










# SBSS

Synergy Business Solutions  
Accounting | Consulting | Finance



**YOUR PERFORMANCE ENHANCEMENT PARTNER**

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## India Business Growth Scenario



Two decades into the economic liberalization, which brought an end to the restrictive and regressive policy environment, India is now a land of opportunities. So much so that the emerging economic powerhouse is experiencing reverse brain drain as a significant number of successful expatriate Indian professionals head back to home to catch the action.

India is currently the world's second fastest growing economy. Indian economy is the world's fourth largest by Purchasing Power Parity, way ahead of that of Germany's.

No doubt that the surge is led by India Inc. - new and old economies led by the young and the veterans alike. In fact, so much of entrepreneurial energy is being unleashed by the young Turks early on that it is now not a rarity to find a successful CEO in his/ her twenties/ early thirties. Indeed the sign of an emerging free market economy.

With so much of action around, it's inevitable that every market gets competitive. More and more players, Indian and Multinational, enter the fray, product and service options multiply, customers discern, margins shrink and technological advances alter paradigms in no time.

The challenge for today's CEO is well cut out. And the way forward is very clear - as Tom Peters famously said, it is to 'Do what you do the best and Outsource the rest'.

## India Business Growth Scenario



### Why Outsource?

Outsourcing Finance & Accounting operation allows a company to focus on its core competencies while qualified professionals carry out the Finance & Accounting activities. Outsourcing is often perceived as a strategic move more suited to multinationals with large-scale operations. However, the fact is that it works well for just about any business organization that wants to achieve operational excellence and enhance performance. Readily available and flexible domain expertise is one of the key benefits of Outsourcing. Other significant benefits such as freeing up of management bandwidth (to address critical business issues), standardization of process and raising of productivity levels are now being increasingly appreciated. So, it is no wonder that businesses, big and small, embrace Outsourcing across the world and in India.

Join hands with **Synergy Business Solutions (India) Private Ltd.** and benefit from the professional services of a high quality Finance & Accounting Outsourcing partner, who is reliable and dependable. We offer uncompromising quality standards, economies of scale, efficiency and cost savings with six sigma compliant processes.

## Who should Outsource and Why?



Business enterprises with large volume transactions of recurring nature benefit the most from Finance & Accounting Outsourcing. With Outsourced Finance & Accounting operations, **SBS** Clients will be in a position to enjoy the gains arising out of economies of scale, human capital management, flexibility and confidentiality of sensitive information, along with elevated quality, reliability and dependability.

### **Large & Mid-size businesses**

Large and mid-size business organizations are the biggest beneficiaries of Finance & Accounting Outsourcing by default as they invariably have large scale, repetitive operations. Standardized systems and processes also make it easy for such businesses to Outsource their operations.

### **Growing businesses**

Rapidly growing businesses require high quality human resource and expertise. Outsourcing can provide instant and consistent access to a resource pool of Finance & Accounting expertise to such organizations. While gearing up for expansion, it is pragmatic to Outsource non-core activities as it helps the entire organization to focus on the one entity that matter – the customer. Freeing up of physical infrastructure comes as a collateral benefit to Outsourcing.

### **Startups**

New businesses often do not have the time or may be reluctant to create formal structures with the resultant overheads when they need to be flexible and need to be able to react quickly to opportunities or changing circumstances. Energies are needed to develop the business rather than look after administration. Outsourcing provides a flexible and expert resource to call on at a critical stage in the life of the business.

## Introduction to SBS

### **Synergy Business Solutions (India) Private Ltd.**

We are a Bangalore, India, based fast growing global Financial Services company with offices in Europe and Middle East. We have an impeccable track record in serving more than one hundred delighted customers, across geographies since the year 2006. Our ancestry and expertise can be traced back to our fifteen year old sister concern Chartered Accountancy firm.

### **Global Customer Base**

We currently offer world class, professional services in Outsourced Accounting and allied areas to our Clients in India and international market.

Our Clients, belonging to a diverse set of industries, are located across the world in India, Far East, Middle East, Europe and USA.



## Our Impact



### **Increased Process Efficiency & Productivity**

Our Outsourcing processes and methodologies have successfully helped our Clients increase efficiencies resulting in higher productivity and savings in the long term.

### **Process Standardization**

As a part of our collaboration and delivery process, we conduct detailed review of current processes and approval mechanisms, advise on the best practices and engage with Clients to optimize the current processes. We partner with our Clients to make the transition to the re-designed process seamless and sustainable.

### **Vastly improved Customer Satisfaction levels**

Relieved of the Finance & Accounting Operational issues, the Client management can focus on customer facing activities leading to improved Customer satisfaction levels.

### **Focus on core business issues**

With a professional team handling the Finance & Accounting operations, the senior management can dedicate their time and energies to core and strategic business issues.

### **Cost Saving**

Apart from economies of scale, our collaborative approach in working with Clients enables cost savings in operational expenses in the long run.

### **Growth & Turn Around**

We have catalyzed growth & turn around for many of our Clients through a combination of high quality operations, economies of scale, cost savings and efficiency.

# Financial Accounting Services



## ✿ Outsourced Accounting & Bookkeeping

**SBS** India currently offers end-to-end services in Financial Accounting suited for organizations across size brackets. Our Financial Accounting Services cover the entire spectrum in this domain including end-to-end Accounting, bookkeeping services, Financial Statements Preparation, Review of Financial Statements, Statutory Compliance, Fixed Assets Accounting, Accounts Receivables, Accounts Payables, General Ledgers, Consolidation, Accounting Platform Migration and Management Accounting & Analysis.

## ✿ Financial Statements & Consolidations

**SBS** professionals help organizations in consolidating their Group entities' financial statements into one consolidated statement. Our Consolidated Statements bring together all assets, liabilities, and operating accounts of the parent company and its subsidiaries. It presents the financial position and results of operations of the parent company and its subsidiaries as if the group were a single company with one or more branches, enabling the management in strategic decision making.

## ✿ Taxation & Compliance

**SBS** Tax team offers Taxation Services to **Companies, Firms and HNIs** in India, helping them in complying with Tax return process in a timely and efficient manner. Our Taxation service covers returns and associated filings for **Companies, Partnerships and HNIs** as well as **Tax Representations** and **Estimated Tax Calculations**.

## Financial Accounting Services



### XBRL Reporting

Ministry of Corporate Affairs, Govt. of India, has mandated Listed companies, Indian subsidiaries of listed companies, Unlisted companies with paid up share capital of Rs. 5 crore or more and Unlisted companies with turnover of Rs. 100 crore or more to file audited financial statement in XBRL mode for the year 2010-11 onwards. Our professional team of XBRL analysts can help such companies to comply with XBRL filing.

### Back Office Transaction Processing

Our solutions and services are designed specifically to suit the specific needs of our clients. All our Back Office & Transaction Processing services are based on the principles of speed, high accuracy and reliability. Outsourcing these labour intensive services have created immense value to our customers and have helped them focus on their business better.

### Contract Review & Reconciliations

**SBS** team works closely with large firms – Financial Institutions, Banks etc – in markets such as Asia and US. We help our Clients consolidate various statements, reconcile different types of accounts and review their Contracts. We also support them in large volume Back Office Processing. **SBS** team of experts can support large organizations in Banking & Financial services Sector through in various specialized services resulting in substantial savings.

## Cost Accounting Services

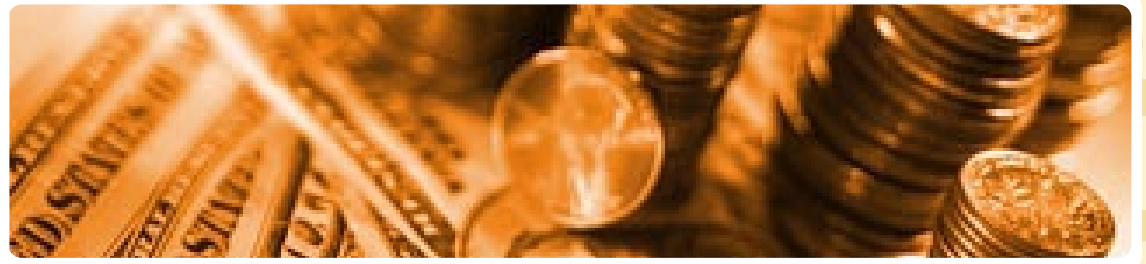


Under the recent Central Government notification on **Common Cost Accounting Record Rules** read with section 209(1)(d) of the Companies Act 1956, certain categories of companies in India are mandatorily required to keep **cost records** in respect of each of its financial year commencing on or after the 1st day of April, 2011.

The **Cost Accounting records** so maintained shall be subject to, either compulsorily or through specific notifications. Companies not covered by audit but required to maintain cost accounting records are required to obtain a compliance report from an in house **Cost Accountant** or a cost accountant in full time practice.

**SBS** can support such organizations with all the necessary services in this regard, except **Cost Audit** and compliance certification. However, **SBS Cost Accounting professionals** can facilitate compliance report and **Cost Audit**, ensuring timely adherence to the Government guidelines in this regard.

## Financial Services



### Financial Consulting

**SBS** India offers Financial Consulting Services to its Clients which helps them manage their Finances better. We offer a range of Financial Consulting Services including Expert Opinion, Finance Transformation Solutions, Performance Measurement Solutions and Cost Optimization Solutions, enabling our Clients to optimize costs and significantly improve their financial performance.

### Transaction Advisory

**SBS** India offers Transaction Advisory Services with the objective of assisting our Clients to make well informed and well considered decisions during Mergers and Acquisitions. Our services encompass the entire deal cycle of Target Identification, Valuation, Financial Due Diligence, Transaction Structuring and Deal Completion Support, helping our Clients to minimize the Acquisition time and enable growth in a relatively easy and efficient manner.

## Company Set-up Services



### **Company Formation**

**SBS** offers a whole host of Company Set-up Services including **Pre-Launch Support** (Market, Business intelligence and Entity Structure Advice), **Launch Phase Support** (Set-up Services, Taxation Assistance and Business Plans) and **Post Launch Support** (Initial HR Assistance, Accounting, Bookkeeping & allied activities and Business Reporting) for the benefit of organizations from across industry sectors.

### **Company Statutory Registrations**

**SBS** offers Statutory Registration services covering Income Tax registrations, Professional Tax, IEC Code, EPF, ESI, Service Tax, VAT, TOT, TIN, Shops & Establishment Act and other Government Registrations for a new business entity.

### **Company Secretarial Procedures**

Company Secretarial Services offered by us are provided keeping in mind the concerned industry specifications. **SBS** facilitates efficient administration of a company, ensuring compliance with statutory and regulatory requirements and implementation of Board of Directors decisions.

### **Overseas Entity Formation & Support**

With increasing levels of globalization, business Organizations are eager to make the best of opportunities across the borders. **SBS** offers Overseas Entity Formation and Support Services to Indian and international corporates in countries/ regions such as Singapore, Australia, Malaysia, GCC, United States, United Kingdom, Luxemburg and Mauritius, apart from India.

## Payroll Services



### Compensation Structuring

We have considerable experience in identifying opportunities and leveraging them to assist Clients in formulating tax efficient Compensation Structuring strategies. In particular, such structuring exercise can be customized to meet your requirements.

### Payroll Processing & Reimbursements

**Payroll Processing:** Our expertise and use of best in class technology enable us to do accurate monthly payroll processing of varied complexity for our clients across industry verticals. We use an advanced Payroll software with an interactive **Employee Information Portal (EIP)** facility to carry out Payroll Processing. Employees of our Clients can log in and check their particulars such as Salary, Leave, Tax etc. Another key feature of our Payroll system is a well structured and highly responsive query redress system to attend to the queries from Client employees.

**Reimbursements Processing:** **SBS** Payroll professionals are trained to carry out various types of reimbursements, CTC related and Business related, as per the policy guidelines provided by our clients. We customize the reimbursement cycle to suit the requirements of our Clients.

### Payroll Compliance

**SBS** Payroll experts carry out the entire set of compliance activities involved in the production of the Payroll, capturing the data and controlling it along with the calculation of allowances, deduction, benefits and the net wages as per the Client company policy and in accordance to the Government regulations.

## SBS Global Services

We serve Clients from different regions in the world such as US, Europe, GCC and South East Asia with Knowledge Process Outsourcing being our core offering in the international market. We possess competencies and bandwidth capable of meeting large Back Office Processing and Outsourced Accounting requirements. Our expertise and capabilities extend to Payroll Processing, Financial Statements & Reporting, Contract Review & Reconciliation, Large Volume Back office Transactions Processing, Taxation, India Entry Services and Overseas Entity Formation & Support Services as well, rendering effective and lasting transformation of Financial Accounting and allied operations to our Clients.

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