



## CASE STUDY - ZENS\*

### **Business Process Management**

### **IT Services Company rides on Propart's Business Process Management expertise to improve its bottom line.**

#### 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

An IT services company\* was focusing on technology development and client acquisition. It was thin on its entire accounting function including payroll, accounting and tax filing.. Due to severe pressure on margins and cash flow the company could not afford to have a qualified resource for back office on it own.

The management concluded that handling the back office function would divert attention of the promoters (who had a technology background) and this could hurt the business in the long run. There was a need to outsource to achieve better performance. 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 management identified that many of the accounting and payroll functions were not directly related to their core business. A search was launched to identify a service provider that specializes in providing Business Process Management (BPM) Services



Process Partner

*Enter Propart...*

A detailed analysis of the Company's internal services brought up several issues. The need was for a total solution.

**Propart** proposed one.

**Propart** agreed to manage the complete business process relating to internal accounting operation *including payroll*.

The operation was transitioned offshore successfully, smoothly and swiftly. This involved:

- redefining the Company's existing processes
- evolving Performance Objectives for the BPM Service to the client
- introducing a Budget Control System
- designing an Online MIS
- 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

The Company could realize the benefits ahead of schedule:

- **Billing delays eliminated completely**
- **Collection Rate improved**
- **Overdue Receivables reduced**
- **Management of cash flows improved**
- **Operating costs reduced**

The Online MIS is at the customization stage.

---

*\* Due to the Non Disclosure Agreements we have signed with our client, the identity of the client cannot be revealed. However all other facts of the case are true.*