

# Transparency:

**Make financial intelligence visible across the enterprise, using a suite of standard profit-centric reporting and analytical practices.**

## Transfer Pricing

Multiple departments within the same company negotiated each year the percentage of call center operations expenses they would each absorb, based upon the prior year's volumes and productivity. Each month, staff accountants would manually transfer the actual incurred costs into the accounts of each chargeable department. The call center SME's implemented EyeProfit to automate the transfer pricing of costs each month to each department based upon each month's actual volume and productivity of calls related to each department. The automated process eliminated headcount for the manual transfer pricing operation and eliminated historical cross-subsidies due to changes in scripting, offers, and operations made by the chargeable departments during the year.

## Sarbanes-Oxley Compliance

During an external audit, a CFO who had installed Eyeris Open Intelligence (EOI) was able to demonstrate (i) a system (EOI) that tracks the financial implications of each of the firm's operational transactions, and provides an independent means to validate the firm's financial reporting; (ii) a system that delivers understanding of the future profit impact of current operational events; (iii) a system that documents critical business processes and decisions as manifested by the cost models included in EyeProfit and the reports generated using EOI and (iv) a system that enables real-time material event analysis triggered by automated alerts noting variances between current period results and historical results.

## Intra-Month P&L Flash

The CFO of a service business was routinely surprised by month-end P&L results, primarily owing to overtime costs and usage-driven revenues. The company implemented Eyeris Open Intelligence to integrate operations and payroll data on a daily basis, estimate revenue from contract rates for work volume and mix actually experienced, and build a month-to-date flash contribution report daily for the executive dashboard. This allowed decision-makers to intervene adverse trends in days.

## Unit Cost Productivity Benchmarking

A service department with thousands of field offices failed to implement peer benchmarking due to difference in workload mix and wage rates between offices. Eyeris Open Intelligence (EOI) was already integrating work ticket data and payroll data each month, calculating granular unit cost rates for the profitability project. Program administrators used EOI to provide the service department executive per-unit efficiency and cost benchmarking reports across all offices, from the technician level up through all levels of the management hierarchy, leading to operationally-credible continuous improvement targets.

## **Consumer/Contract Profitability**

A railroad marketing department contracts for thousands of “incremental” shipments thought to be marginally profitable. Program administrators using Eyeris Open Intelligence find those shipments are, in fact, significantly un-profitable when properly attributed costs that they generate for other shipments by congesting high-occupancy lines and by forcing additional stops for road/local trains. Marketing updates contract guidelines, adding pricing surcharges to encourage use of off-peak periods on congested lines and to encourage larger block orders for interior adds/drops.

## **Campaign ROI**

A high-speed internet access provider promoted its launch in several new cities with advertising spots on radio and television, with adverse margin results overall. Eyeris Open Intelligence highlighted the root cause as orders in a handful of wire centers, where provisioning and repair work tickets generated were significantly higher per-order than average. The mass campaign was replaced with a direct mail campaign differentiating set-up charges by Zip+4; at the same time, an operational improvement team attempted to address inventory quality issues in the problematic wire centers.