



Sutherland Introduction

Value Proposition

Sutherland helps CXOs transform corporate functions by enabling them to pivot **quickly** to a more agile, flexible **Digital-led Global Business Services model (DBS)** that delivers **committed business outcomes** (Working Capital, Revenue, Insights, Efficiency, Compliance, Resiliency) in a predictable lower **TCO** model with improved **experience and NPS (CX/EX)**



Sutherland. Our Story.

WHO WE ARE

- We **design and engineer digital experiences** and deliver digital transformation through our platforms, support, and services. We run these as **digital operations**.
- We are a **platform-driven** company.
- We do this by leveraging our core expertise in artificial intelligence, automation, cloud engineering, advanced analytics, and our advanced products and platforms, we unlock digital performance for our clients.



Est. 1986

Experience
Management

40K+

Employees

400+

Clients
50% Fortune 500

140+

Locations
HQ - Rochester NY

WHAT WE DO



CUSTOMER
EXPERIENCE &
LIFECYCLE
MANAGEMENT



ENTERPRISE
& BUSINESS
SERVICES



PRODUCT
ENGINEERING &
SERVICES



DIGITAL
ENGINEERING
SERVICES



DIGITAL
BUSINESS
SERVICES

Unlocking Digital Performance. Delivering Measurable Results



Sutherland. Offerings.

01

Customer Experience and Design

- ▶ Research
- ▶ Design
- ▶ Communicate

02

Customer Lifecycle Management

- ▶ Technical Support
- ▶ Customer Service
- ▶ Helpdesk Services
- ▶ Sales Support
- ▶ Virtual Assistance
- ▶ Multi-Channel Support
- ▶ Backend Support
- ▶ Quality Assurance

03

Product Engineering and Services

- ▶ Industry Product Engineering
- ▶ Digital Assurance
- ▶ Experience Engineering
- ▶ Intelligent Process Automation
- ▶ Infrastructure and Cloud Transformation
- ▶ Enterprise Platform Modernization
- ▶ Application Modernization & Support
- ▶ Data and Analytics

04

Digital Business Services

- ▶ Accounts Payable
- ▶ Customer To Cash
- ▶ Record To Report
- ▶ Financial Planning and Analysis
- ▶ Controls, Compliance & Assurance
- ▶ Supply Chain & Procurement
- ▶ HR Services

05

Enterprise Transformation Services

- ▶ IT Help Desk Services
- ▶ Application Support and Maintenance
- ▶ Infrastructure Management
- ▶ Network Management

06

Content Services

- ▶ Trust & Safety
- ▶ Content Moderation
- ▶ Ad Ops
- ▶ Marketing & Sales Ops
- ▶ Knowledge Base Management

Platform and Solutions

Automate

- ▶ Prodigy
- ▶ Robility
- ▶ Extract

Augment

- ▶ Sutherland Connect
- ▶ Agent Success
- ▶ Translate.ai
- ▶ Help Tree

Analyse

- ▶ CX360
- ▶ Sutherland Insight



Sutherland F&A - unlocking top quartile performance. Delivering measurable results.

40%+ outcome-based contracts - highest in the industry, demonstrates the depth of our expertise

10K+

F&A Professionals

100+





Clients

35%

Average Optimisation delivered

23

Propriety Platforms

Processes Supported		Industry Recognition	
Source to Procure <ul style="list-style-type: none">Sourcing SupportContract ManagementRequisition to PO Mgmt.	<ul style="list-style-type: none">Cash ApplicationsDispute resolutionMEC activities	 <div>Finance & Accounting Outsourcing (FAO) PEAK Matrix Star Performer & Major Contender – 2024 / 2023 Leader – Order to Cash (O2C) Peak Matrix 2024 / 2023</div>	
Invoice to Pay <ul style="list-style-type: none">Digital/Physical MailroomDocument ManagementVendor SetupInvoice ProcessingHandling credit notesFreight / Shipping bill validationException ManagementPayments ProcessingVendor Helpdesk	Record to Report <ul style="list-style-type: none">Journal EntriesRevenue recognitionClose & ConsolidationFixed assetsIntercompany A/cInventory AccountingBalance sheet ReconForeign currency mgmt.COGS analysis	 <div>ISG Provider Lens TM for F&A Outsourcing 2024 / 2023 Leader: R2R, O2C Product Challenger: P2P, FP&A</div>	
Customer to Cash <ul style="list-style-type: none">Customer SetupCredit / Risk mgmt.Invoicing/BillingAR Management & Collections	FP&A <ul style="list-style-type: none">Planning & BudgetingForecasting & VarianceP&L Analysis & Mgmt.Cost of Sales AnalyticsFinancial reporting	 <div>HFS Horizons : F&A Horizon 2: Enterprise Innovator</div>	
		 <div>Challenger: Gartner F&A Business Process Outsourcing Magic Quadrant 2024</div>	

42%

Reduction in billing cycle time

57%

Reduction in month-close time

10%

Uplift in monthly cash collection





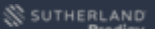












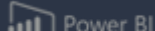


85%

Reduction in Management reporting timeline

>80%

Touchless invoices processed leveraging AI platforms

Digital Finance Fabric: 20+ proprietary platforms and best in class partnerships


PTP Digital Suite	OTC Streamlining Solution	RTR Control and Compliance Suite	Digital Suite	Reporting & Analytics Suite
 AP, Supplier Portal, Purchasing, Capture Partnerships   	 AR, Customer Portal  Partnerships  	 Prodigy Close, Prodigy Journal Entry, Prodigy Recon Partnerships   	   Partnerships  	 Partnerships   

Supporting the most complex Finance functions for top brands globally









Disclaimer: Sharing client name / logos to prospective clients has to be in concurrence with the Horizontal and Legal team

Sutherland. Our Global Footprint.



61 Delivery centers and counting



A team of 40,000 global professionals



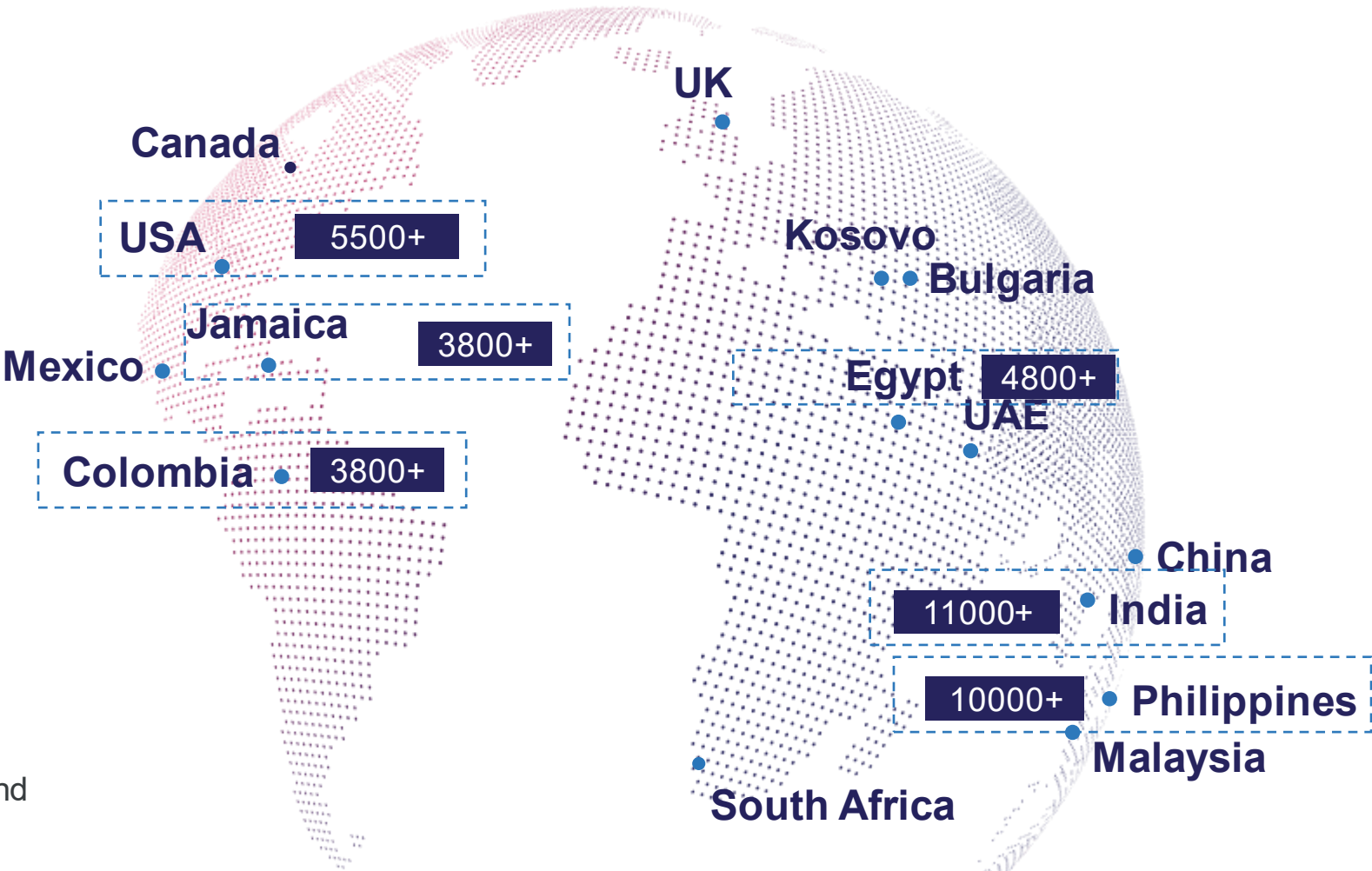
Digital backbone spanning 144 countries



Over 43 million transactions per month



40+ Languages supported including English, Korean, German, Mandarin, and Japanese

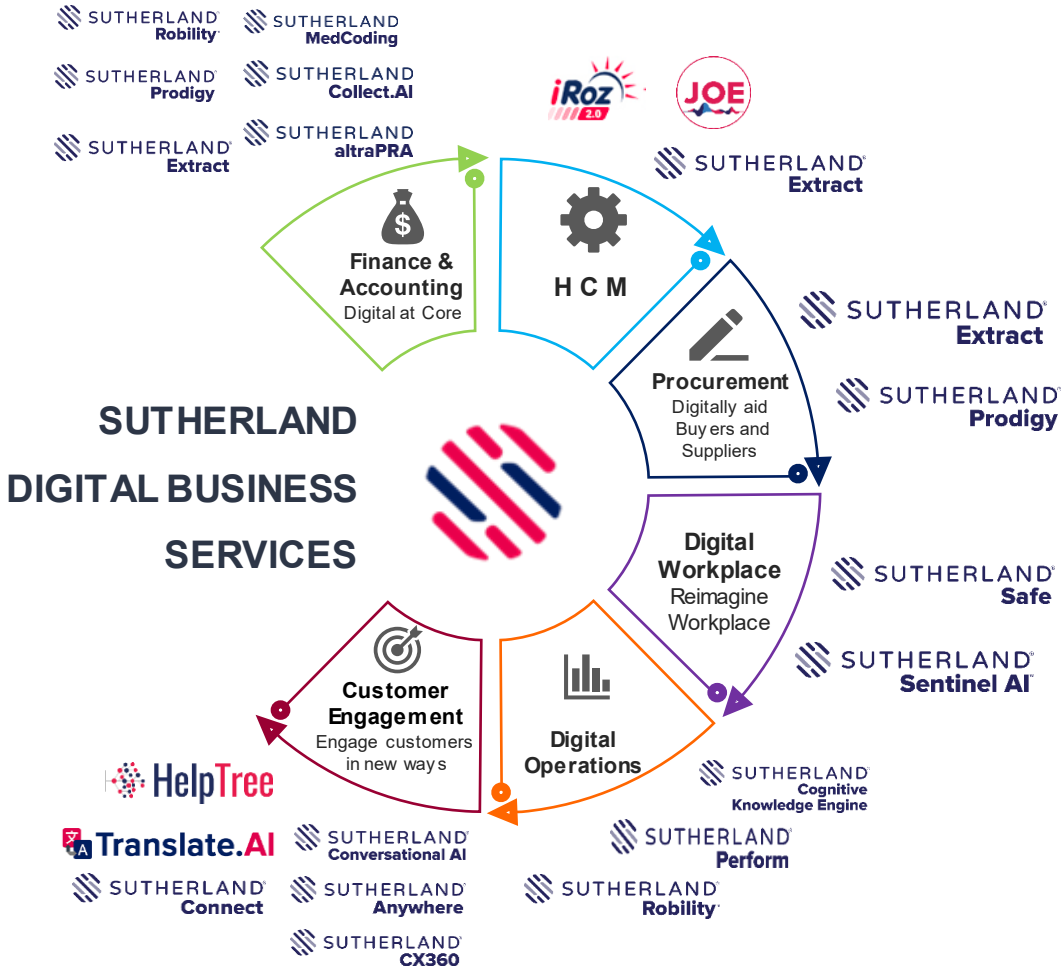


Sutherland has the scale & reach to be your **one global partner.**



Sutherland. Our Digital Fabric.

Sutherland Proprietary Platforms



Partner Platforms & Capabilities



...and other Enterprise Partnerships



The CFO challenge: Enabling Growth & Profitability in a highly disruptive and volatile environment

STRATEGIC IMPERATIVES

Structural Cost Reduction	SG&A Optimization & Margin Resiliency, Shift to global delivery models, Higher-end services outsourcing, Hyper-automation and BPaaS
Optimal Capital Allocation	Identifying new “Sources of Funds” to drive key digital investments (digital platforms, CX, new and enhanced products/services),
Superior Insights	Empowering front-line business to compete effectively through faster, deeper and more contextual decision support and better products & services
Digital & CX at the Core	Redesigned and integrated Front, Middle & Back-office operations with “Digital Experience” at the core (CX/EX/SX)
Strengthen Trust & Safety Foundation	Resilient, secure operations, infrastructure and strong internal and regulatory controls



We partner with clients in four key areas supporting CFOs in operationalizing strategic priorities in a cost effective, flexible & agile manner

SG&A Reduction & Working Capital Improvement

Shift to Digital Operations

- GBS/SSC Deployment & Implementing Digital Operations (*AR, Billing, AP, GA, FP&A, HR*)
- Hyper-Automation Implementation (AI, RPA, Cloud)
- Finance Systems Implementation & Optimization

Advanced Analytics & Insights

Insights @Scale @Speed

- D&A Infrastructure Modernization
- BI & Data Visualization
- Analytics Model Management (Forecasting, Churn, WFM, Credit, Working Capital, Operations, IoT)
- Strategic Financial Analysis

Compliance & Assurance

Reducing Cost of Compliance

- Offshore SOX, Internal Audit & Compliance CoE
- Audit Analytics, Automation & Continuous Monitoring
- Remediation Program Management & Implementation Support

Enhanced Service & Product Experience

Competitive Differentiation

- Customer Research *Journeys, Hassles & Delights, Usability*
- New Product Development Support: *A/B Testing, FGDs, Design & Prototyping, Usability Testing*
- Market Research, Competitor Analysis



Select Examples of how we drive value for our Clients

1

Second Largest Pet Health & Wellness Retailer

Customer Experience Transformation With Digital Led Approach

2

Leading Healthcare Provider

★

Digital Transformation with BPaaS, enabled by Proprietary solutions

3

Global e-Commerce & Technology Company

Global Human Capital Management Center of Excellence

4

North American Media Company

★

Establishing GBS with Multi-Tower Shared Services

5

Leading European Construction Product Supplier

Digital first F&A Shared Services establishment with Committed Outcomes

6

Global Technology Manufacturing Company

★

Transition and Transformation of Customer to Cash processes from incumbent provider

7

Leading Provider of Premium Drinking Water

Complex P2P Transformation across 10 disparate ERPs

8

Large Global Auto Parts Retailer

★

P2P Digital Transformation with Industry Leading Cost per Transaction

★ Case Study Following



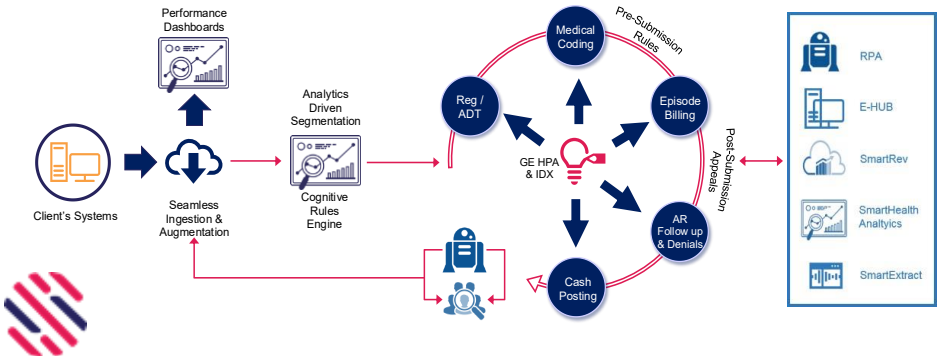
Integrated Full Business office - Revenue Cycle transformation with embedded Digital and Automation

CLIENT CHALLENGE

- Antiquated Systems
- Broken Processes
- Revenue Loss
- Very high cost to collect
- Collections scope – Insurance collections (all payors and ages)
- Client has no reporting and dashboards to monitor Collections, denials and write offs

THE SUTHERLAND TRANSFORMATION

- Sutherland introduced a well orchestrated suite of several digital proprietary platforms – Sutherland Rev, RPA bots, Smart Health Analytics Portal, Eligibility Hub, Sutherland Xtract
- Seamlessly integrated several channel technologies –Athena HPA & IDX, Ability, Payor Compass
- Dedicated analytics solution with resources providing constant insights.
- Sutherland more than doubled the revenue collections for client while reducing the head count for doing the work by over 25%



CLIENT INFO



Health Care



\$1.5 Billion Annual Revenue



21600

BUSINESS OUTCOME

- Complex municipal health system
- 19 health centers, 4 hospitals and expanded community clinics
- 3M+ annual patient visits
- 22k+ employees
- \$5.6B annual budget

Long-term relationship built on trust and our ability to transform digital landscape within existing systems

40% *Improvement in cash collections*

17% *Reduction in bad debt and write offs*

15% *Conversion from self pay to insurance*

#1 *Consistent performance*

Second Largest Public Health System in US.



Global Business Services Platform: Golden Processes and Platforms, Right-shoring, Digital transformation & CI Implementation.

American Printing Company performing printing, binding & distribution services

CLIENT CHALLENGE

- **PE owned:** Heavily acquisitive firm with roadmap of multiple “tuck-in” and strategic acquisitions
- Pressure to integrate acquired entities **F&A (and HR, IT, Customer ops) operations** - optimize and automate processes, reduce SG&A cost baseline
- Simultaneously, flexibility to efficiently and swiftly “untangle” in the event of divestment/selloff
- Investments needed to modernize processes to deliver top quartile business outcomes
- Preference to rely on partner’s digital tools and technologies vs. buying
- Set ambition to create a **scalable, right shored Digital Business Services** platform that allows for rapid integration of new acquisitions in a standardized global process model, with standardized digital tools, technology platforms, processes, metrics and governance
- The right shored DBS enabling the PE to **leverage the platform across multiple portfolio companies**




THE SUTHERLAND TRANSFORMATION

- Leverage Sutherland’s Digital Fabric (including 3rd party tools/platforms) to create a standardized digital first solution for P2P, O2C and R2R (including FP&A) - to be layered on top of client (and individual entities) specific ERPs and core systems via APIs, providing ability to integrate (and decouple) easily
- Combined Lift-Shift-Transform and Transform-Shift approach - driven by degree of standardization (roles, process, technology) required
- Upfront definition of "Golden" processes (target outcomes and benchmarks, process maps) - with detailed transformation roadmap defined, including pipeline of prioritized improvement opportunities
- Dedicated Hyperautomation track - fast-track productivity improvements
- Cross functional teams for transformation of complex upstream Pricing and Billing Processes

Sutherland Solution Tenets

- Deploy best-in-class process specific right-shoring across **Jamaica, and India** to build **Center of Excellence**
- Established end to end **process ownership** and comprehensive **governance framework** encompassing process & policy controls, operations & performance, documentation & change management, contract & commercials
- Detailed roadmap and **transition approach** to optimize, consolidate, centralize, standardize and right shore operations for **22 plants**
- Established **Innovation Council** for Innovation and transformation governance and instituted a dedicated multi expertise **Value Creation Office** covering Consulting & Design, Lean Six Sigma, Analytics, Intelligent Automation, and F&A Practice Leaders
- Identification of **100+ transformation projects** with granular implementation roadmap to deliver faster cost savings

CLIENT INFO

	Retail - Printing
	US\$3.326 billion
	20,000 employees

BUSINESS OUTCOME

Expanded to **5 businesses** and **3 portfolio companies** with roadmap developed for the next 3

Underwritten Productivity of **38%**

40% reduction in TCO on expansions – non linear

AP end to end cycle time reduced from **60 hours** to **20 hours** with **>75% touchless processing**

Cash application cycle time reduced from **3 days** to **1 day** with **>65% automated posting**

18% increase in avg monthly collections. DSO reduction of 2.4 days

Plants optimized to 14, with **>85%** of operations managed from rightshore CoEs

CFO Dashboard covering SLAs and outcomes with **75+** drill down reports implemented

A multinational company specializing in manufacturing of Semiconductors, Computer Drive & Storage Device

Seamless transition from incumbent and delivering business outcomes and value to client

CLIENT CHALLENGE

- Step in to support Micron's operations, facing severe challenges impacting Revenue and end customer relationship
- Need for stringent SLAs – TAT & Accuracy >99.5%
- Improving NPS for “White Glove” customers

THE SUTHERLAND TRANSFORMATION

- Jump start with trained and seasoned staff, internally seeded to complete training and knowledge acquisition in 4 weeks
- Performed detailed process study and created a comprehensive Quality Assurance framework, covering all potential error opportunities
- Strong foundation of consistent and proven performance for order management since Go Live. Delivered - 100% TAT & 99.9% Accuracy
- Implemented multiple levels of review and governance structure to provide client confidence
- Scope initially awarded to competition in Jul-19 as an outcome of RFP evaluation
- Sub-par performance impacting end customers and revenue leakages
- Inadequate controls leading to errors and business impact



CLIENT INFO



Semiconductors



~ 30 billion \$



~ 52000 employees

BUSINESS OUTCOME

Operational Metrics

- Successful 100% volume ramp up in first 4 weeks
- Best in class operational metrics
 - Order Entry, RMA and Customer Portal > 99.5%
 - First Pass Accuracy 99.9% (external 100%)

QA Framework

- 2 step check to ensure no business impact
- Process control in “Delivery Block”, assisted in elimination of ~98% of potential errors. After process stabilized, removed delivery block.

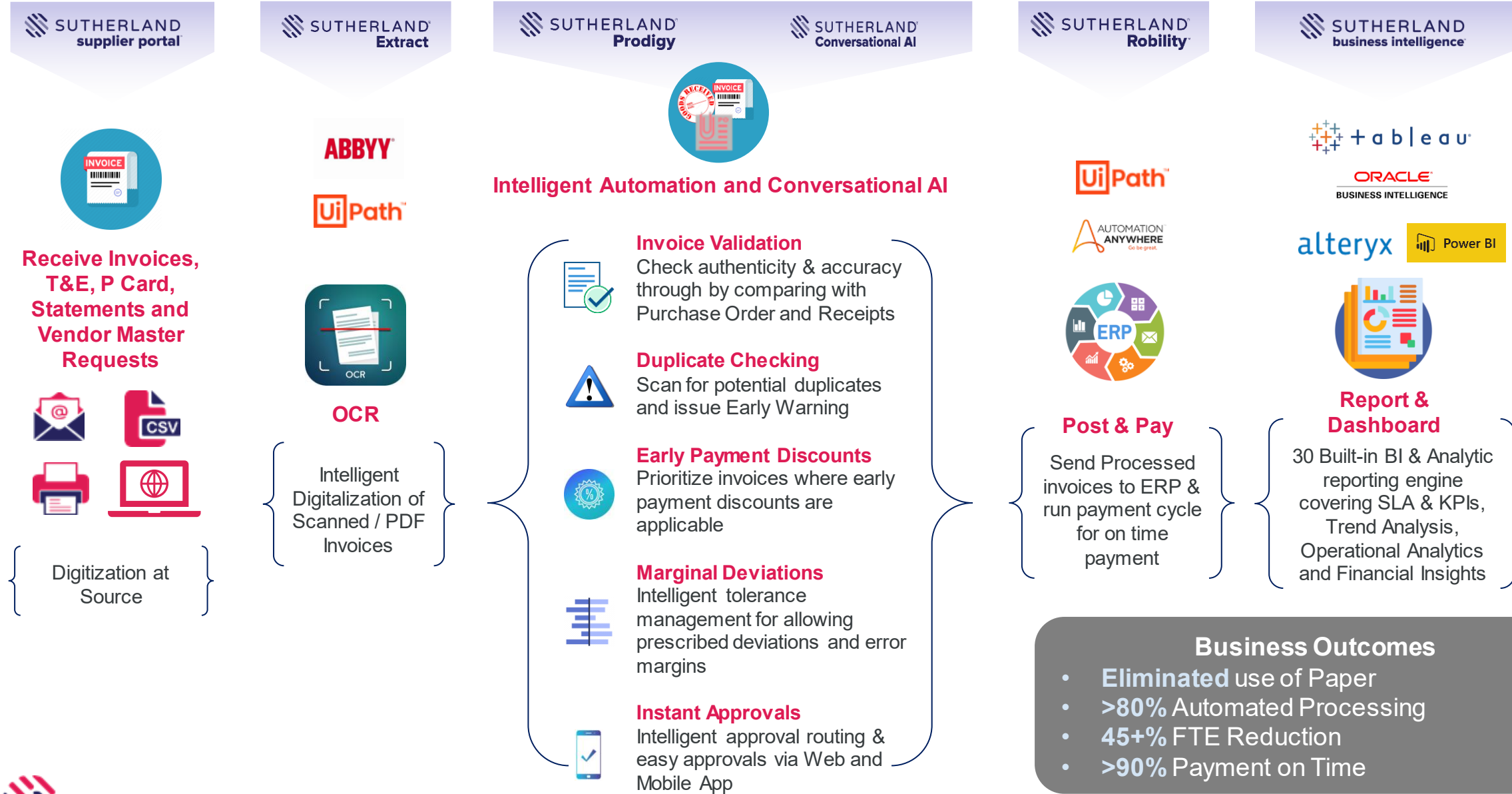
Digital Transformation Journey

- Case Assignment - Proposed CRM for Global reporting – SFDC/ Sutherland in-house tools
- Workshop to align best practices and drive standardization
- Ui Path POC in progress within the client Supply Chain area

We made a mistake in the RFP process and chose your competitor. We struggled with them for 8 months and came to you in a challenging situation. You guys have been great partners and delivered an outstanding transition and service excellence, where you have far exceeded what the competition couldn't manage for 8 months in just 4 weeks.

DAVID CARTER
Senior Director

Touchless Procure to Pay Processing for a Global Auto Parts Retailer



Why clients choose Sutherland



- Deep **Experience (CX and EX)** led Digital Transformation leveraging our Transformation Innovation Group and Sutherland Labs
- **TCO and Outcome based pricing models with contractually committed outcomes** (provides certainty to client, especially in current economic environment)
- Extensive **Digital Fabric** with strong proprietary solutions and best of breed partnerships to transform corporate functions
- Recognized **Leader in both industry specific Customer to Cash, F&A and Revenue Cycle Transformation**
- **“Right size” full capability provider** for the mid-market segment (Big enough to deliver, small enough to care)





Thank You!