Access to timely data and insights is the bedrock for effective business performance reporting and decision-making. But many functions, such as finance and procurement, are hobbled by legacy systems, manual processes, and inconsistent metrics, and are therefore unable to accurately measure and enhance their performance. To overcome these challenges, digital technologies can reimagine enterprise performance reporting and analysis.
Most companies struggle to compile meaningful performance data within tight reporting windows. Not only are they burdened with legacy technology, but they also continue to operate multiple systems for data reporting. The use of non-standard metrics compounds the problem, leaving leadership with fragmented data and an inability to make informed decisions.

In the absence of a consolidated view of management information, senior stakeholders spend time reconciling and preparing data, which prevents them from identifying issues and improving business performance.

Organizations are looking for ways to deliver real-time business performance reporting that supports fact-based decision-making. Digital technologies, analytics, and process improvements offer effective solutions.

**Scalable data-to-insight-to-action**

Genpact’s cloud-based Enterprise Performance Analytics (EPA) solution integrates data from business and transaction systems, including ERPs and spreadsheets. Leveraging analytics and automation technologies, EPA displays all process performance data in a single portal to gain actionable insights for process improvements, and deliver accurate performance assessments. Built on the salesforce.com platform, the solution is easily configurable alongside an organization’s existing technology environment and accessible across multiple devices.

Figure 1 shows a sample EPA dashboard that is available to users for performance measurement and analysis. Here, for example, days sales outstanding (DSO) can be broken down into several performance levers, such as billing, which can in turn be broken down further. EPA lets the user browse through all performance levers and analyze the key metrics for each on a single screen. The customizable dashboard allows the business to understand the potential impact of each lever on DSO. Also, by clicking on billing turnaround time (TAT) % in this case, users can drill down and analyze performance over a specific time.

The key EPA features include:

**Data visualization and analytics:** User-friendly, configurable dashboards allow data analysis and presentation according to defined criteria. Users gain access to industry benchmarks as well as over
250 finance and accounting, and procurement service level agreements (SLAs), and can drill down to process-level data.

**Governance:** Automatic management and tracking of an organization’s performance against SLAs, key performance indicators, critical performance indicators, internal goals, and best-practice benchmarks. Through an auto-alert mechanism, users can identify potential performance issues.

**Collaboration:** Consolidated performance views on a single portal support real-time collaboration between business and service delivery teams. The visibility of data and consistency in measurement enhance the organization’s understanding of issues across all dimensions.

**Knowledge management:** A customizable structure and searchable repository allows easy access to past performance data, standard operating procedures, and year-on-year comparative trends.

Genpact’s Lean Digital℠ methodology powers EPA by combining design-thinking principles that focus on the end user with Lean practices, digital technology and analytics, and domain knowledge. The solution builds on Genpact’s deep experience in designing and running large, complex business processes for global clients across multiple industries.

### Accurate tracking of business performance and insightful decision-making

By adopting EPA, businesses achieve fast, automatic delivery of key data and insights, which accelerate targeted action and deliver business outcomes. Through timely, credible and accurate reporting, EPA improves business decision-making and the user experience.

EPA has a positive impact on:

- **Business agility:** generate actionable insights by reporting data faster and enabling real-time decision-making

- **Visibility into process health:** improve the ability to track, monitor, and address performance gaps. Accurate reporting and process-health visibility accelerate decision-making and enhance leadership

- **Risk management:** a single source for performance reporting and alerts promotes real-time awareness of missed SLAs, enabling the business to take corrective actions

EPA puts performance data at users’ fingertips, enabling them to identify issues faster, take timely action, support compliance and consistently achieve business goals.
About Genpact

Genpact (NYSE: G) stands for “generating business impact.” We are a global leader in digitally-powered business process management and services. Our Lean DigitalSM approach and patented Smart Enterprise ProcessesSM framework reimagine our clients’ operating models end-to-end, including the middle and back offices – to deliver growth, efficiency, and business agility. First as a part of GE and later as an independent company, we have been passionately serving strategic client relationships including approximately one-fifth of the Fortune Global 500, and have grown to over 75,000 people. The resulting domain expertise and experience running complex operations are unique and help us drive choices across technology, analytics, and organizational design.

For additional information, contact, cfo.services@genpact.com and visit www.genpact.com/what-we-do/business-services/finance-accounting

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