federal and provincial programs that offer tax relief, export support, loan guarantees, or tariff deferrals.

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8. Use Real-Time Dashboards and Analytics

Adopt intelligent dashboards to monitor financial performance, track operational risks, and support strategic planning across business units or regions.

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9. Prioritize Resilience Over Pure Cost Savings

Shift focus from short-term cost-cutting to long-term stability by investing in automation, analytics, and workforce upskilling.

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CANADA

10. Support the Canadian Ecosystem

When feasible, choose Canadian vendors, technologies, and service providers to reduce external risks and contribute to national economic strength.

Why Process Fusion?

PF 360 AP Automation is a Canadian-built platform that helps finance leaders:

- Streamline invoice capture and classification
- Automate approvals and payment workflows
- Enable multi-currency, cross-border financial operations
- Integrate seamlessly with leading ERP systems
- Maintain full audit compliance and real-time visibility

At Process Fusion, we believe in empowering Canadian businesses with Canadian solutions. By choosing PF 360, you're not just investing in automation—you're supporting innovation at home.

Want To Learn More?

Trade tension isn't a passing storm. It's a shift in the economic climate. Finance leaders must adapt now with automation, intelligence, and agility.
Let PF 360 help you prepare, respond, and lead—with confidence.

Book a Meeting Now

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About Process Fusion

Process Fusion is a software company and a cloud solution provider. We help organizations transform inefficient, labor-intensive business processes into a secure, automated, mobile ready Digital First experience for all participants.

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