



Process Partner

CASE STUDY - NWIB*

AP Solution

Media Company leverages Propart's Finance & Accounting Services

VALUE DELIVERED

- Dedicated Professional Team
- Managed Workflows
- ISO ready processes
- Offshore Processing with On Site Comfort
- Cost Effective Solutions
- Easy document management system
- Excellent Facilities

A leading media company* was facing the challenge of focusing on managing internal processes due to pressure on the business and strategic planning.

The management acknowledged that split attention hurts decision quality, which translates to loss of opportunity to add strength to the bottom line. A policy decision was taken to stay focused on core activities and outsource non core activities to carefully chosen service providers with functional expertise. The CFO had the knowledge of Propart as he dealt with in his earlier employment, where Propart was a vendor for AP processing.

Enter Propart...



Process Partner

Propart agreed to take over the Accounting Payable function initially and later helped in providing Reports on the markets and other routine reporting as per the requirements.

The work was successfully transitioned offshore within a record time since Propart had the knowledge of Media business already and the process was almost similar. This involved:

- training the offshore processing team in the company's processes
- sensitizing them to Company's requirements
- framing standard practices relating to processes, workflow, communication and query handling
- customizing quality standards to Company requirements
- developing transparent performance reporting system

The Company could realized the benefits very soon:

- **Direct costs were lower (by 40%)**
- **On time performance improved (100% within 45 days)**
- **Error rates declined (to near zero)**
- **During the contract of over 5 years 150000 txns were processed**

The coordination was excellent with the Company having to nominate only one senior manager.

** Due to the Non Disclosure Agreements we have signed with our client, the identity of the client icannot be revealed. However all other facts of the case are true.*