

The background features a light blue color scheme with various financial and business-related icons and charts. On the left, there is a large, semi-transparent target icon with a hand cursor pointing at its center. In the middle, there are several upward-pointing arrows of varying sizes and styles, some solid and some outlined. The background also contains faint, semi-transparent line graphs and candlestick charts. Numerical values like '1.7855', '1.750', '19.00', and '58' are scattered across the charts. The overall aesthetic is professional and data-oriented.

**Stylus** FMS  
Align Finance with Business

# Corporate Presentation

# Stylus: The Story So Far

**2010**

Re-branding as Stylus FMS

**2009**

Rockland Leadership Award for  
Excellence in Visionary Leadership

**2008**

Launch of Stylus AP

**2006**

Stylus FMS business unit set up as Thomas & Alex

**2005**

Revenue crossed USD 1 mil for financial year 2004-05

**2004**

Registered Stylus Systems Inc., New York

**1999**

Stylus Systems incorporated

- Financial management services provider headquartered at Bangalore India
- Scalable Financial Management Services specifically designed to sustain small and medium business growth.
- Focused on providing services to small and mid market organizations in the US, Australia and UK
- Established in 2006 Stylus FMS promotes the idea of Transformational Outsourcing vis-à-vis Transactional outsourcing
- Parent company Stylus Systems is a 11 years old IT services and solutions provider

## Vision:

To be best in class financial management services provider for SMB companies in the markets of our choice.

## Mission

To help the leadership of small and medium businesses have a better control on the financial information and its impact on the growth of their business.

# Core Values



StylusFMS' service offering helps SME organizations improve the strategic contribution of their F&A departments to help the businesses survive, thrive and excel by focusing on today's needs & tomorrow's opportunities.

## Excel

Improved business performance

- Business performance management

## Thrive

Aligning the finance with the strategic objectives of the organization

- Decision Support
- Financial productivity management

## Survive

improved operational efficiencies and reduced cost

- End-to-end financial accounting services
- Compliance

- Instituting & managing performance frameworks
  - Business process mapping
  - Technology transformation



- Financial Accounting
- End-to-end processes



- Taxes
- Financial Reporting



- Planning & Analysis
- Treasury and Cost Management



- Management Reporting
- Dashboards



## ■ Taxes

- ▣ Quarterly reports
- ▣ Tax accounting
- ▣ Corporate-tax returns
- ▣ Transactional taxes

## ■ Financial Reporting

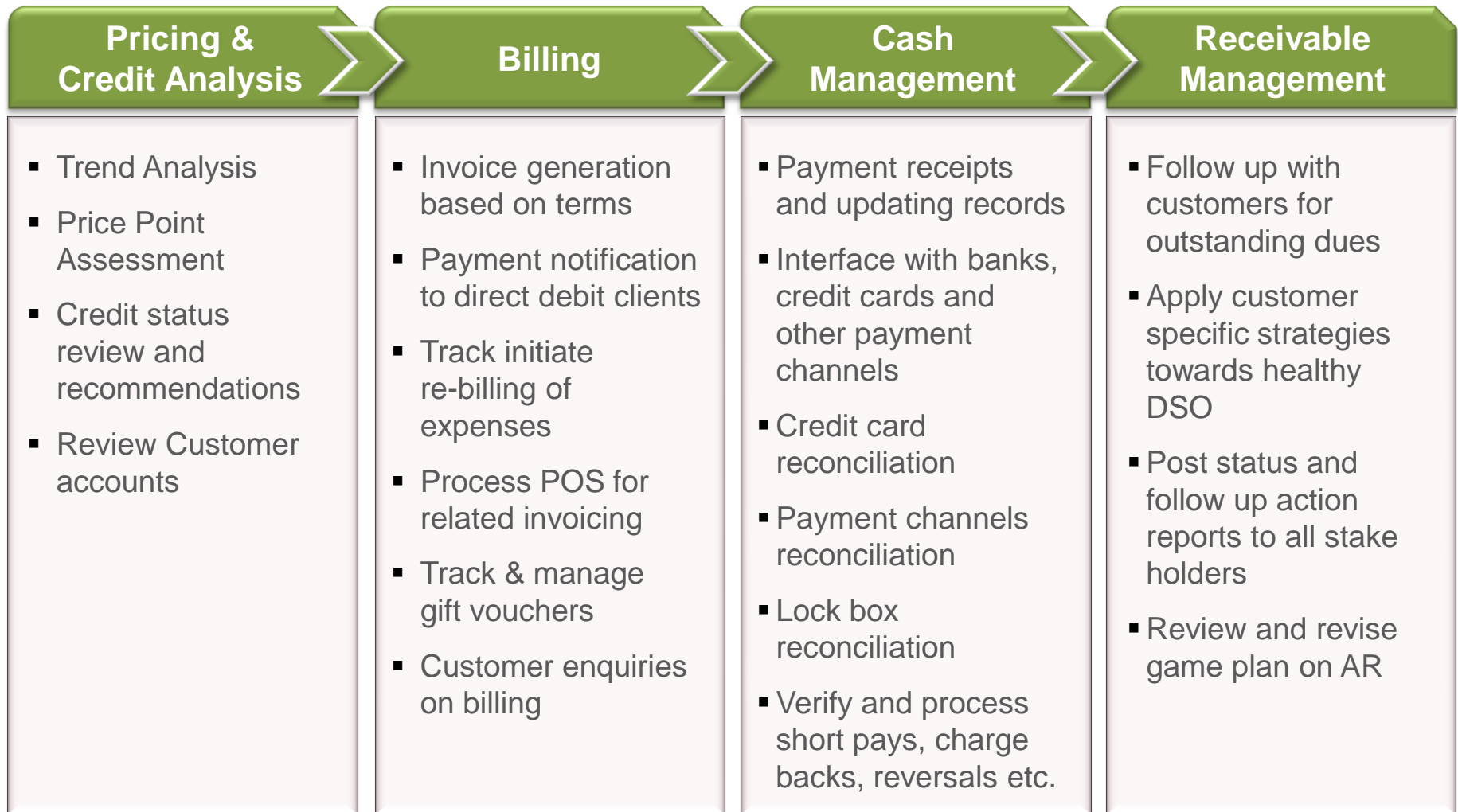
- ▣ Balance sheet analysis
- ▣ Preparation of financial information for external reporting, compliance and internal controls
- ▣ Monitoring and execution of controls and compliance
- ▣ Legal-entity control



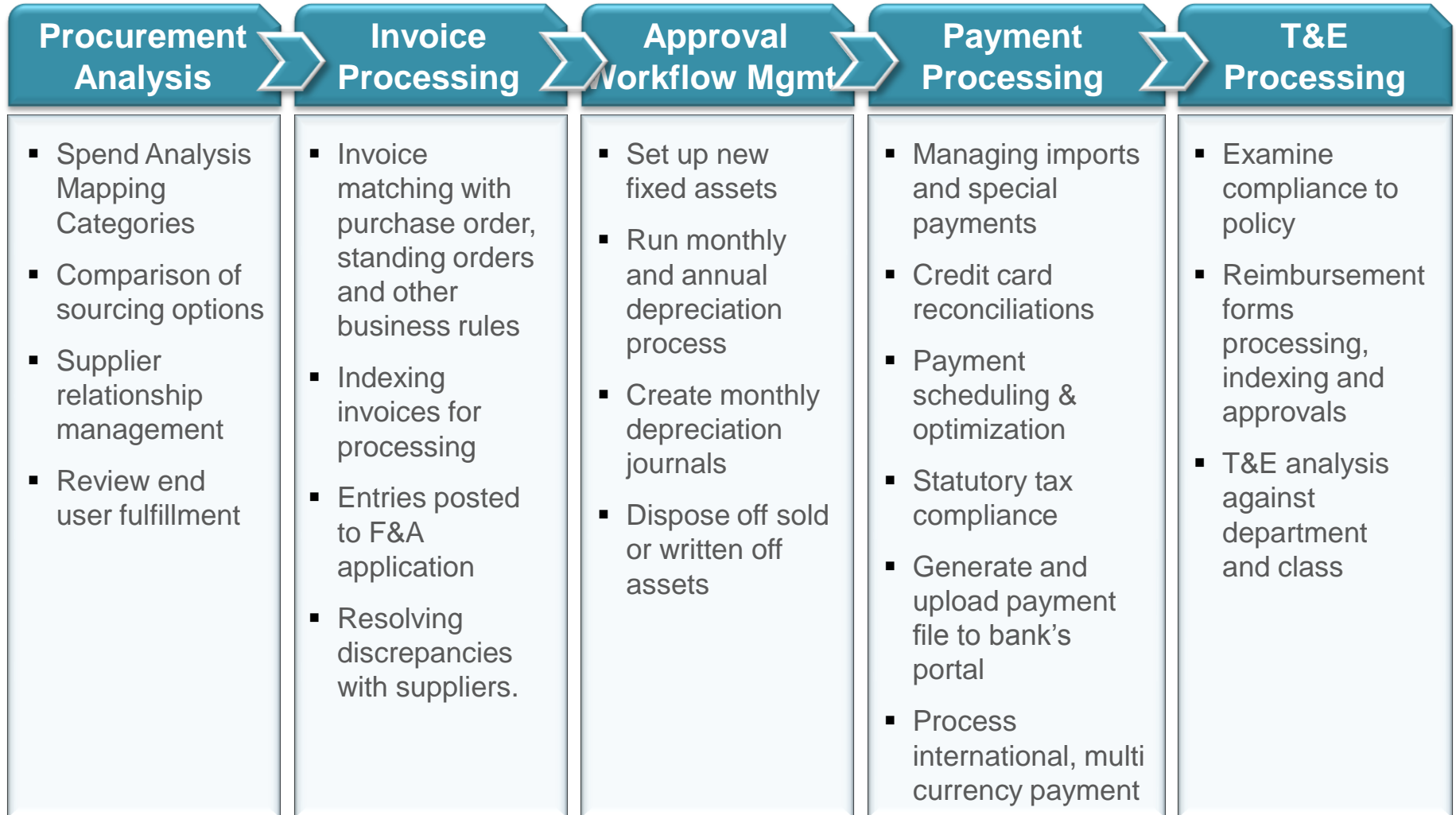
- Financial Accounting
  - ▣ Recording and registering general accounting transactions
  - ▣ General-ledger accounting maintenance
  - ▣ GAAP, statutory accounting
  - ▣ Consolidation and close
  
- End-to-end Processes
  - ▣ O2C (Order to Cash)
  - ▣ P2P (Procure to Pay)
  - ▣ R2R (Records to Reconcile)
  - ▣ Payroll



# End-to-end Processing: Order To Cash (O2C)



# End-to-end Processing: Procure to Pay (P2P)



# End-to-end Processing: Records to Reports (R2R)

Bank Reconciliations	Inventory Management	Fixed Asset Management	Taxation	Mgmt Accounting & Cycle closure
<ul style="list-style-type: none"><li>▪ Check banks for un-accounted transactions</li><li>▪ Bank statement upload to F&amp;A application</li><li>▪ Reconcile all bank accounts</li></ul>	<ul style="list-style-type: none"><li>▪ Run physical stock taking</li><li>▪ Enter stock take data / journals</li><li>▪ Update F&amp;A application for inventory</li></ul>	<ul style="list-style-type: none"><li>▪ Set up new fixed assets</li><li>▪ Run monthly and annual depreciation process</li><li>▪ Create monthly depreciation journals</li><li>▪ Dispose off sold or written off assets</li></ul>	<ul style="list-style-type: none"><li>▪ Prepare PAYG returns (IAS)</li><li>▪ Prepare GST returns (BAS)</li><li>▪ Multiple entry (corporate, partnership, trust) management for tax compliance)</li></ul>	<ul style="list-style-type: none"><li>▪ Monthly cycle closure for clearing back logs and achieving up to date accounts.</li><li>▪ Monitoring and managing critical path to cycle closure</li><li>▪ Department and class level (SBU) P&amp;L</li><li>▪ Activity based costing</li><li>▪ KPI's for F&amp;A function</li><li>▪ Budgeting Planning, forecasting, management reporting</li></ul>



- Management reporting and Dashboards
  - ▣ Corporate/business profitability
  - ▣ Cost allocation and management
  - ▣ Creation of standardized reports
  - ▣ Generation, review, and distribution of management reports
  - ▣ Budgeting, ad hoc forecasting



## ■ Planning Analysis

- Base-cost analysis
- Consolidation of group financial planning and analysis
- Strategic planning and budgeting/ Operating-plan drafts
- Strategic rollups
- Leadership review reports

## ■ Treasury & Cost Management

- Cash optimization
- Managing risk exposure and match funding
- Intra-company current account monitoring
- Monitoring equity, investments and income for funding entities
- Compliance with applicable laws
- Treasury reporting
- Currency exposure accounting
- Capital models reporting



- Instituting and managing Performance frameworks like Balance Scorecard
- Business process mapping – end to end financial and business processes
- Technology transformation – Cloud ware, Plug-ins, Wrap around



# Clients



INTERMIX



*msi*



# Success Story: Seafood Wholesaler

## The Client

- A leading seafood wholesaler headquartered at Chicago

## The Challenges

- About 2500 customers on their AR list. AR volume was USD 12M . The AR list included habitual defaulters.
- Needed a strategy for improving the Account Receivable position and recovering the outstanding from defaulters.
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## The Solution

- Developed a game plan to
  - take immediate steps to control the huge outstanding
  - manage Daily Sales Outstanding (DSO).
- Set up a joint task force with Finance and Sales teams.
- Categorized the customer based on their payment history.
- Helped the management to effectively use the recovery instruments such as credit policy, COD, factoring etc.

## The Benefits

- Reduction in the outstanding by 30% in 6 months
- Significant positive impact on working capital and cash-flow.
- Improved cross functional engagement within the company, this facilitated better customer management.
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# Success Story: Chocolate Retail Chain

## The Client

- A fast growing chocolate retail chain in Australia. The client works through a franchise network.

## The Challenges

- Managing F&A function of rapidly growing franchisee network
- CFO needed to be free from operational activities to be able to focus the strategic matters of rapid growth

## The Solution

- Developed business process maps relevant to the F&A department
- Identified critical path to monthly closures of the accounting cycle.
- Ensured tight control on compliance on the regulatory front
- Set up a management system in the form a calendar for high visibility of the F&A processes and task.
- Three level documentation to manage and improve processes and workflows.

## The Benefits

- Timely monthly and quarterly cycle closures
- Reliable financial information for better decision making.
- Forecast for better budgeting and planning
- On-time GST and PAYG filing.

When I was searching for a company, I was looking for a group I could trust, and where I'd get personal attention. On both scores, I'm completely satisfied with you."

Bob Sullivan,  
President, The Plitt Seafood Company

Using Stylus' Thomasandalex for our bookkeeping has helped me stay focus on the growth of the business rather than the details of day to day accounting activities. Their professionals are polite, experienced and accommodate my hectic schedule. Stylus was a great decision on our part to off load our back office responsibilities and keep our organization moving forward.

- Sonia Luna, Leading SOX Consultant

I need to commend you as your attitude and those I have worked with so far has been outstanding!

Travis Tollestrup, President,  
Capstone Partners Inc.

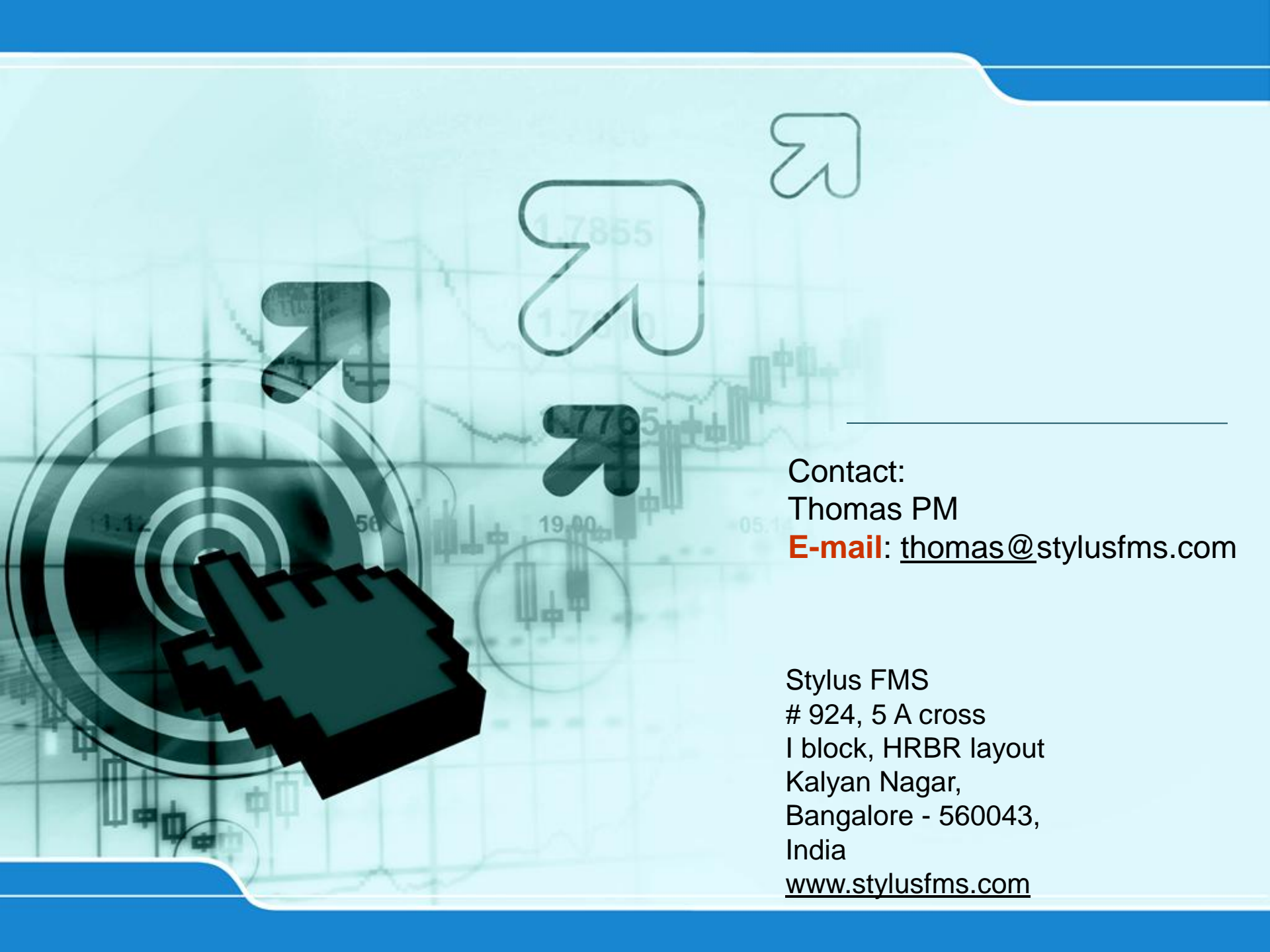
"I really saw it as a great opportunity for us to start with a blank sheet & develop a set of really robust procedures & documentation & actually ..... map out how I would like our finance function to work. "

Giro Maurici  
President, San Churro

# Why StylusFMS

- Focus more on your core business and spend less time on financial management
- Strengthen finance department as a true partner of business operations
- Achieve accounting process improvement, through client business centric STEP execution methodology
- Access to up-to-date financial information and financial forecast that is aligned to your business.
- Increased cost effectiveness and improved business efficiencies
- My Client My Quality' approach to the client relationship
- Variable cost structure that suits your requirements





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