

# CFO Analytics

An End-to-End Analytics Service Delivering Better Business Outcomes



People matter, results count.

## The Opportunity

Today's tough economic and business environment means that organizations are focusing strongly on the CFO agenda.

CFOs' exact priorities depend on industry, geographies, and level of organizational maturity, as well as on the efficiency of other functions in the organization and the quality of underlying processes.

However, the key challenges for any CFO are:

- Revenue growth
- Margin improvement
- Enhancement of controls
- Cashflow improvement

**Revenue growth** requires the CFO not only to support the business in identifying opportunities for growth, but also to control potential leakages in the Order-to-Cash process, while keeping processes efficient and agile enough to meet the business's customer service objectives.

**Margin improvement** demands greater visibility of spend to make

it possible to identify opportunities for savings. The CFO also needs an efficient process to stop any leakages and wastage in payables and contracts.

**Enhancement of controls** is a core requirement for all CFOs. A business expects its CFO to provide early warning of potential risks, to control exceptions, and to provide proactive and continuous assurance across the business. No CFO can wait for half-year or year-end audits to tackle these issues.

**Cashflow improvement** requires a coordinated effort to optimize Inventory Days, Days Sales Outstanding, and Days Payables Outstanding. The CFO needs visibility of the drivers influencing these variables, together with the ability to identify any inefficiencies quickly.

To meet these challenges, CFOs need not only visibility and transparency across the organization, but also high-quality analytics that quickly highlight exceptions and improvement opportunities.

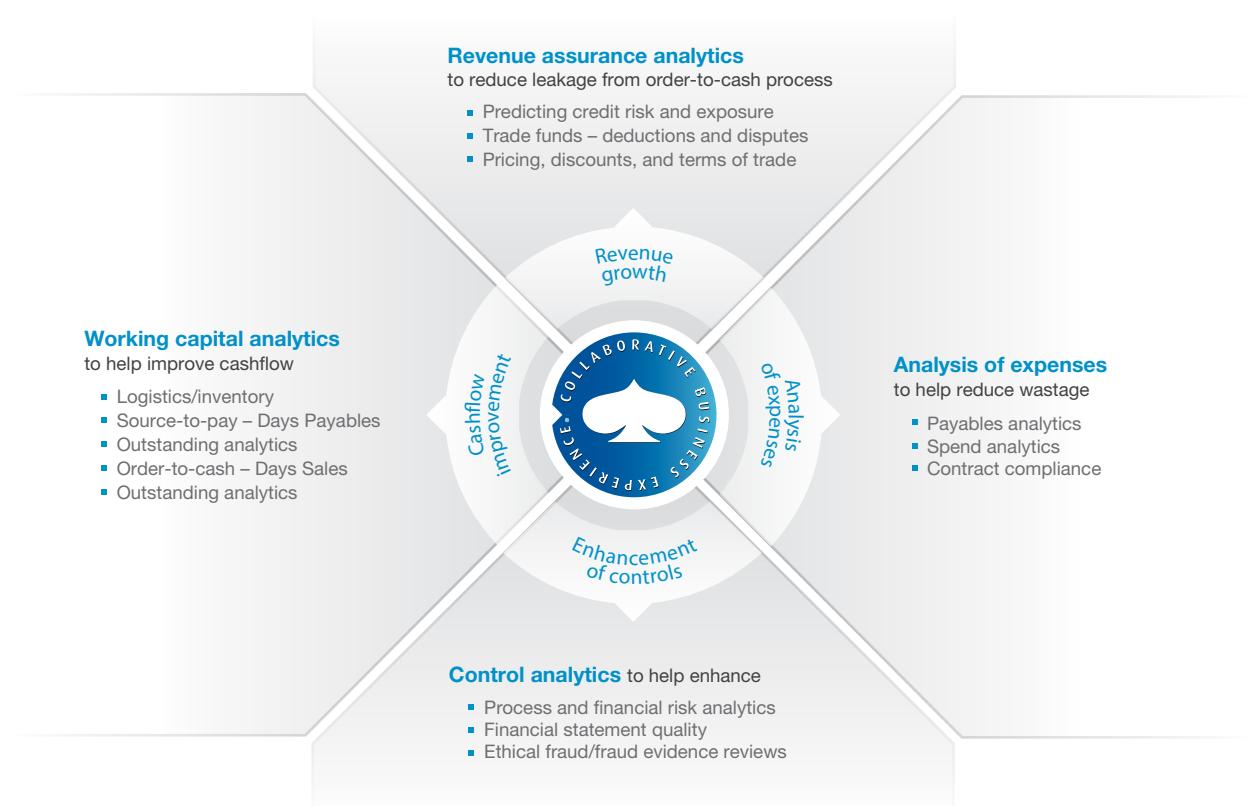
## The Solution

Capgemini's solution uses advanced Business Analytics, applying them mostly to data that our clients already have available in various systems. Our analytics approach aims to achieve business outcomes that align with the CFO's agenda. Our well-established analytics accelerators deliver benefits to CFOs in real time or near real time, enabling them to take swift action to drive improvements.

## How It Works

We start with a joint session to understand the business vision and strategy, and to define the objectives of the project. Our analytics accelerators help us to identify the insights that the client needs, and hence the data requirements.

Our BPO Analytics Center of Excellence (CoE) uses historic and real-time data together with a range of analytics accelerators, tools, algorithms and statistical models to provide comprehensive analysis. The CoE uses BPOpen™ Controller Point, a platform-based solution combining a three-tier architecture



for data acquisition, aggregation, and analysis, and capable of handling huge volumes of data to generate practical insights and root cause analysis. This platform includes not only an advanced audit and analysis tool, but also a robust and flexible reporting and presentation layer to enable reporting of insights, and of the outcomes that the CFO needs to monitor.

Our various services are offered separately so you can choose those that are most relevant to you. If you are not certain where to start, our team can carry out a pilot to identify where the biggest returns are available.

### Benefits of Business Analytics for the CFO

Our analytics services have helped CFOs to:

- Identify wasteful spends and opportunities of cost reduction. This has allowed them to create a robust pipeline of initiatives and projects to reduce costs and improve margins.

- Enhance the control environment significantly with real-time financial risk monitoring through data analytics across multiple businesses, units, and departments.
- Reduce working capital by 27% by improving inventory turnover and reducing Days Sales Outstanding.
- Reduce pricing errors and disputes with customers by 88% and improve collection cycle time, reducing Days Sales Outstanding by 36 days.

### Our CFO Analytics Capabilities

Capgemini's dedicated Business Process Outsourcing (BPO) analytics center offers a range of analytics services as part of an augmented BPO service for Finance and Accounting. Capgemini has over 15,000 staff providing financial accounting BPO services, for more than 40 clients, including many global, household names.

### Capgemini Business Analytics

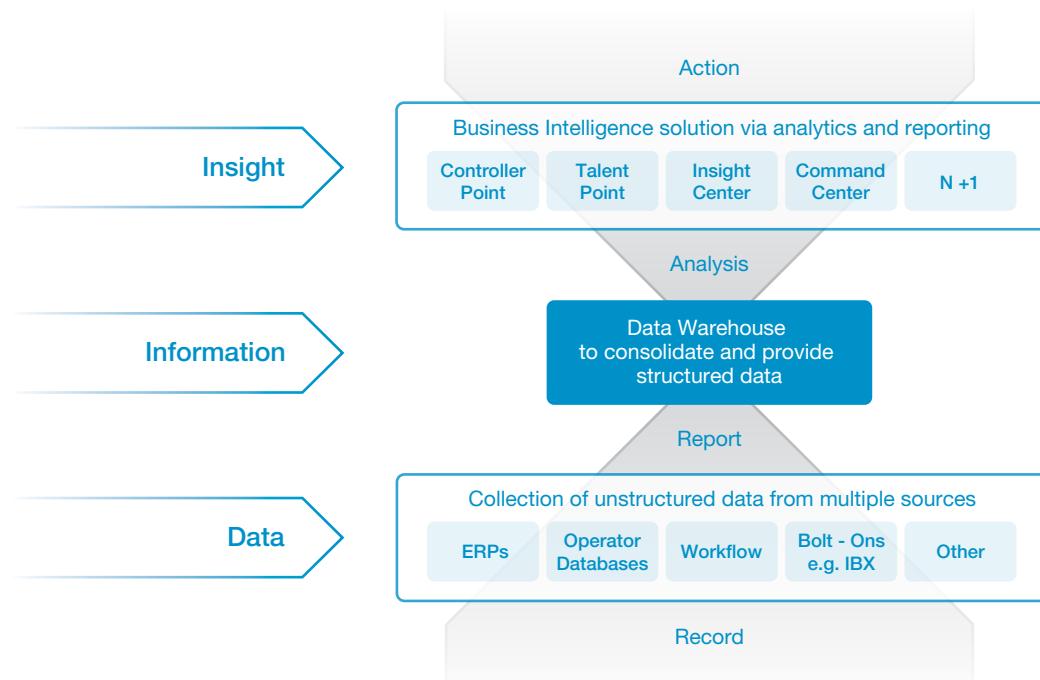
Capgemini has over 7,000 consultants working on business

analytics across the world. We work with leading big data and analytics technologies, and provide services to support business analytics, from high-level strategy to managed, outsourced services. We recognize that different industry sectors face individual challenges. Our collaborative methodologies and tools enable us to adjust to these specific needs, focusing on measurable business results.

Through Capgemini's proven approach CFOs are seeing marked improvements with regards to revenue growth, margin improvement, enhancement of controls and cashflow improvement. We have the tools, talent, and best practices to ensure optimal performance for your business processes while delivering insightful information to key stakeholders across the enterprise. Our CFO Analytics solution has been developed to offer the right support to deliver outcomes that are aligned with the CFO agenda.

### Our three-tier analytics solution

Capgemini's analytics solution can handle huge volumes of data (typically 25m transactions for a single review). It contains 20+ algorithms and uses imaging technology to speed up analysis.





## About Capgemini

With 120,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2011 global revenues of EUR 9.7 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.



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