

Perfecting financial
performance and
business decisions at
every step — together

Today's organizations face soaring operating costs, thinner margins, keener competition, sophisticated global threats and gigantic shifts in customer behaviors. Accurate, fast decision support can help. It can sieve through copious data to unearth key trends that can help executive management to stay ahead of the curve and steer their organizations through the challenges.

While the market offers a wide range of tools to recalibrate financial performance — ranging from big data analytics and business intelligence to performance management and artificial intelligence — they are only part of the solution. Much more vital is having the right partner. One that can identify and weave the right solutions together, understand the nuances of an industry and create a solid framework that can augment humans to make better decisions can be a competitive advantage.

Business at the Speed of Human Thought

Performance management and finance reporting require more than good data analytics

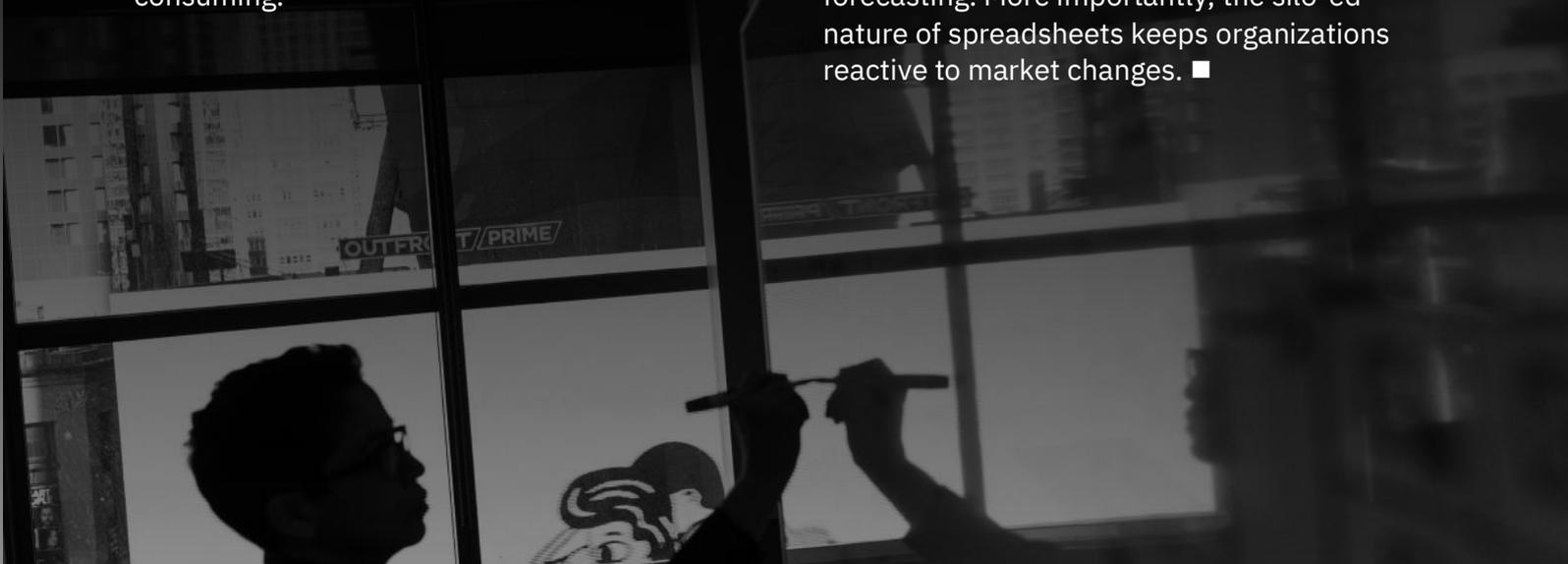
Success starts with a plan. For proper planning, you need to unlock information within different types of data. When merged and analyzed, it offers the executive management important waymarkers, identifies current and future risks, and assists them to make the right decisions for their organizations. This makes business performance management and finance reporting — including financial planning, budgeting and forecasting — critical functions for any organization and crucial ingredients for decision support.

Performance management and finance reporting also require more than good data analytics. These require an intimate understanding of historic performance, business outliers, what is a business normal (and what is not), deviations from this normal (actual vs. plan), business modeling, what-if analyzes and the ability to assess all business risks and constraints. These reasons make this business function immensely challenging, labor-intensive and time-consuming.

Part of the problem is the fragmented nature in which these activities are performed and the heavy reliance on spreadsheets. There is nothing inherently wrong with modern spreadsheets. They offer a familiar interface for executive management and business analysts. But they are just not designed for modern financial planning and reporting rigors.

These constrain companies to use manual — often prone to errors — workarounds. While adding complexity and having the potential to obscure potential business issues, it also makes real-time planning difficult. Lack of inherent support for collaboration or real-time updates across the organization makes it worse.

The net effect is that performance management becomes frustratingly disparate and slow. Creating financial and budget reports become resource-intensive and consume precious man-hours that could be better spent on actual planning and forecasting. More importantly, the silo-ed nature of spreadsheets keeps organizations reactive to market changes. ■





Reinventing Decision Support with **AMIND**

Combining time-tested IBM tools to help our clients to navigate the complex business environment

In today's challenging business environment, good financial planning and reporting are becoming ever more urgent. Executive management and business analytics teams need real-time access to business data to understand the financial health of their organization. Dashboards can help. They filter the entire pool of business data into clearly defined key financial ratios and metrics to highlight the health of the business and unearth potential trouble spots.

During a global crisis or economic uncertainty, the rapidly altering economic landscape is not the only risk. Often, the subsequent introduction of a new raft of regulations can also impact bottom lines and operational capabilities. Decision-makers need to become more proactive.

The ability to deliver real-time information and attaining financial transparency with timely reports and analytics capabilities become vital. Financial transparency can also help companies to fine-tune their current business model, seize

business challenges and explore fresh opportunities.

These are some of the reasons why companies choose Amind Group Company Limited ("AMIND"). With more than 20 enterprise customers from various industries and over 40 projects completed, we combine time-tested IBM tools to help our clients to navigate the complex business environment.

Essentially, we help to augment the client's financial performance and business decisions by making them proactive. Our team of consultants and industry experts ensure each client attains the financial transparency they need to successfully steer through market challenges and maximize fresh opportunities.

More than a solution provider, our partnership approach puts clients' success at the center and provides the foundation to build. This strategy has seen 60% of our clients continuously implement projects with us, often entering the next phase or collaborating on a new one. ■

Understanding the AMIND-IBM advantage

At AMIND, we see our success in our clients' triumphs. As a premium enabler of performance management and reporting, the executive management and business analyst teams depend on our solutions and expertise to make the next business decision.

As a Gold partner in Thailand and an IBM Business Analytics Software Authorized Reseller, our solutions are underscored by IBM Planning Analytics and IBM Cognos Controller. Together, both solutions help executive management and their business analytics teams to get the financial transparency they need to take control of their financial future. Users can dive deeper into their current performance, identify macro and micro trends impacting their balanced sheets, get prepared for forecasted challenges and plan for both opportunities and challenges.

No business is created equal. So, we begin each project by understanding our client's needs and market requirements, helping identify key financial ratios and metrics that matter to specific business models. Once identified, we tailor-make the right solution framework by using best practices and integrating the IBM solutions with existing systems – one of the reasons why we received the IBM Analytics Business Partner of the Year 2016. The result is an efficient decision support system that is unique to how each client operates.

With AMIND, our clients are never alone. We are committed to creating and supporting their strategic imperatives. With the right blend of post-implementation support service and training products, we are always looking for ways to perfect your decision-making process with in-depth financial data analytics and transparency. ■

Strategic Imperatives, IBM Analytics Business Partner of the Year 2016



Vision

Being the most admired and respected professional service company in Performance Management solution by delivering performance beyond a client's expectation.

Mission

Striving to provide quality services geared around the concept of user adoption and satisfaction that make us a "Real Partner" of our clients, based on our philosophy "Go further... Go together".

OUR SOLUTIONS

Planning with an intelligence touch

Planning needs a rethink, especially when the organization and the operating environment is increasingly complex. While spreadsheets are common for planning, their limited functionalities and features mean that executive management and finance teams need to develop workarounds.

With IBM Planning Analytics, you do not. It keeps the familiar Microsoft Excel interface but is designed ground-up for modern planning. It also adds an artificial intelligence differentiator.

These features allow executive management and business analytics teams to automate model creation using natural language and improve the accuracy of their forecasts. It is also designed to adapt to business growth and interdepartmental collaboration, breaking down silos and enabling real-time insights.

The ability to deploy in the cloud, on-premises or both, offers the flexibility for executive management and business analytics teams to analyze anywhere and at any time using a single source of truth. While this simplifies financial planning and forecasting, it keeps the entire team on track with organizational performance during a global crisis.

Modernizing reporting for today's executives

IBM Cognos Controller is created for a single reason — to simplify financial reporting.

In many organizations, creating consolidated financial reports for financial year closing and business decision making is an onerous process. While reports are essential for executive management teams for decision making, especially for the chief financial officers and financial controllers, creating one can be challenging.

The IBM solution banks on the scalability, affordability and agility of cloud computing to support the close, consolidation and reporting process while providing the decision-makers with an organizational view of key financial ratios and metrics. It automates the close process across the organization using cloud and simplifies the

provisioning of certified financial information that further speeds up close and reporting processes.

The solution automates intercompany eliminations, allocations, currency conversions, acquisition calculations and more while allowing clients to define and maintain changing rules and processes without coding. By tracking data flow throughout the consolidation process and allowing finance teams to monitor the performance of subsidiary reporting, it eliminates human error and improves the audit process while allowing organizations to scale while keeping their finance team constant.

Overall, the solution keeps executive management teams, chief financial officers and financial controllers focused on their business rather than in creating reports. Clear audit trails also keep the entire process compliant.

Maximizing the AMIND advantage through services

At AMIND, we understand every client has unique needs when it comes for financial reporting and planning. With experience in different industries and scenarios, we can create the right performance management solution that fits your business.

We are also committed to our client's long-term success. Our Performance Management Consultancy & Implementation Service examines the current environment using best practices to create the right steps forward. It offers a solid framework that intimately understands the current operating environment, ensures smooth implementation and makes the solution adaptable to future enhancements.

Our commitment does not end when your performance management solution goes live. Our Post-Implementation Support Service keep monitoring the solution and the operating environment. As needs and market environments shift, we will offer advice to recalibrate our client's performance management while ensuring that the current solution is updated and optimized.

Our tailored training and knowledge transfer help our clients to take full advantage of the solution, maximize their returns on their investment, and keep testing the solutions' limits. ■



GO FURTHER...
GO TOGETHER



We Are Ready

Our team is ready to assist you, answer your queries and create the right IBM solutions for proactive decision making. Feel free to contact us.

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