



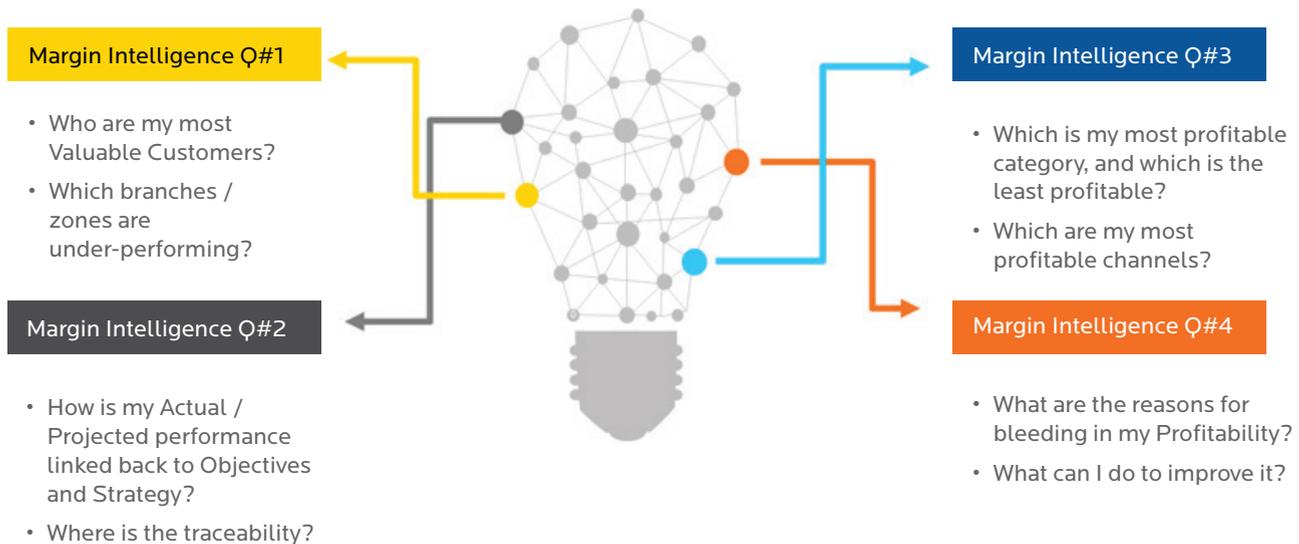
Net Margin Analytics

Get 360 degree view of your PROFIT

Overview

Profitability analytics has clearly acquired center-stage in most organizations, with CFOs becoming increasingly hard-pressed to make the strategic and operational decisions which ultimately lead to profit maximization, cost reduction or improvement in operational efficiencies. It has become all the more critical for them to have complete and an accurate understanding of their sources of profit and their specific cost structure, in suitable detail.

How good is your 'Profitability' Quotient?



Business Challenges

01 Inability to meaningfully dissect the **cost structure**

02 Hazy and incomplete view of something as basic as the **true sources of profit**

03 Insufficient visibility on true performance of products and services, and hence **true quality of profit**

04 No **systematic method** to tie metrics and KPIs across business processes

05 Absence of **integrated, cross-dimensional perspectives** around performance data points

06 Lack of **profit-centric sensitivity** analysis capabilities during budgeting and forecasting process

Solution Features



01 Provides the ability to dissect the true cost structure of a company

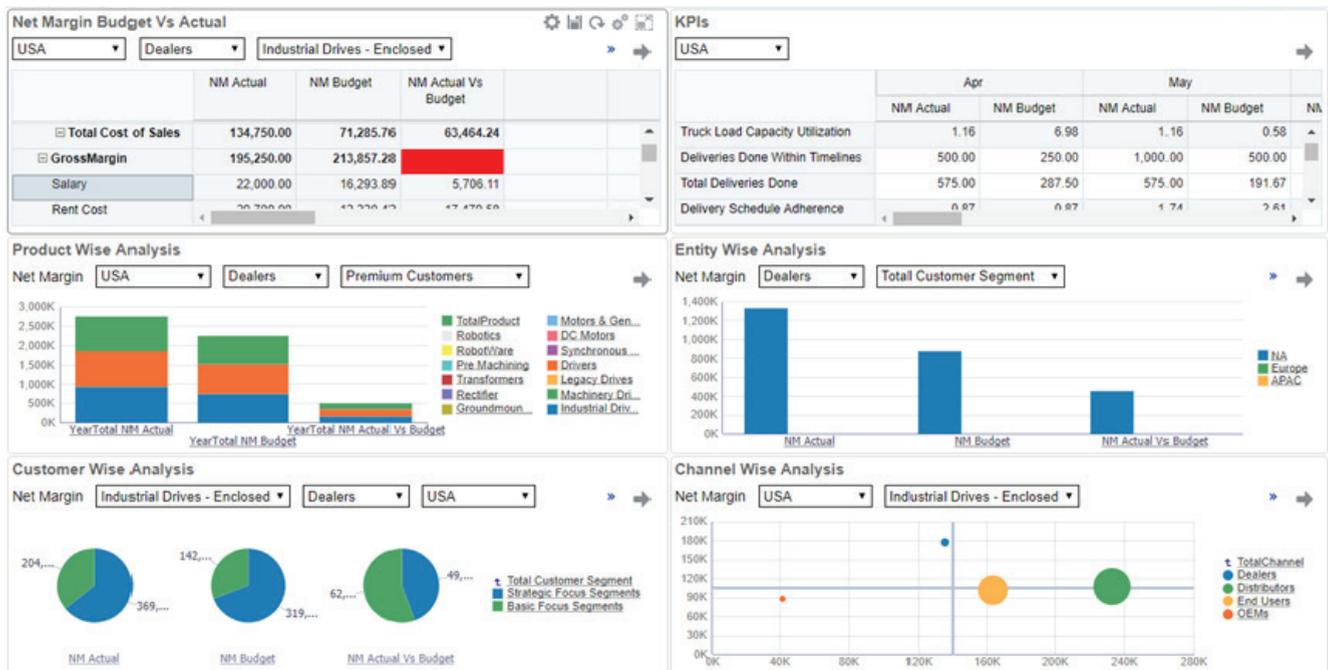


02 Provides visibility into financial performance through multiple levels of inter-connected metrics to assess past and current performance



03 Facilitates simulations on future performance by dynamically changing the levers of the KPIs such that the underlying financials auto-adjust themselves to reach the optimal results.

Net Margin Analytics offers analysis reports across multiple categories such as product wise analysis, customer wise analysis, entity wise analysis, and channel wise analysis etc.



Benefits



Enhanced Visibility

- Gives holistic and granular view of key profitability parameters to give a comprehensive picture of true profitability
- Provides vital information in order to make informed decisions for sustainable profitable growth



Enables Decision Support

- Facilitates taking right calls on mix of customer/product/channels
- Provides critical and timely inputs to the budgeting/ planning and forecasting processes



Future Ready

- Facilitates evaluation of multiple scenarios before long term strategic decisions are taken
- Robust driver-based What-If and simulation capabilities which enable simulating the impact of changes in macro and micro economic factors governing the business



Link Back to Strategy

- Link back to strategic, tactical and operational planning cycle
- Allows progressive drill-down from strategy view to a deep dive granular view of key profitability parameters



Performance Linkage

- Provides actionable insights to not only drive future performance but critically dissect past performance and understanding root causes of variances and performance issues
- Promotes metrics-driven performance measurement



RESOURCES

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Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.