

BPO BUSINESS PROCESS OUTSOURCING COMPETITIVE INTELLIGENCE

SmartBPO is a unique, innovative business process outsourcing (BPO) and competitive intelligence model that helps companies to simplify their operations and processes and facilitate decision-making in business management.

Our proposal is based on the advantages of Cloud Computing and Big Data, combined with "competitive and business intelligence", which give access to technologies which were formerly only accessible with huge investments.

Our services cover the outsourcing of administrative processes from an end-to-end approach.





Setting and trends

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01 Setting

MORE COMPLEX AND MORE COMPETITIVE

Reality is getting increasingly complex and the difficulty involved in making decisions is growing all the time in view of the uncertainty we are living through and the large amount of information (the company's internal and external data) piling up at our disposal.

The simplest reaction is to look for standard, easy answers instead of seeking more reliable solutions.

Guaranteeing the proper management of processes and accessing the information required to make decisions that meet the real situation is becoming vital for companies' proper development.

02 Trends

SIMPLIFYING TO BECOME MORE EFFICIENT

This unprecedented economic and financial situation is generating a growing need to outsource processes quickly, efficiently and with a high level of quality and professionalism.

In this state of affairs, it proves vital for companies to adapt their resources to work more intelligently and focus all their efforts on their core business. Companies need to do more with less.

Companies need to do more with less.

Organisations should opt for becoming more efficient. This is why we need to introduce efficient processes, use advanced technology and ensure strict control in order to be able to compete appropriately on an increasingly complex market.

01 What is SmartBPO?

SIMPLIFYING TO INCREASE EFFICIENCY AND PRODUCTIVITY

BPO & COMPETITIVE INTELLIGENCE

SmartBPO is a unique, innovative business process outsourcing (BPO) and competitive intelligence model that helps companies to simplify their operations and processes and facilitate decision-making in business management.

Our proposal is based on the advantages of **Cloud Computing** and **Big Data**, combined with "competitive and business intelligence", which give access to technologies which were formerly only accessible with huge investments.

Our services tackle the outsourcing of administrative processes from an end-to-end approach.

SmartBPO will help you to "do more with less" by:

- A set of **management solutions** designed to improve organisations' efficiency and competitiveness.
- A package of business strategies and solutions that help companies to be **more flexible and work smarter**. Our customers decide to outsource certain processes that don't generate added value so they can focus on their 'core business'.
- Tools that will help you to have the agility to make **strategic and operational decisions** day to day, allowing you to maximize your potential business.
- Our **experience in managing** complex business environments and strength in implementing technology solutions.

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02 Why SmartBPO?

OUR OFFER AND THE BENEFITS TO BE OBTAINED

- **Forming part of your team,**
incorporating all the processes needed to carry out everyday operations.
- **Helping to manage your business better,**
starting with a gentle transition and bringing about a fast return on the investment, materialising in greater stability, anticipation capacity and continuous improvement.
- **Transmitting a strategic perspective,**
and helping to manage change to a business model based on optimisation of resources and providing greater capacity of response to market changes.

We are nevertheless aware of the possible risks that outsourcing may give rise to at organisations, **which is why we always act from the standpoint of co-responsibility**, cooperating with our customers in the development of their business.

We also bring our values into our work with the aim of creating a setting of cooperation and mutual understanding.



Experience

Professionals with over twenty years' experience in business processes and in each operating area of the BPO service.



Technology

We have technology and tools guaranteeing the security of the service, reducing operating time and thus the resources needed.



Scale

Capacity to tackle processes comprehensively (end to end).



Flexibility

We have a personal care service and permanent cover for customers' enquiries guaranteeing an immediate response to any aspect of the service.



Security

Our asset is guaranteeing that the customer has control over and trust in the process by means of tools that make the business and service rendered transparent.

03 How we stand apart

ALIGNMENT OF OBJECTIVES WITH THE CUSTOMER

SECURITY AND TECHNOLOGY

SIMPLIFYING TO INCREASE EFFICIENCY

To align SmartBPO with our customers' objectives we have developed a **working procedure enabling us to combine three main modules** which will help you to manage and run your business to improve your competitiveness.



Analysis and diagnosis of work processes

We **carry out a process consultancy role** by means of which we study the company's administrative flows, evaluate these and propose improvements to act more efficiently, safely and productively.



Outsourcing of processes

We use advanced computer systems and today's own communication channels (Internet), **with the aim of automating the entire procedure as far as possible**, thus avoiding the need for swapping documents and manual work. Similarly, with data exploitation and mining, we have created an important **strategic tool for companies to increase their performance**, control their costs, reduce their risks, foster cooperation, improve transparency and maintain their growth.



Competitive intelligence

Our competitive intelligence unit offers you the chance to **increase your level of business intelligence** by interrelating and/or correlating the internal data of your company with the information from the environment.

IMPROVING COMPETITIVENESS

The **connection of these three modules** enables organisations to improve their competitiveness and efficiency exponentially.



"We always act from the standpoint of co-responsibility, working as a team and cooperating with our customers in developing their business."

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04 Work team

HUMAN CAPITAL, OUR MAIN ASSET

SmartBPO has **over 30 professionals** at our offices in **Barcelona** and **Madrid**, whose main objective is to become a partner who understands your needs and incorporates all the processes needed to help you manage your company's daily operations better.

MULTIDISCIPLINARY NATURE

At SmartBPO we think that **sharing experiences and knowledge**, along with the possibility of analysing the same problems from different professional angles, provides great productivity in the analysis process and fosters creativity.

This **multidisciplinary analysis provides high added value to our response**, as it enables understanding reality from a more global standpoint and interrelated basis, boosting communication between professionals and the transversal aspect of knowledge, and provides creative proposals without forfeiting the global vision of the business or project.

ETHICAL AND CONFIDENTIALITY COMMITMENT

Our business culture and all our interventions are based on **honesty and a profound ethical sense**, from when each professional makes their decisions to the way each customer's information is dealt with.

05 AddVANTE Group

MULTI-DISCIPLINARY SUPPORT

SmartBPO is a company from the **AddVANTE Group**, an internationally minded professional service firm with over twenty years' experience providing legal and financial advice and with offices in Barcelona and Madrid.

Our over 80 professionals specialise in the different areas of economic and financial Consultancy, Legal, Tax, Auditing and M&A.



06 International support

STRATEGY BASED ON SUPPORTING OUR CUSTOMERS IN THEIR INTERNATIONAL PROJECTS OR BUSINESS

As a company in the AddVANTE Group, **Smart BPO forms part of JHI**, an international network of experts which provides a wide range of **services connected with strategic consultancy, economic-financial advice**, legal practice and tax consultancy, amongst others.



COUNTRIES

+70

PRESENCE IN MAJOR CAPITALS AND INTERNATIONAL JURISDICTIONS

GLOBAL PRESENCE



PRESENCE ON FIVE CONTINENTS

FIRMS

+160

EXPERT CONSULTING AND BUSINESS ADVISORY



BPO - PROCESS OUTSOURCING

01 Accountancy and finance

HIGH PERFORMANCE DELIVERED:
THE BENEFITS OF FINANCES AND ACCOUNTING

BPO - PROCESS OUTSOURCING

02 Labour management

PERMANENT ADVICE AND PROFESSIONALISM

BPO - PROCESS OUTSOURCING

08 Treasury management

TOTAL KNOWLEDGE OF YOUR FINANCIAL
SITUATION

BPO - PROCESS OUTSOURCING

03 Administrative management

PROCESSING, INVOICING, COLLECTING
PAYMENTS AND ACCOUNT ANALYSIS

COMPETITIVE INTELLIGENCE

07 Recurrent reporting

DRAWING UP THE "KEY BUSINESS INDICATORS"
DASHBOARD

BPO - PROCESS OUTSOURCING

04 Corporate management

OVERALL COVER IN ALL ASPECTS OF LEGAL
ADVICE AND CORPORATE MANAGEMENT

EFFICIENCY

05 ISO maintenance

IMPLEMENTATION AND MAINTENANCE
OF MANAGEMENT MODELS

EFFICIENCY

06 Documentation management

INTELLIGENT SYSTEMS FOR MANAGEMENT OF
INFORMATION WITH A DIRECT IMPACT ON
YOUR COMPANY'S PROFITABILITY



01 Accountancy and finance

HIGH PERFORMANCE DELIVERED: THE BENEFITS OF FINANCES AND ACCOUNTING



At SmartBPO we analyse and design the best accounting and financial strategy to allow a more efficient and decisive reading of balance sheets and profit and loss accounts of your company.

As accounting, tax and financial experts, we advise you constantly to establish the accounting criteria and policies for proper interpretation of the company's financial statements, as well as of the main tax matters affecting your business.

HOW WE CAN HELP YOU



Accounting and financial management

Drawing up the compulsory accounting books of the Company for later submission to the relevant Registry, as well as the documents needed for presenting the Annual Accounts, drawn up by the Company's Board of Directors.



Analytical Accountancy

Accountancy differentiated by cost centres, business areas, projects, etc.



Tax obligations

Advice, supervision and where applicable, submission of any direct and indirect tax returns that have to be presented by the Company regularly.

HOW YOU BENEFIT FROM THIS

- **Greater control and visibility**
- **More time to concentrate** on the essential things
- **Better-structured information** facilitating decision-making
- **Improvement of anticipation capacity**
- **Confidentiality of the information** (avoids depending on internal employees who could make undue use of this)
- **Reduces costs** stemming from staff rotation

02 Labour management

PERMANENT ADVICE AND PROFESSIONALISM

We consider that labour administration is one of the key matters for the proper running of any organisation, which is why we have a human and technical team providing security and global solutions in this area.

We provide all the general services for consultancy and labour administration with the aim of facilitating our customers' management and providing security in the application of legislative innovations in the labour area by thorough and ongoing advice.

HOW CAN WE HELP YOU



Labour management and administration

We provide a professional, **secure and reliable employment environment** at your company with the aim of optimising costs and obtaining results taking advantage of our extensive legislative knowledge.



Procedures and processing at labour organisations

We facilitate certain bureaucratic processes with public bodies for **time savings and added security** contributing to the satisfaction of your organisation.



Outsourcing and Specialisation

We have a structure which facilitates the **externalisation of the processes for management and administration** of staff at your organisation.

HOW YOU BENEFIT FROM THIS

- **Comprehensive and global vision of the labour environment** of your business which will facilitate making the decisions needed, ensuring a professional, secure and reliable employment setting.
- **Optimisation of resources, times and costs** thanks to our technologies applied to the labour field.
- **We offer the employee an improvement in access to their** personal information, on a structured basis and from any point.

03 Administrative management

PROCESSING, INVOICING, COLLECTING PAYMENTS AND ACCOUNT ANALYSIS

We consider the three major processes of internal management, financial administrative, operational and commercial from an end-to-end approach (from the order to collection, from supply to payment, etc...).

Our aim is to ensure better integration of the processes enabling the reduction of manual tasks and thus increasing the level of digitalisation of companies.

HOW WE CAN HELP YOU



Processing

Management of the applications made by business and company customers connected with new registrations, migrations, modifications or deregistration of services.



Collections

Management of accounts receivable for business and company customers, for all telecommunications services, management of debt, ensuring payment and execution of enforcement measures.



Invoicing

Management of invoicing of business and company customers, of the telecommunications services contracted (voice, data...)



Analysis of accounts

Analysis and management of invoice claims for business and company customers, connected with the products contracted

HOW YOU BENEFIT FROM THIS

- **Continuous improvement** in your administrative processes
- Flexible and scalable **resources**
- **Avoid costs of investment** in hardware and software
- **Avoid costs of maintenance** in the information technologies area

04 Corporate management

OVERALL COVER IN ALL ASPECTS OF LEGAL ADVICE AND CORPORATE MANAGEMENT



legal advice
PERMANENT AND
CONTINUED

The legal counsel team of SmartBPO will keep you permanently and continuously informed of any legal changes and formal requirements of the authorities.

The corporate and commercial area processes, manages and advises our customers in corporate operations, facilitating the everyday work of organisations quickly and economically, such as:

- Incorporation of companies.
- Dismissal and appointment for posts.
- Granting powers of attorney.
- Changing the registered office.
- Authentication of the Minutes Book and the Partner Register Book.

HOW WE CAN HELP YOU



Corporate aspects

Minutes book, renewal of powers of attorney, maintenance of LOPD data protection act system, renewal of trademarks and patents, etc



Accounting books

Drawing up and presenting the **compulsory accounting books**.



Annual accounts

Preparation and presentation of the company's **Annual Accounts at the Business Registry**.



Processing

Management in the registration of deeds at the different Registries.

HOW YOU BENEFIT FROM THIS

- **Having permanent and ongoing legal advice**, covering the main aspects in organisations' legal field.

05 ISO Maintenance

IMPLEMENTATION AND MAINTENANCE OF MANAGEMENT MODELS



outsourcing
THE KNOWLEDGE AND THE MOST
CURRENT RESOURCES FOR
ITS QUALITY SYSTEM

The first step in any organisation is to define how it operates, that is, to specify activities and those responsible for these. To this end there are different internationally recognised management models intended for continuous improvement.

SMART BPO helps you to maintain your action protocols, based on successful experiences of other organisations.

HOW WE CAN HELP YOU



Design and implementation of management systems

Establishment of efficient working systems based on international models of renowned prestige (ISO, EFQM, etc.), whether or not these are certifiable.



Outsourcing/maintenance of management systems

Support in maintaining the management system implemented or complete outsourcing of your company's quality, environment and/or health and safety department.

HOW YOU BENEFIT FROM THIS

→ The ISO maintenance outsourcing service will enable you to have the **most updated knowledge and most qualified resources** with the right dimension required by your quality system, meaning that the cost of this will be tightly adapted to your needs and as economical as possible.

→ You will also be able to benefit from **our experience in management systems** to have the most innovative solutions and continuous recommendations which will increase the competitiveness of your company.



management system
STRUCTURED,
MODERN AND
EFFICIENT

SERVICES

06 Documentation management

INTELLIGENT SYSTEMS FOR MANAGEMENT OF INFORMATION WITH A DIRECT IMPACT ON YOUR COMPANY'S PROFITABILITY

We help you to transform the high cost of a bad information system into a well-structured modern and efficient Documentation management system, which enables you to focus on your core business and get a direct effect on profitability.

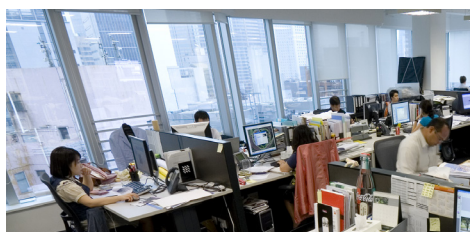
SmartBPO has the required "soft" and "hard" tools needed, along with the knowledge and a specialised team which will provide you with solutions for management, storage and safekeeping of the documents generated by your company, guaranteeing their accessibility, availability and completeness.

HOW WE CAN HELP YOU



Electronic filing systems

Storage and safekeeping of documents in an extranet enabling easy and structured browsing and location of files.



Compliance of norms

Systems enabling guaranteeing the non-alterability of the asset after being created, managing the periods for keeping the asset and its legality, in accordance with established rules.

HOW YOU BENEFIT FROM THIS

- **An organisation which manages documentation management intelligently and effectively** gets the ensuing reduction in costs of time and human resources.
- **Optimisation of the cost and effort** per employee in the search for and management of digital and physical records.
- **An easily accessible, well-structured asset** which will save you time and money.

07 Recurrent reporting

DRAWING UP THE "KEY BUSINESS INDICATORS" DASHBOARD

Our services focus on supplying company management with the support required for monitoring and reporting its business, facilitating detecting incidents and making strategic decisions for the business.

SmartBPO has a tool based on Business Intelligence (BI) which makes data accessible and mobile, guaranteeing proper decision-making.

HOW WE CAN HELP YOU

Internal Drivers

Review of the instruments which envisage, apart from the basic financial information contained in the accounts, any non-accounting **information which could be relevant for explaining and anticipating the company's evolution.**

Dynamic analysis

A flexible and highly usable reporting system which allows an infinite number of combinations of free and evolutionary information crossovers, which react to the user's ingenuity and allow error detection and efficient decision-making



HOW YOU BENEFIT FROM THIS

- **Having a tool for improving management** thanks to the agility and efficiency of the processes, which will enable you to integrate and create synergies between departments, and obtain an improvement in the quality and frequencies of management information.
- **Greater response capacity:** SmartBPO facilitates greater involvement of the interest group, generating greater alignment of the information reported on.
- **Transversal quality and integrated thinking:** strategy, corporate governance and sustainability.
- **The peace of mind** meant by making decisions based on reliable and representative data.
- **An appealing, simple and complete reporting system** which means the organisation's performance can be analysed unequivocally.



technology and security
SIMPLIFYING
TO INCREASE
PROFITS

SERVICES

08 Treasury management

TOTAL KNOWLEDGE OF YOUR FINANCIAL SITUATION

Our aim is to furnish our customers with our knowledge and experience in the planning and development of short and medium-term treasury provisions.

The development of this tool for work and analysis of the company's cash flow enables any possible situations of treasury tensions and financing needs to be foreseen, as well as controlling movements of working capital (collection and payments) in the periods marked.

HOW WE CAN HELP YOU



Treasury planning

Depending on each customer's needs, **we design a treasury plan with a 12-month horizon** based on the real and forecast receivables and payables, as well as other recurrent payments and collections.

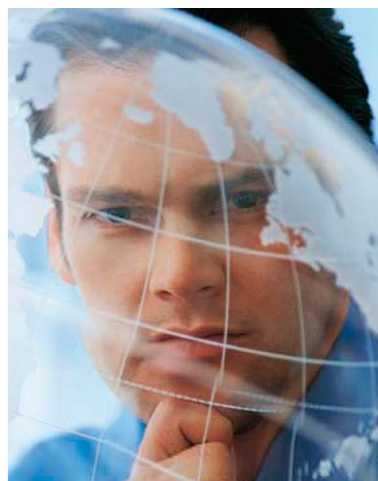


Financing needs

We help you to analyse and determine situations in which outside financing is necessary or analyse whether new financing for investments can be supported.

HOW YOU BENEFIT FROM THIS

- **Having a tool for improving** management of the company's cash flow.
- **Capacity for analysis, anticipating and response** to situations involving a lack of cash.
- Capacity for defining a **collection and payment strategy**.
- **Capacity for determining the resources** necessary for investments.



Simplifying to increase efficiency

COMPETITIVE INTELLIGENCE

At SmartBPO we seek proactiveness and to assign worth to information.

The application of competitive intelligence to data mining and knowledge management will enable you to anticipate, be more competitive and turn your business into a high performance company.

Competitive intelligence is a business tool which combines the company's own information and internal knowledge with extrinsic market data, to turn this into opportunities which provide creative approaches, enable getting ahead of competitors, detecting concealed opportunities and making the right decisions.

"Dashboards"

Dashboards are a set of tools which will enable you to analyse and find out, quickly and on a well-structured basis, the evolution and situation of the **financial, labour and commercial management** of your company.

This will enable you to take the most appropriate action and measures in each case, to make **key decisions** to ensure the viability of your business and make the greatest use of the your company's potential.

SmartBPO places 3 models of Dashboards at your disposal:

- 01 **Financial – Treasury Management**
- 02 **Commercial - Sales Analysis**
- 03 **Labour - Personnel Management**

Dashboards

"Financial - Treasury management"

The balance sheet and profit and loss account

are the two main analysis platforms for establishing a company's evolution and **economic and financial situation**.



General view of the evolution and specific key indicators of your business



ANALYSIS AND KNOWLEDGE

By using certain key indicators, this platform will enable you to **dynamically and accurately** analyse your business's viability, your equity situation, your assets and liabilities, and the evolution of costs in respect of sales.

This Dashboard will enable you to learn about the **balance sheet of your company** on any particular date and the **analysis of the profit and loss account of your business** at the highest level of analysis that you may require.



Making key decisions

DECISION AND ACTION

This will allow you to get to know and decide on management of treasury, financing needs, to take measures and action on your business expenses, etc...

In short, to make the key decisions to **ensure your company's viability**.

Dashboards

"Labour- Personnel management"

Quickly get well-structured information

on the management of your **Labour- Human Resources** department and all the key aspects connected with **Personnel Management**.

Evaluate the personnel's everyday situation

ANALYSIS AND KNOWLEDGE

You will be able to immediately assess your personnel's daily situation by **reviewing key indicators that we provide you** with (cost, absenteeism, FTE, etc.).

You will also be able to go into greater depth in **the analysis of your personnel and salary costs**, for each company (if this is a business group) work centre and department, as far as the monthly payroll per worker, taking into account their age, sex and type of contract.



Making key decisions

DECISION AND ACTION

As a result of this analysis you will be able to decide on your hiring policy, **take corporate and labour action and define a plan** for the training and internal promotion of your staff.



Dashboards

"Commercial - Sales analysis"

This tool will give you an overview

of certain **key indicators involving your company's sales** on an yearly/monthly basis, by geographical zone, by department and product reference.

Sales analysis



ANALYSIS AND KNOWLEDGE

We furnish you with a yearly/monthly sales analysis, by geographical zone, by department and product reference, which **will enable you:**

To view the ABC of customers with the invoices issued in a specific period and the amount pending collection for each of these.

To learn the situation of sales by articles, monthly evolution, the customers purchasing each article and the purchasing volumes of each customer in any specific period.

To analyse your sales networks and find out the evolution of sales by commission agent or rep. over the period you desire.

In addition, you can **analyze the collection management by client**, identifying customers with billing problems and share it with the head of its sales network.



Share your analysis

DECISION AND ACTION

After this analysis you will be able to **share all the data obtained with your sales managers** and take the most appropriate action and measures in each case.

Insights & ideas

KNOWING YOU MORE AND BETTER



SMART #BUSINESS SESSIONS
“CONECTANDO REALIDAD
Y TENDENCIAS”

EVENTS

SMART #BUSINESS SESSIONS

SmartBPO regularly arranges the Smart #Business Sessions “Connecting reality and trends”. These sessions combine a practical look at our present setting with a medium and long-term view of technological and social trends, with the aim of questioning or inspiring new ideas and business models.

► [View schedule](#)

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