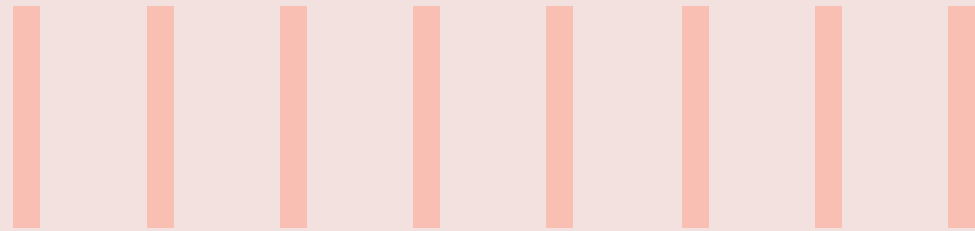




FROM CHAOS TO CLARITY

How using automation and analytics for reporting saved millions of dollars for a global CPG firm

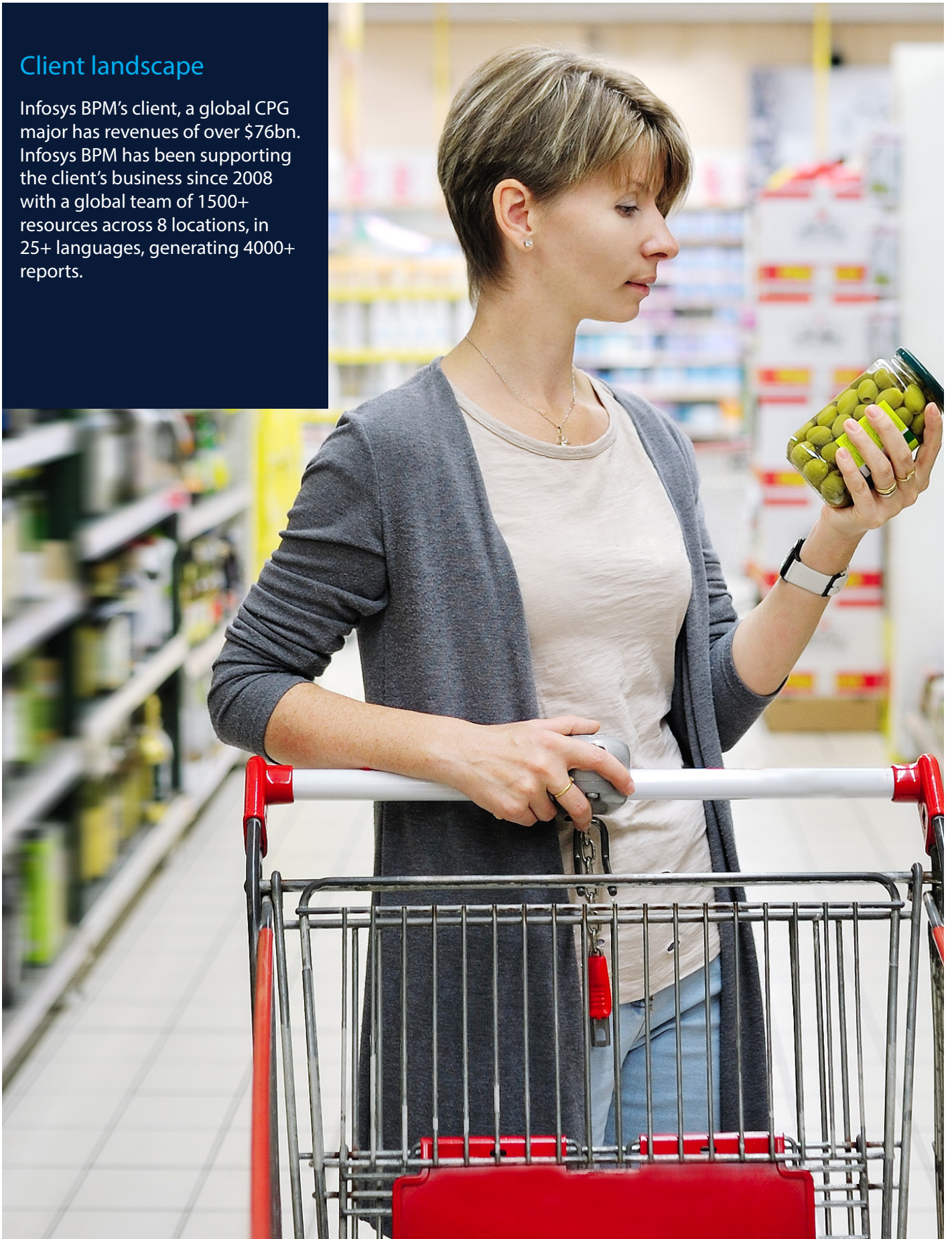


Abstract

Infosys BPM implemented RPA and analytics for a global CPG major's reporting function. The automation helped remove redundancies in the process, improved visibility, and greatly reduced costs and effort.

Client landscape

Infosys BPM's client, a global CPG major has revenues of over \$76bn. Infosys BPM has been supporting the client's business since 2008 with a global team of 1500+ resources across 8 locations, in 25+ languages, generating 4000+ reports.



Complexity tending towards chaos

Financial reporting is a complicated task made even more complex by the varied regulatory requirements in different geographies. As a global firm the client had to file and maintain multiple standards of reports for every country they operated in. At the same time the management needed a single view of the global financials for insights-driven decision-making. This requirement was hindered by the duplicity and redundancy in data, and the multiple technology environments the client worked on. As more formats and reporting requirements added up over time, the reporting function tended towards becoming chaotic.

As there was a drastic need to relook the reporting function and leverage technology to simplify and streamline it, the client sought help from Infosys BPM.

Simplicity, the greatest sophistication

Infosys BPM assessed the business needs on multiple dimensions and drew up a plan to establish a centralized reporting factory. A key step in this direction was to centralize and standardize the reporting function across markets and within business units.

The team removed data redundancies and rationalized the number of reports. After this initial standardization, robotic process automation was implemented to optimize the earlier manual report generation. The data captured through the automated process were also processed using advanced analytics and helped deliver better insights to decision makers. As the reports used enhanced visualization, they were easier to understand by the business users and helped drive business adoption. This centralized view helped the client position products better in the market.

As a part of this project, Infosys BPM laid the

foundation of several key innovation and transformation initiatives for the client such as visualization, transaction pricing, and advanced analytics.

Effort saved is money earned

Infosys BPM's centralized reporting solution has had 100% adoption across the business and has helped the client realize 20–30% savings on a multimillion-dollar cost base. The initial 1000 reports were rationalized down to 430 by eliminating duplicates, commonalities, and redundancies. This also brought down the number of analysts needed on the job from 250 to 70. The resultant productivity improvement also led to an additional 4–8% savings on servicing costs. The centralized service is 99% managed by an offshore team that provides 24/7 reporting to help sales.

All goes to show the transformational value of applying cutting-edge technology to simplify complex business challenges.



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