



Is your finance function organised for sustainable value creation to business?

ixCFO Services

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The Essential



What do they look like?



	Controller	Dealmaker	CFO
Background	Higher level Accountant	MBA, VC, Banker	Controller PLUS Business X Finance Integration
Focus	Reporting, Controls, Compliance	Growth, Fundraising, Deals	Sustainable growth, clarity, focus on micro & macro outlook
Experience	Horizontal	Narrow	Varied & Collaborative

What a CFO does...

- Act as a **right hand** to the CEO/Business Owner
- **Capitalize** the company and preserve **financial strength, business controls with timely direction based navigation**
- **Monitor, Measure (KPI's)** and continually **propose improvements** to the **performance** of the business **with an eye on opportunities for organic & inorganic growth based on economy & market trends**
- Maintain a deep **command** of **business fundamentals** and financial performance, including comparison to relevant **benchmarks**
- Maintain deep **relationships** with key external **stakeholders** (directors, investors, lenders, bankers, analysts, competitors, industry peers)

Finance Function – Is it organised ?

- Key elements Finance Function
 - **Cash Conversion Cycle**
 - ✓ Working capital – Benchmarking
 - ✓ Financial leverage : Cost v Cycle
 - ✓ Capex v Opex decision
 - **Controls & Automation**
 - ✓ Internal control s – Check leakages
 - ✓ Robust processes on key segments
 - ✓ Synch automation & IT interfaces
 - **Closing Process**
 - ✓ Data integrity driven timely closing across organisation
 - ✓ Sensible MIS with data analytics
 - ✓ KPI based cross functional reviews on business plan
 - **Compliance Management**
 - ✓ Calendar for governance
 - ✓ Transactions structuring – Domestic & Cross-Border
 - ✓ KRA/SLA : Third party advisors

KPI (Key Performance Indicators))

- * **KPI : A measure of how well a process or area in the overall business is performing for better management, actionable & accountable**
- * **To Identify Critical Success Factors, ask which processes :**
 - * **Are vitally important to achieving your vision/maintaining your differentiation or competitive edge?**
 - * **Are most important to the customer ?**
 - * **Have the greatest impact on cash flow & ROI ?**
 - * **Directly impacting team morale ?**
- * **What can be measured?**
 - * **Operational performance – A straight measure of an activity**
 - * **Financial performance – Results comparison, benchmarking with peers**
 - * **Product/service quality – Warranty issues**
 - * **Customer satisfaction – Loyalty to your product/service**
 - * **Employee satisfaction –Attrition , salary comparison or morale**

Finance function: Adding clarity to Business Growth

- * **Operational Excellence : Innovation & Plugging leakages**
- * **Customer Retention : Collaborative Pricing Relationship**
- * **Let “Go” : Decentralize Processes for scale & growth**
- * **People Platform – Value creation & Incentivisation matrix**
- * **Capitalization : Leveraging capital with financial markets**
- * **Inorganic Growth : Management & Market depth test**
- * **Branding – All about Quality to protect margin play**

* **Best CFOs will provide leverage to the CEO to help Scale & Sanity**
CFO add bandwidth to Business Owner with Traditional & Strategic role

Valuation: Executing with right CFO navigation is key !



It is all about CEO & CFO “Jugal Bandi”



About ixCFO

- ❖ We offer Chief Financial Officer / Financial Controller (CFO/FC) Services on outsourcing basis by Integrating Business X Finance
- ❖ Unique proprietary CFO Services measurable engagement (Tx + Fx + Ix)
- ❖ 50+ Clients with current aggregate INR1400 cr. + Revenue under CFO mandates with 12 CFO Partners across 6 cities in India
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Thanks & Warm Wishes for Festive Season