PRESS RELEASE

Automation and trust: challenges and opportunities for Hungarian companies

WTS Klient’s 2025 client survey reveals: digitalisation and compliance are key, but implementation still lags behind

Budapest, 15 December 2025 – Economic operators are facing unprecedented changes: the rise of digitalisation, automation, and artificial intelligence is fundamentally reshaping corporate workflows. In its 2025 survey, WTS Klient asked its largest clients across six thematic areas about their progress in digital transformation and the most urgent development needs. The results are clear: companies recognise the necessity of change, but still struggle with significant implementation challenges.

Cautious digitalisation in sensitive areas

According to the survey, progress is most visible in **document management and reporting systems** – primarily those easing administrative burdens and supporting managerial decision-making. **Two-thirds of respondents already use digitalised processes**, ensuring faster data flow and more transparent operations.

However, the lack of integrated solutions slows decision-making. **Half of the companies recognise the potential of machine-to-machine (M2M) data connections**, mainly in accounting and taxation. It is encouraging that most companies regularly review their controls, yet the absence of automated control mechanisms remains a weak point.

“Technology is not merely a tool for efficiency – it is the foundation of future corporate governance, capable of minimising errors and accelerating tax and accounting processes. Falling behind here means losing not only time but also competitive advantage,” said **Zoltán Lambert, Managing Partner at WTS Klient**, commenting on the survey results.

Tax process automation remains a weak spot: **most companies rely on externally developed tools**. Frequent legislative changes and tax audits make companies cautious, dampening their willingness to innovate. VAT and transfer pricing pose significant risks, making proactive risk management and the implementation of digital compliance systems indispensable, according to WTS Klient’s summary report.

AI and cybersecurity: opportunity and risk at once

The survey shows that preparedness in artificial intelligence and cybersecurity is lacking. While respondents rated their sense of security against fraud and abuse at an average of 7.98 out of 10, **two-thirds of companies have no AI policy**, and many have not assessed their exposure to cyber threats. This entails serious legal, ethical, and data protection risks, even as AI offers enormous potential for automation and data-driven decision-making. Maintaining a secure digital environment is not only a corporate interest but an economic necessity: the absence of cybersecurity protocols can lead to systemic risks.

ESG and sustainability: progress with room for improvement

WTS Klient's clients are not performing poorly in ESG and sustainability: **more than half of the companies already have a designated ESG officer**. However, ESG reporting and strategy development remain urgent tasks for the largest firms, as international market access and investor confidence increasingly depend on these factors.

Significant risk from lack of pay transparency preparedness

Human resource management and pay transparency are not merely administrative issues – they are strategic factors in corporate competitiveness, especially as pay transparency is currently a highly sensitive topic. EU directives aim to reduce gender pay gaps and increase transparency. Companies that fail to prepare in time may face legal and reputational risks. **Digitalisation** is also a strong competitiveness factor in this area, yet **respondents rated their current preparedness at only 5.5 points**.

Low willingness to invest, limited innovation

Most respondents do not plan significant investments, which could lead to long-term competitive disadvantages. This may be linked to regulatory risks, although respondents remain optimistic: **47% plan to increase headcount**, albeit **typically by fewer than 10 employees**.

Summarising the findings, Zoltán Lambert stated: *"Automation and digitalisation are not only tools for efficiency – they are the foundations of trust and transparency, without which companies will struggle to adapt to the economic environment of the future."*

The full summary of WTS Klient's survey results is available for download at wtsklient.hu/en.

About WTS Klient

Founded in 1998, WTS Klient Business Advisory Ltd. is one of Hungary's leading consulting firms. In cooperation with WTS Legal Attorneys Association, it serves clients with nearly HUF 7 billion annual net revenue and a team of 370 professionals. According to the Budapest Business Journal's 2025/2026 Book of Lists rankings, the company is among the country's top five in tax consulting, accounting, payroll, and financial consulting services. WTS Klient is the exclusive Hungarian representative of WTS Global, a tax and financial advisory network present in more than 100 countries, enabling clients to establish connections with virtually all major economic and financial centres worldwide.

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