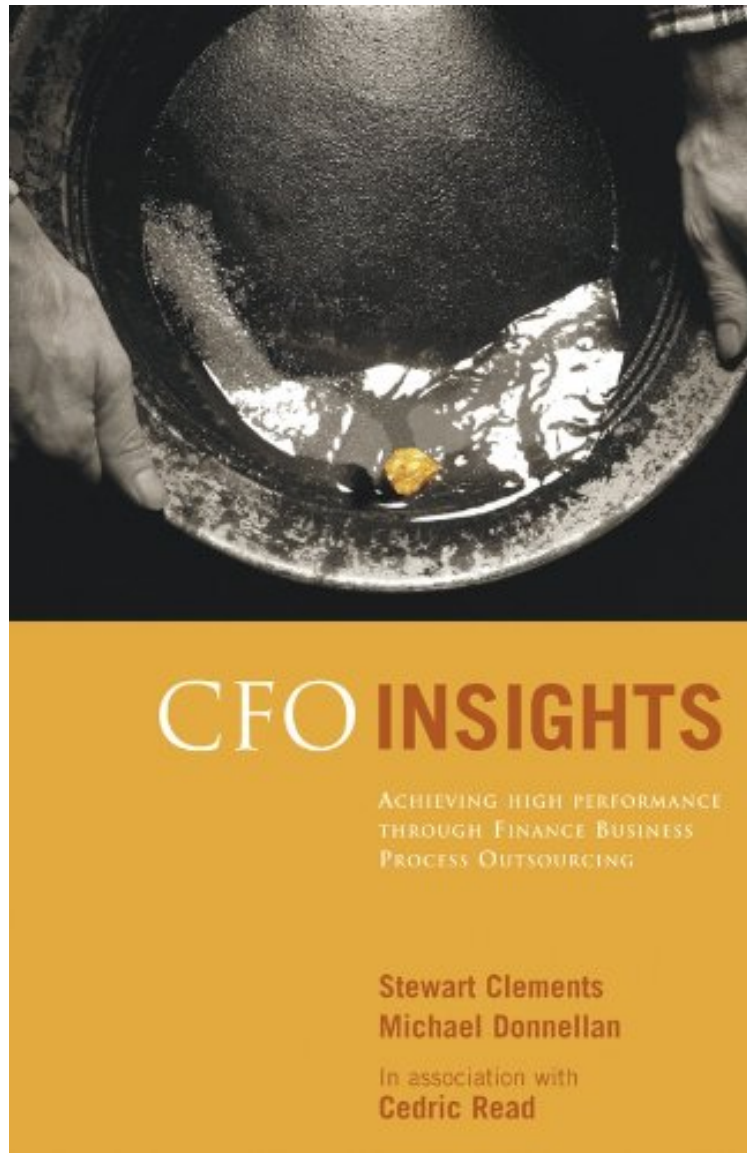


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## CFO Insights: Achieving High Performance Through Finance Business Process Outsourcing

*Stewart Clements, Michael Donnellan, Cedric Read*  
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**Stewart Clements, Michael Donnellan, Cedric Read : CFO Insights: Achieving High Performance Through Finance Business Process Outsourcing** before purchasing it in order to gage whether or not it would be worth my time, and all praised CFO Insights: Achieving High Performance Through Finance Business Process Outsourcing:

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main issue to consider when reading this book: this book is written by an outsourcing vendor. Would you honestly expect to hear anything other than a "best light" portrayal of outsourcing? Much more valuable, in my opinion, would be a similar book that compiles stories from the actual clients of outsourcing vendors. This would present the experiences of CFOs/Controllers/CAOs of large corporations to get an unbiased, "real-world" picture of what their outsourcing partnerships have been like. This is of much greater value to a company looking to outsource than a book like this one, which is essentially a "pitch book" from a consulting company looking to sell more services.

Many CFOs have led their companies to invest in ERP and shared services in order to create leaner, more global organization structures. Today, they seek more radical transformation through business process outsourcing (BPO). CFO Insights is a practical, comprehensive guide to this exciting, fast-growing field. It features expert advice from the CFOs of major companies worldwide, including BP, Procter Gamble, Dell, and Exel. Step by step, it takes you through the stages of a successful outsourcing solution - from evaluating providers and contracting, through transition planning and risk management. "We have seen cost reductions every year for each of the 13 years of our outsourcing experience - now, finally, we are seeing the outsourcing market mature. The advancement of multi-client centers will create new value. As new low cost centers spring up around the world I want to have easy access to the opportunities." - Alan Eilles, CFO Downstream, BP "Outsourcing is not about sitting still. On the one hand, as CFO, you have to be in control, and have the right control mechanisms in place. On the other, this is an evolving relationship where both parties feel empowered and energized to make a real difference in the business." - John Coghlan, Group Finance Director of Exel "My view of the CFO's role is relatively simple: How do you add value? The CFO has to be in the forefront in understanding, at a strategic level, the relative economics of different parts of the business model - and vitally play a decisive role in deciding what should be insourced and what should be outsourced." - Clayton Daley, CFO, Procter Gamble

"...offers a detailed strategic look...". A highly readable book, laden with case studies... compulsory reading for any business considering outsourcing... (Financial Director, July 2004) "...a highly readable book, laden with case studies... compulsory reading for any business considering outsourcing... (Financial Director, 1st July 2004) "...brings together frontline advice from the chief financial officers of a number of high-profile companies... (Accounting Today, 23 August - 5th September 2004) From the Inside Flap Outsourcing is rapidly emerging as a new business imperative. The decision for most CFOs is no longer whether to outsource, but when - and how. This can be one of the most demanding challenges a company faces. How do leading corporations decide where to start and how far to go? How are major stakeholders likely to react? What should you look for in a service provider? A timely strategic guide to the fast-growing field of business process outsourcing (BPO), this book maps the outsourcing landscape fully and objectively. It explores the exciting opportunities that BPO offers for achieving: greater operational efficiency and flexibility increased control and transparency more accurate data and forecasting integrated financial solutions improved customer service high performance Today, many leading-edge companies are using BPO not only to cut costs and improve efficiency, but as a path to enterprise-wide transformation. CFO Insights offers practical advice and strategies you can use to quickly harness this powerful tool to enhance your company's performance. The book features frontline CFO advice, original research, in-depth case studies, and best-practice data and analysis. From the Back Cover Alan Eilles CFO Downstream, BP "We have seen cost reductions every year for each of the 13 years of our outsourcing experience - now, finally, we are seeing the outsourcing market mature. The advancement of multi-client centres will create new value. As new low cost centres spring up around the world I want to have easy access to the opportunities." John Coghlan Group Finance Director of Exel "Outsourcing is not about sitting still. On the one hand, as CFO, you have to be in control, and have the right control mechanisms in place. On the other, this is an evolving relationship where both parties feel empowered and energized to make a real difference in the business." Clayton Daley CFO, Procter Gamble "My view of the CFO's role is relatively simple: How do you add value? The CFO has to be in the forefront in understanding at a strategic level the relative economics of different parts of the business model - and vitally play a decisive role in deciding what should be insourced and what should be outsourced." Ian Ailles, Group CFO Thomas Cook UK "Our outsource contract started with a very wide scope and we have held to it; we only retain in finance our analytics and commercial advisory functions. We have the flexibility to change the services outsourced as our business changes direction and now have the ability to finance investment." Many CFOs have led their companies to invest in ERP and shared services in order to create leaner, more global organization structures. Today, they seek more radical transformation through business process outsourcing (BPO). CFO Insights is a practical, comprehensive guide to this exciting, fast-growing field. It features expert advice from the CFOs of major companies worldwide, including BP, Procter Gamble, Dell, and Exel. Step by step, it takes you through the stages of a successful outsourcing solution - from evaluating providers and contracting, through transition planning and risk management.