Qlik Solution for Finance
Optimizing Credit & Collections in Communications

Optimizing Daily Sales Outstanding (DSO) to improve Working Capital

Challenge

Reduce costs while simultaneously improving performance.

Gartner recently highlighted that "…industry is under pressure to simultaneously reduce costs and improve operational performance" [Gartner, Dec 2013].

In today's world of increasing efficiency and decreasing margins, communications companies are under pressure from consumers and regulators alike and CEO's look to all departments to play there part.

While the cost of borrowing may be low, finance departments can contribute to this challenge by careful management of daily sales outstanding (DSO) to improve the position on working capital. Moreover, finance departments can better influence important customer management strategies to improve the daily sales outstanding before aged debt arises, thereby playing a more strategic role.

Solution

Generate cash-flow insight using Qlik to prioritize credit and collections activities to optimize Daily Sales Outstanding.

Identify those customer segments, regional hotspots and customer accounts which individually or collectively impact your working capital on any day of your financial reporting period or billing cycle with our powerful Qlik Business Discovery platform.

Assess the impact of late payments and complex collection processes on daily sales outstanding and compare them with customers who make a prompt payment, or those with direct debits and standing orders. Further segment your analysis by location, customer segment or market demographics to better influence the customer attraction and retention strategies of your sales and marketing departments.

Our Qlik Business Discovery platform allows you to combine marketing campaign data from your CRM system with your financial collections data from financial systems such as SAP and Oracle, thereby building on your existing investments and maintaining your financial integrity.

Benefits

- Gain a full 360 degree view of your customer's payment history trend and the latest current account balance for any customer
- Drill down from all customers through customer segments, regions, products, payment types or even handset types to individual customers and their account balance at any given time
- A single common App can be used to analyze debt and unbilled customers by any user creating a single version of the truth
- The App can be updated automatically daily, releasing valuable Finance department time for in depth analysis, rather than assembling data reports
- Typical return on initial investment can be achieved within 3 months

About Qlik

Qlik is the leading Business Analytics platform, delivering true self-service analytics that empowers the business user by driving innovative decision-making. Contact your Qlik representative to schedule a discussion and live demonstration related to this solution area.
Visit us at: qlik.com

Example:
Our consultants will work with you to pull all of your financial data together across the full range of product groups to allow users to visualize Sales Billed, Collections, Write-Off and Balances.
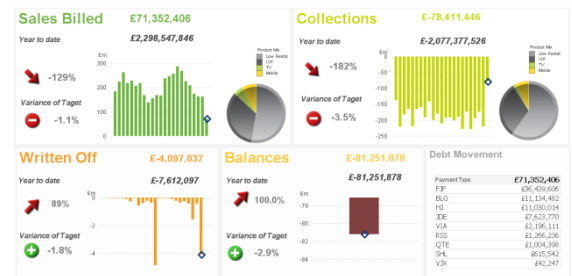
The resulting Qlik App would allow users to select from a range of dimensions which can be readily configured to suit your needs. Examples include contract type, products taken, payment types and a wide range of quick filter options (region, post code, device type, etc.), along with configurable DSO ages:

Example:
The Qlik App would have a wide range of visualizations including trends, bar-charts and tables depicting Sales Billed, Collections, Write-Off, Balances etc., selected from our best of breed visualization library, ready to be customized for each implementation, saving valuable development time.