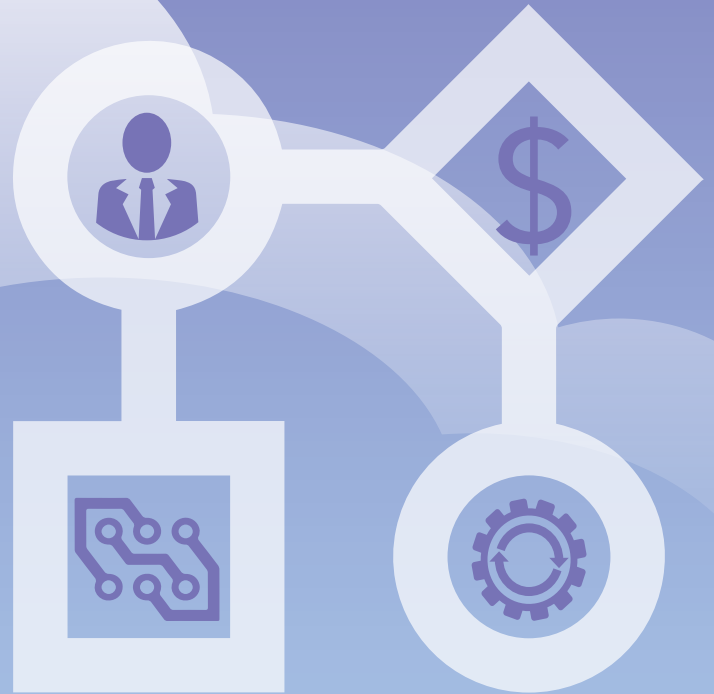


 CPA.com White Paper

THE COMPLETE PICTURE OF WORKFLOW AUTOMATION

An overview of four educational webinars to help your organization automate workflow, increase capacity and meet revenue goals.



THE COMPLETE PICTURE OF WORKFLOW AUTOMATION

TABLE OF CONTENTS

The Purpose	3
What is XCM Corporate?	3
Snapshot 1: 5 Strategies to Increase the Capacity of Your Tax Department . .	4
Snapshot 2: Building Better Budgets	5
Snapshot 3: Strategic Importance of Expense Management	6
Snapshot 4: Re-valuing the Monthly Close	7

PREVIOUS
Page

NEXT
Page

TABLE OF CONTENTS
Quick Link



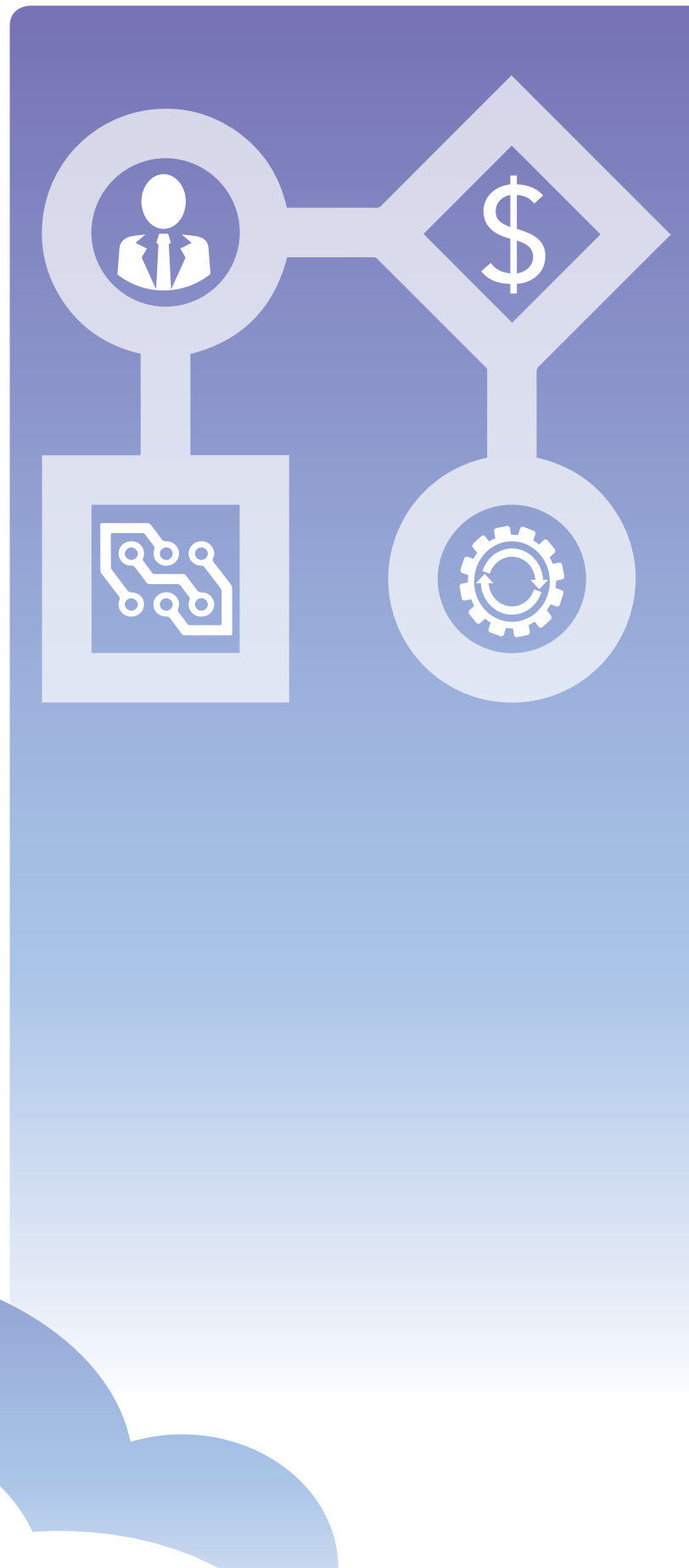
THE PURPOSE

This white paper offers an overview of content within some of XCM's recent educational webinars. The on-demand webinar series was created to highlight the role of XCM Corporate Solutions Workflow Productivity Enablement Platform in streamlining a company's tax, accounting, and finance departments to significantly increase efficiency and capacity.

WHAT IS XCM CORPORATE?

Powered by advanced cloud technology, XCM Corporate centralizes tax, accounting and finance processes within a single platform to deliver streamlined workflow management. The system delivers a 360° view of every process step – across roles and functions – so users can easily pinpoint the progress of any task, ensuring deadlines are met and work continues to move forward. XCM Corporate provides a higher-level process view, wrapping multiple point solutions into cross-departmental processes and creating a single source of truth across departments and technology.

XCM Solutions is a preferred partner of the AICPA and CPA.com.



SNAPSHOT 1

Webinar - 5 Strategies to Increase the Capacity of Your Tax Department

PURPOSE

Today's tax leaders continue to face complex and ever-changing regulatory requirements, rapid globalization, technology and infrastructure limitations, increased risk and a lack of resources. For many, performing work "the way it's always been done" is at the heart of these ongoing challenges. Manual processes and lack of automation suck time and resources from tax and finance departments operating at skeleton-crew status. This webinar offers five foolproof strategies, supported by real-life case studies, to help you streamline processes and increase capacity within your tax department.

GOALS:

- Elevate strategic presence
- Overcome challenges in your tax department
- Increase productivity and capacity in your tax department



More than 72%* of time is spent on low-value tasks. Therefore, it's important for leaders to focus on a sound strategy that allows them to transition away from outdated processes that slow productivity, waste resources and limit department-wide visibility. Implementation of a productivity-enabling solution is at the heart of these five strategies to increasing capacity.

*Source: Quantrix Survey of FPA professionals

1. Kill the meetings: Meetings, emails and other disparate communication vehicles can be a huge time drain. A 360° view of all activity provides the opportunity to streamline tasks and communications – helping to decrease the number of meetings and elevate productivity across roles and functions.

2. Get control of your process: Today's hectic tax landscape leaves little time for unpredictable, unscheduled work. When tasks, processes and status of work are well-documented and easily accessible, it creates predictable workflow, empowers employees and leads to target-level performance.

3. Be athletic: Globalization, paired with ever-changing regulations and business strategies means leaders need to be more agile if they are to adapt to changing work priorities without losing productivity. A clear view into data across departments and roles allows businesses to be more agile in dealing with on-demand requests and changing needs.

4. See it, own it, solve it, do it: When you have full visibility across roles and functions, work gets done! Leaders and staff are more accountable when they can "see" where they are in the process and have access to detailed tasks and project status.

5. Think progress...not perfection: Implementation of change is most successful when introduced in digestible chunks. Take the time to analyze your current processes to provide the insight required to move people to action and get the results you desire.

"When daily operations are under control, you don't have to fix issues from yesterday and today; you can focus on tomorrow." (Source: Peter Matthijssen, MSc, CMC, LSS Blackbelt)

IN SUMMARY: Watch this webinar to learn more about how to apply these five foolproof strategies to optimize your tax department, increase capacity of staff across roles and accelerate department-wide productivity.



Access the PRESENTATION



Watch the WEBINAR

SNAPSHOT 2

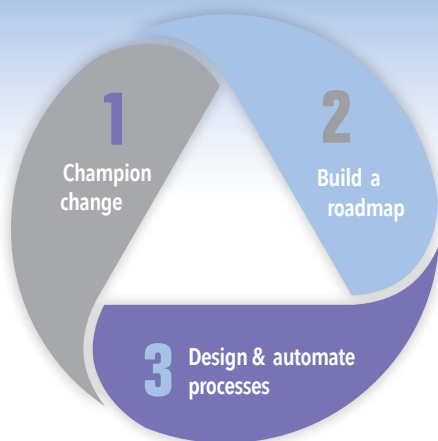
Webinar - Building Better Budgets: A Practical Approach to Implementing Iterative Budgeting Processes

PURPOSE

Iterative budgeting processes offer many advantages. This approach is not only simpler and more efficient, but also generates more accurate results and gives organizations deeper insight into data – driving strategic goals. But how does a company get there when both cultural and operational obstacles can hamper effective process transformation? This webinar offers a pragmatic approach to implementing iterative budgeting processes.

GOALS:


- Champion change
- Build a roadmap
- Design and automate processes





Champion change: Top-level management must provide clear direction and goals to engage employees at all levels and get them on board with process changes. The objective is to empower staff to take ownership of their part of the process and fuel company-wide implementation.

Build a roadmap: To ensure success, leaders must develop a defined plan to implement change effectively – taking into consideration time, culture, ownership, accountability and process design.

Design and automate processes: Designing effective budgeting processes involves people at all levels, defining end goals to drive process design, and help make informed technology decisions.

 **People:** Involve senior management early to better understand what changes need to occur. It's also important to assess your company's culture to determine what can change and what cannot. Armed with this knowledge, you'll have better insight into what motivates people to change, and then use this insight to power process implementation.

 **Process:** Start with "the end in mind" – have a clear picture and definition of your final goal, then plan a phased approach to achieve that goal. Schedule plan elements over a longer timeline to allow for strategic buy-in, feedback from stakeholders, improvement tweaks and to implement changes at a pace that works for everyone involved. A well-paced plan moves employees out of their comfort zone, but allows for acclimation before further changes are introduced.

 **Technology:** Adopt cloud-based, productivity-enabled technology to connect all elements of budgeting processes and automate workflow. Technology investment presents a key element of the entire strategy. Consider the cost of not investing: Attempting to modernize processes with out-of-date technology can significantly hinder progress.

IN SUMMARY: Watch this webinar to learn more about how to strategically design iterative budgeting processes with definitive points of accountability and full visibility across departments – powered by an automated technology infrastructure to achieve streamlined processes.

 **Access the PRESENTATION**

 **Watch the WEBINAR**

SNAPSHOT 3

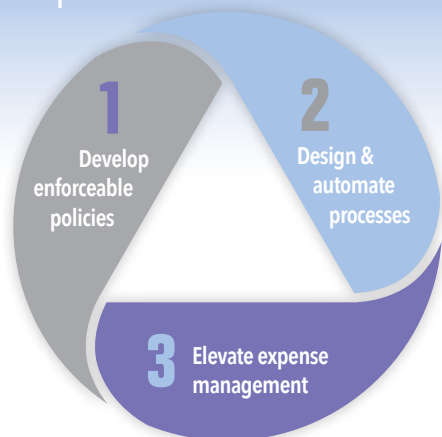
Webinar - Elevating the Strategic Importance of Expense Management to Achieve Higher-Value Business Outcomes

PURPOSE

In today's global economy, expense management has evolved as a core strategy in achieving bottom-line growth. However, while many businesses have policies and procedures in place for employees, productivity and operating income goals are often not fully realized due to time and energy spent on expense processing. This webinar highlights the need to develop enforceable policies, automate workflow and elevate strategic importance to best manage expenses and meet bottom-line company goals.

GOALS:

- Develop enforceable policies
- Design and automate processes
- Elevate expense management importance




Develop enforceable policies: For an expense policy to be enforceable, all employees must be on board. To help drive acceptance, policies must be clear, jargon-free, fair, and should take localized travel policies into account. The expense policy should be written so that it encourages productivity, eliminates any uncertainty and addresses security.


Design and automate processes: Travel and Entertainment expenses (T&E) are often one of the largest expense items –


making up about 8-12% of total annual operating expenses. Add in that 6 out of 10 employees submit error-laced reports, and a pronounced need for automated expense processing becomes more clear. The good news: Compliance improves by 44% when using automated expense reporting software. For example, the advantages for T&E include: Reduction of employee time (due to fewer errors), decline in support staff time, decreased cost due to visibility, and compliance and improved audit operations.

“When companies use automated expense reporting software, the net savings is \$55K/100 users over three years.”
(Source: IDC)

Elevate expense management importance: The expense management process is built on interdependencies between people, processes and technology. An effective, holistic strategy is critical to ensure that each element of the process is supported:

 **People:** Shareholders and managers require full visibility into expense reports for financial insight, so alignment between leaders and employees is critical.

 **Process:** T&E must be included in the larger expense management continuum, which includes inventory, operational expenses, capital expenditures, fixed assets, contract services and more to ensure full visibility across all elements.

 **Technology:** Many organizations use more than 12 point solutions (including Excel) to manage expenses and related accounting processes. Integrating products into a single productivity enablement platform, like XCM, is key to connecting processes and offering full visibility into data.

IN SUMMARY: Watch this webinar to learn more about how to design and automate expense management processes that enable productivity and deliver transparency across processes and people.

 **Access the PRESENTATION**

 **Watch the WEBINAR**

SNAPSHOT 4

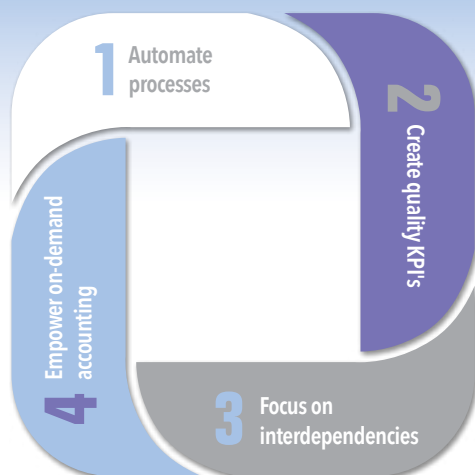
Webinar – Re-valuing the Monthly Close

PURPOSE

Increased demand for detail beyond monthly close information and the desire to include analysis of data to support deeper business insight is driving change across the accounting profession. Organizations now view the once-routine task of monthly close as a strategic opportunity to provide better, real-time views into a company's financial health. This webinar offers a pragmatic approach to automating a monthly close process that enables finance professionals to deliver that "single source of truth."

GOALS:

- Automate processes
- Create quality KPI's
- Focus on interdependencies
- Empower on-demand accounting



Automate processes: A direct result of automating processes is increased capacity and full visibility across departments, which is critical if corporate finance departments are to deliver timely, accurate and insightful data that supports business viability and growth. Automation also eliminates low-value manual work, freeing leaders to focus on high-value financial analysis.

Create quality KPI's: Automating the monthly close process increases capacity significantly – allowing finance departments to provide quality, trusted KPI's.

Focus on interdependencies: Understanding the interdependencies among all departments, including those outside of finance such as legal and IT, and the role they play in impacting finance processes is key as you consider moving to an automated process. Cross-department automation increases visibility into upstream/downstream tasks and eliminates departmental silos.

Empower on-demand accounting: Full visibility into data and increased capacity drive on-demand accounting. On-demand capabilities enable finance leaders to deliver accurate, current data in real time to support sound, informed financial decisions.

IN SUMMARY: Watch this webinar to learn more about how to automate the monthly close process to remove time-consuming, low-value manual activities from the finance equation – freeing corporate leaders to focus on higher-value analysis work that drives business growth.



Access the PRESENTATION



Watch the WEBINAR

VIEW THE FULL WEBINARS!

Be sure to view all the webinars presented in this guide to better understand how XCM Corporate can help your business increase visibility across all departments and roles and elevate efficiency to unprecedented levels. You will find the links to each recorded webinar at the bottom of each Snapshot page, as well as a link to the corresponding presentation.

For more information on XCM Corporate:

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