

# YOUR GATEWAY TO OFFSHORING

**ackron**  
advisors  
private limited  
*financial & strategic consultants*



## **EXECUTIVE SUMMARY**

Introduction to  
Ackron and it's  
Global presence



## **WHO & WHY Ackron INDIA?**

Our  
vision...one  
team!



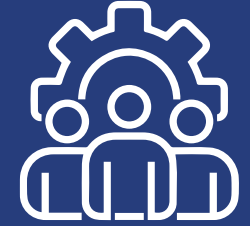
## **OUR SERVICES, IMPLEMENTATION AND OFFSHORING TRENDS**

We can help you  
in each segment  
of your business.



## **PEOPLE & CLIENTS**

Our hiring,  
training and other  
people related  
information



## **OUR TEAM**

Our Management  
consisting of highly  
experienced  
professionals in the  
field of Global  
Advisory

# Our Proposal

**To :** Clients/Strategic Partners/Stakeholders  
**Re :** Offshoring

Ackron Advisors Private Limited (“Ackron”) is a firm made up of seasoned professionals who have worked for many of the large big 4 audit practices. Ackron was established with a vision to provide accounting and advisory outsourcing services to the clients. At Ackron, we intend to provide our services to all firms across the globe who want to use efficiencies of outsourcing but are not planning to open their own offshoring centres. This will not only result in significant efficiencies and additional economic growth within these jurisdictions but will also foster capacity building and job creation as well. We have the right resources to ensure your team has access to right skills to deliver effective assurance whilst you build and scale your team onshore to meet the client’s broader needs. By outsourcing your work to the Ackron, you will free up capacity in your own organization which can be utilized in areas which requires more face time with your clients including your quest to win new clients. This has also significantly proven to increase one's margin across Audit and Advisory engagements. Currently we are serving clients in the India, Dubai and United Kingdom. Our goal at Ackron is to work alongside our clients to provide bespoke services to help them unlock value.

Amit Agrawal  
Team Lead  
Ackron Advisors

# Executive Summary

At Ackron, we assist our multinational clients meet their numerous requirements

## Why Ackron

- Many organizations have identified the need to strengthen their financial controls, better tax advisory, robust assurance framework and develop a more formalized approach towards end-to-end solutions.
- This has led to the question, whether the current financial control framework is fit for the purposes defined?
- We believe that our proven track record, our innovative process driven approach, our global experience, our team and value based proposition makes us the wise choice for our clients in the areas of outsourcing services.

## The Ackron Advantage

- We are the prominent member in the industry with the mission to deliver reliable methodology regarding Business Process Outsourcing to various enterprises and individuals. We believe in providing unique blend of services to our clients to make their marketing cost effective.

# WHO WE ARE

Ackron was started with a vision to serve the clients with various offshore services which is more cost effective to the respective clients. We want to partner businesses seeking advisory support and providing them with strategic and financial solutions.



## Ackron Key Facts



**Location:** Varanasi (India)

### Who We Are

- Offshoring / Outsourcing experts
- Our leaders have helped setup offshoring center in India
- Client presence in over 3 countries



### What We Do Best

- Help the back office and clients in financial planning
- Provide cost-effective quality services
- Offer the best Innovative advisory information
- Analyze the financial health of business
- Provide you the up to date financial information
- Focus on greater profitability

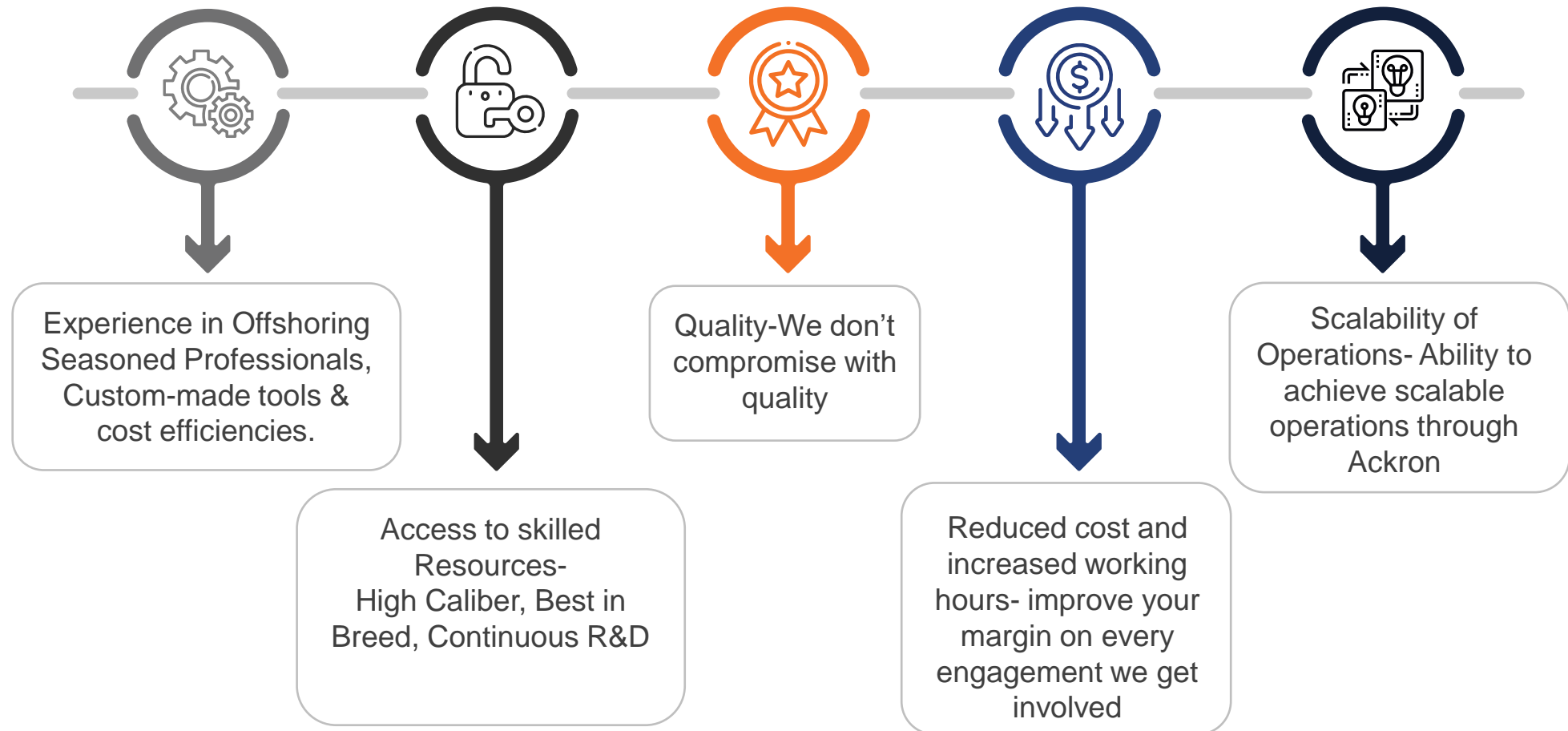


### Our strength

- Our efficiency leads to improvements in client margin
- Continuity through high retention rate
- Exceptional quality resulting in high YoY growth on all engagements
- Scalability of Operations through Ackron's Operations

# WHY Ackron?

We can change the way you look at your business model

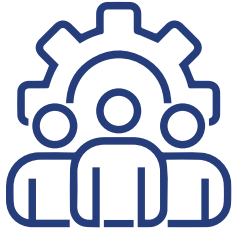




# WHY Ackron? (Cont.)

## Ackron Key Facts

01



We have a team which has experience in catering firms set up their offshore centre's apart from developing mechanism to deliver seamless quality of work.

- Ackron has a global presence made up of seasoned professionals who have worked for many of the large big 4 audit practices.

02

We have the right resources to ensure your team has access to right skills to deliver effective assurance.

- By offshoring the accounting processes to Ackron, you will free up capacity in your own organization.

- This has also significantly proven to increase one's margin across accounting engagements.



03



Ackron consist of various client and enablement services teams that operate to deliver strategic support to our partner firms in their quest to deliver exceptional client services in an efficient way.

- Ackron has a global presence and partners across the globe through which our team has experience of working on both complex and non - complex assignments meeting global requirements around laws and regulations around the globe.

# WHY Ackron? (Cont.)

## Ackron Key Facts

04



Significant reduction in the cost of operations through cheaper rates, less investment on training people, seating cost, IT and other overhead cost.

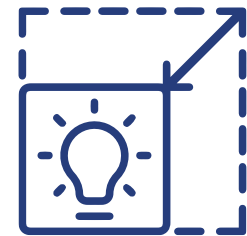
-Increase in the working days by up to 7-8 hours. Hence it is important to look beyond conventional ways of working.

-A stressed global economy adds a challenging backdrop to firms and corporates trying to navigate an already difficult path forward

05

Business scalability is a necessary part of adapting to company changes successfully as you grow, meet, and exceed your goals.

-Ackron with its global presence and prior experience of working with clients across the globe will help you achieve this at a faster pace:-



Start with the right concept and business plan:- Ackron with its current global reach has created a team of professionals with similar experience and talent which follow a global business model.



Standard templates and work methodology across business models as kept by Ackron which enables faster scalability



Established Brand- Ackron is already an established brand across the globe.



Right Management, Ackron has the right management in place consisting of practice leaders who have worked across the globe and understand the global laws and regulations.



# WHY Ackron? (Cont.)

## Ackron Key Facts

### 07 Heights of our Security Level

- **Network and Data Security**

1. Firewall Installed
2. Antivirus Installed
3. Restricted Access to servers

- **Physical Security**

1. Access to servers is restricted
2. Environment control system

- **Employee Security**

1. Educational Qualification verified
2. Previous employer verification
3. Non Disclosure Agreement

### Heights of our Security Level

- **Audits**

1. Local security
2. Network security
3. Vulnerability assessment

# BENEFITS OF OUTSOURCING

## Key Ackron Advantage

- Controlled Capital costs
- Increase in Efficiency
- Reduction in Labor costs
- Better focus on new projects
- Greater focus on core business
- Helps in Levelling the playing field
- Reduction of risk due
- Security and Confidentiality

## For small Entrepreneurs

- Improvement in Company Focus
- Reduction in Operating Costs
- Improvement in Quality of work
- Access to Experts
- World Class Technology
- Helps in beating Competition

# Ackron - Best Practices

01.



Right Start

- Have a planning call before start of the engagement to familiarise the team with the accounting software and process
- Clearly communicate budget with the Ackron team
- Set expectations with respect to timeline, progress update, quality control etc.
- For new work starting on next Monday, provide details to Ackron team on Friday to avoid idle time due to timing difference
- Agree on point of contact and mode of communication to avoid unnecessary emails

02.



Operations

- Instead of writing detailed instructions, we encourage teams to share PY work-papers/ similar work-papers on other clients and have discussions on calls instead of writing instructions to have efficiencies at both ends. Where this is not possible, instructions along with the calls are advised.
- Plan more work than the hours booked for teams at Ackron to bring in efficiencies and helping Ackron reduce drop time hours

03.



Connect

- Pre-set channel of communication
- Shared trackers to be used for tracking the deliverables' progress
- Weekly/ fortnightly calls at the junior level
- Monthly calls with the Project Manager on job
- Regular feedback on emails and progress to be monitored
- Monthly MIS for work done and efficiencies achieved

04.



People

- Engaging with junior staff along with seniors to make them feel part of the team
- Providing timely feedback / areas of development to allow team members at Ackron to improve. It avoids frustration and leads to greater efficiencies

05.



Leaders' support

- Quarterly calls with team and provide vision for the team at Ackron to make them feel part of the team
- This makes Ackron team and their work important for onshore team
- Once in a year physical catch up in India with the team.

# Advisory Services



## Accounting Advisory

- The Outsourcing Company is mostly preferred for cost saving, process standardization, labor flexibility, greater control and Improved decision making.
- We take care of preparing your Balance Sheet, Income and expenses account, Bank Reconciliation, Cash flow statement, Funds flow statement, Accounts receivables and Payables and other appropriate financial statements.
- We also manage your general ledger accounts, accounts receivables, working capital management, account payables, taxation, business expenses processing as well as time-sheet management.
- Our Consolidated services includes Bookkeeping, Accounting, tax Preparation, Financial Statements, Reconciliation, Accounts Payable Service, Periodic Review and Cash Flow Management.
- The Outsourced Bookkeeping is a provider of bookkeeping, accounting and tax preparation services to Off-shore Companies from its center in India. We cater to 1) CPA firms, 2) Small, Medium and Large Businesses, 3) Non-profit Organizations and 4) Individuals.
- The Ins and Outs of our Bookkeeping services includes general ledger, bank statements/credit card reconciliations, accounts payables, accounts receivables, Inventory and Fixed assets.

# Road Map to Implementation

Start with more complex transactions of the business for 2nd Business cycle and evolve with the business adding an element of Scalability to the Offshoring needs.

5

4

Implementation and support around the low-Risk areas of your business operations during the 1st business cycle of our involvement with the business and learn around the current business practices of the business

3

Discuss and agree the practice to be followed

2

Gap analysis (Our standard approach vs your current practice)

1

Our understanding of your Business and current practices

# Offshoring-Common Pitfalls and our Solution



**The Business case:-** A clearly defined 'business case' for outsourcing - with financial outcomes and incentives thereof is not articulated between all parties. Measuring success or failure will be left to subjective interpretation.

With Involvement of Ackron, we have trained and experienced professionals who already have experience on the field of offshoring and have gone through several client engagements before this risk can be brought down to a considerable level.



**Mismatch in expectation:-** Client is asking for 'personnel' and expecting 'services' for example. Clients should not offshore 'bodies or 'personnel' or even 'roles'. Instead, they should offshore services, processes and activities.

With Ackron's previous clientele experience in offshoring around managing the expectation and global experience of our leaders this risk can also be reduced to a significant level. Ackron would inform the Onshore team members of the role they are going to play in the offshoring strategy. In order to prevent any miscommunication, the technology and processes that will be used in offshoring efforts will mapped out clearly for the onshore team.



**Managing Cultural gaps:-** While most service providers have workforces culturally aligned to work with local customer teams, vice versa also needs to be established.

One of benefits of offshoring work to Ackron is having access to diverse skills set across offices of Ackron across the Globe. These diverse skill sets have the potential to contribute to a better product, better localization, and better troubleshooting. However, when you work with a multinational team, you are bound to face challenges with regard to culture and language. Language barriers can negatively affect a company's offshoring strategy. Ackron would Train our onshore teams with cultural training programs to bring them up to speed with offshore teams. We would also ensure that our interview processes for offshoring teams are detailed and plan to have periodic video conference calls in order to build better cohesiveness with your onshore team.

# Offshoring-Common Pitfalls and our Solution (Cont.)



**Not Meeting Quality Benchmark:-** One of the most common reasons why businesses do not opt for outsourcing is because of a lack of quality concerns.

Ackron would deploy a team which will understand the local administration, regulations, and business practices of the Client country. Preferably, have a client contact guide early on in the process. Once we have completed the initial setup, we will design a business process full of checks and balances for our partner to ensure quality and timely delivery.

We would hire and train Experienced professionals to regularly conduct check-ins with the Onshore team based on need-to-need basis.



**Data Privacy:-** Another most common misconception about Offshoring is that it leaks information or personal details of the company.

While the data security risks of offshoring are substantial, they're also manageable. With the In-house IT support from Ackron, we would ensure you're not violating any domestic laws or client contracts by offshoring sensitive information. Through Ackron's global approach your data is in safe hands and your data storage information would not be made publicly available except for the team's involved.



**A Managing Communication:-** Poor communication can be another challenge for offshore outsourcing. Misunderstandings and incorrect assumptions are common when working with teams that are geographically dispersed. This is especially true if your team is working in different time zones. Miscommunication can lead to delays and mistakes, which can impact the project timeline and budget (no more reduced costs!).

With Ackron, we feel that the best way to overcome these challenges is to establish clear communication channels, time sheets, and protocols early on, and to make sure that everyone involved is following them. It's also important to build trust and mutual respect between the teams and to give everyone plenty of opportunities to communicate and collaborate.



# Offshoring-Common Pitfalls and our Solution (Cont.)



**Lack of experience:-** Yes, a lack of skills and expertise can be a challenge for offshore outsourcing – especially if the only factor taken into consideration before was... the price.

One way to overcome this challenge is to partner with Ackron that has a team of skilled professionals who can help you get the job done right. Partnering with Ackron allows you to tap into their pool of talent and skills, which can be a real asset for companies looking for offshore outsourcing



**Scalability of Operations:-** Scalability of Operations is the other common pitfall offshore companies may face. Business scalability is a necessary part of adapting to company changes successfully as you grow, meet, and exceed your goals. Ackron with its global presence and prior experience of working with clients across the globe will help you achieve this at a faster pace. Some of the differentiators at Ackron which helps businesses grow are mentioned below:-

- Start with the right concept and business plan:- Ackron with its current global reach has created a team of professionals with similar experience and talent which follow a global business model.
- Standard templates and work methodology across business models as kept by Ackron which enables faster scalability
- Established Brand- Ackron is already an established brand across the globe.
- Right Management, Ackron has the right management in place consisting of practice leaders who have worked across the globe and understand the global laws and regulations.



# OFFSHORING-WHAT WE ARE DOING



- All the activities as done by others
- Senior Manager's acting as Financial Controller for offshore businesses and assisting the management
- Communication not just with client's but client's client as well.

## Things that make us different

- Consulting and executing back office delivery
- Interpretation of the periodic financial statements.
- Preparing customizable reports for making business decisions
- Identifying the bookkeeping services requirements
- Preparing daily, monthly, quarterly or yearly profit statements

# Ackron-People

- We have Young, dynamic, Big4 and Large Advisory firm ex-employee
- 20% staff base from Big4 & large advisory Firms
- Average age of partners ~ 40 years
- Average age of all staff is 27 years
- 75% staff are aged between 21-30 years
- Process & Technology driven

**We hire the best and make them better**



## Competitive Pay

Our pay is competitive, and our compensation philosophy is transparent at all levels



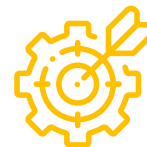
## Comprehensive process

We follow a comprehensive hiring process where we test qualifications, analytical skills, leadership, previous experience and problem-solving skills of the candidates.



## Agile Onboarding

Our interview and onboarding process is fast and efficient, we typically make an offer within 1 week of shortlisting



## CAs

We hire certified chartered accountants (CPA or equivalent) with industry expertise and experience. Our endeavour is always to nurture the right talent, which enriches the organisation in achieving organic growth goals and stabilising the teams



## 2<sup>nd</sup> /3<sup>rd</sup> Tier cities

We prefer to hire from tier 2 and tier 3 cities, these candidates are hardworking, expert in their field and have unwavering loyalty

# Ackron - Key Team Members

TEAM





Amit Agrawal  
Team Leader  
*Accounting and Advisory*  
+91 99193 06750  
amit@ackron.in

#### Professional Capabilities:

- Statutory Audit of Companies and compliance with Indian GAAP and US GAAP and the relevant laws
- Team Leader at Ackron and has been involved in growing the practice from zero to its current spectrum of clients
- Quarterly Limited Reviews of Companies as per the requirement of SEBI
- Tax Audit of Companies
- Technical accounting support
- Interpretation and practical application of IFRS and corporate reporting
- SOX Audit of Companies as per the requirement of US Securities and Exchange Commission

## Background

Mr. Amit Agrawal is a Lead Leader-Accounting and Advisory. Mr. Amit Agrawal is a Chartered accountant with over 19 years of experience in the field of accounting, advisory and corporate taxation. Mr. Amit Agrawal has been associated with S.R. Batliboi, Bangalore (Member firm of Ernst & Young) in Audit and Assurance practice till 2010. He brings in expertise in successfully leading and handling outsourcing work for large multinationals companies. Mr. Amit Agrawal has in depth experience in dealing as interlink between on-and offshore professionals and change management where it comes to dealing with a new ways of working, like working with teams in offshore centres.

## Professional and Industry Experience

- Mr. Amit Agrawal's expertise includes managing an engagement, delivering technical support, building client relationships etc. He has developed significant expertise over Service Sector, Government Sector, Exporters and Metal Industry.
- Mr. Amit Agrawal's role is to plan and execute assignments across various spectrums in conjunction with client management teams. Mr. Amit Agrawal has in-depth experience in accounting, with a thorough knowledge of Corporate Governance management issues. He has demonstrable track record of achieving outstanding performance to strict timescales and budgetary target.
- Deep technical accounting experience in areas such as income taxes, revenue recognition/leases (including the new accounting standards), share based compensation, debt and equity transactions.
- Significant experience with evolving internal control standards, audit documentation requirements, and an overall understanding of accounting methodology requirements.
- Diversified experience in tax structuring across globe, cross border and interpretation of Double Taxation Avoidance Agreements, indirect tax etc.
- Managing accounting and advisory services such as accounting support on complex IFRS/ US GAAP transactions, implementation of new accounting standards such as IFRS 9, IFRS 15, IFRS 16 etc.



Gaurav Agrawal  
Team Leader  
*Accounting and Advisory*  
+91 99189 82111  
gaurav@ackron.in

#### Professional Capabilities:

- Vast Experience of Group Audits under Ind AS Reporting Regulations
- International Taxation Services, including but not limited to Transfer Pricing
- Corporate Finance
- Interpretation and practical application of Ind AS and corporate reporting
- Internal Audit Support

## Background

Mr. Gaurav Agrawal is a Team Leader – Accounting and Advisory. Mr. Gaurav Agrawal is a Team Leader is a qualified Chartered Accountant having over 20 years of experience in the fields of accounting, audit and taxation. Mr. Gaurav Agrawal has also led teams in performing accounting following Indian GAAP, IFRS reporting and US GAAP. Mr. Gaurav Agrawal has extensively advised on complex accounting related matters in the past.

## Professional and Industry Experience


- Mr. Gaurav Agrawal has assisted several domestic and foreign clients in their accounting related matters and successfully helped its client in correct presentation and reporting.
- Deep technical accounting experience in areas such as income taxes, revenue recognition/leases (including the new accounting standards), share based compensation, debt and equity transactions
- Mr. Gaurav Agrawal has developed significant expertise over Power, FMCG, and Chemical Industry.
- Diversified experience in tax structuring across globe, cross border and interpretation of Double Taxation Avoidance Agreements, indirect tax etc.
- Leading GAAP convergence activities for many large clients (Indian GAAP to IFRS/ Ind AS (IFRS equivalent) and US GAAP.
- Mr. Gaurav Agrawal's professional trajectory over the last few years has allowed him to carve a niche in this specialized field of complex and technical topics. Accordingly, he has solved and managed many major issues for clients both nationally and internationally.





# THANK YOU

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