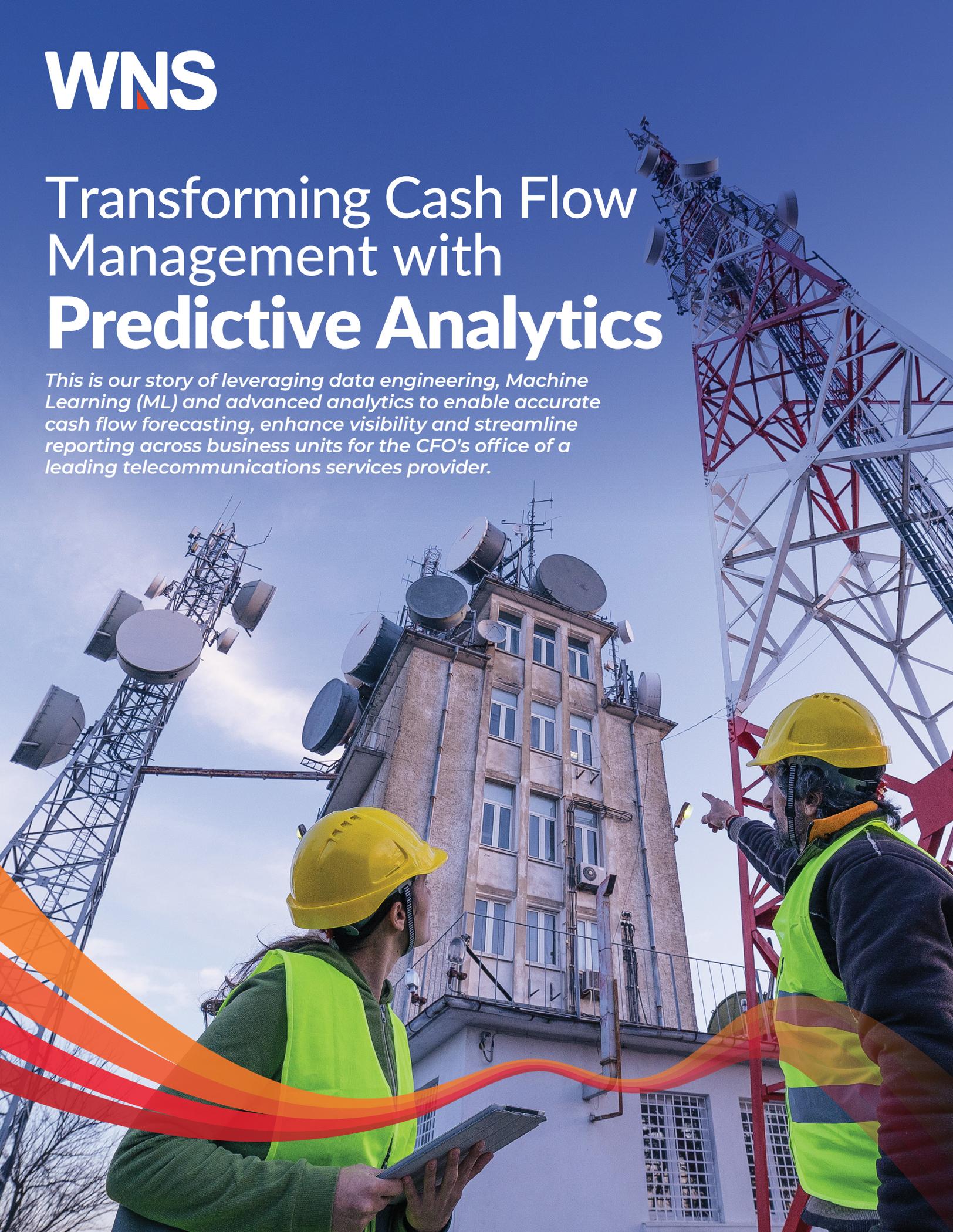


The WNS logo is positioned in the top left corner. It consists of the letters 'WNS' in a bold, white, sans-serif font. A small orange triangle is located at the bottom right of the letter 'S'.

WNS

Transforming Cash Flow Management with Predictive Analytics

This is our story of leveraging data engineering, Machine Learning (ML) and advanced analytics to enable accurate cash flow forecasting, enhance visibility and streamline reporting across business units for the CFO's office of a leading telecommunications services provider.





As we know...

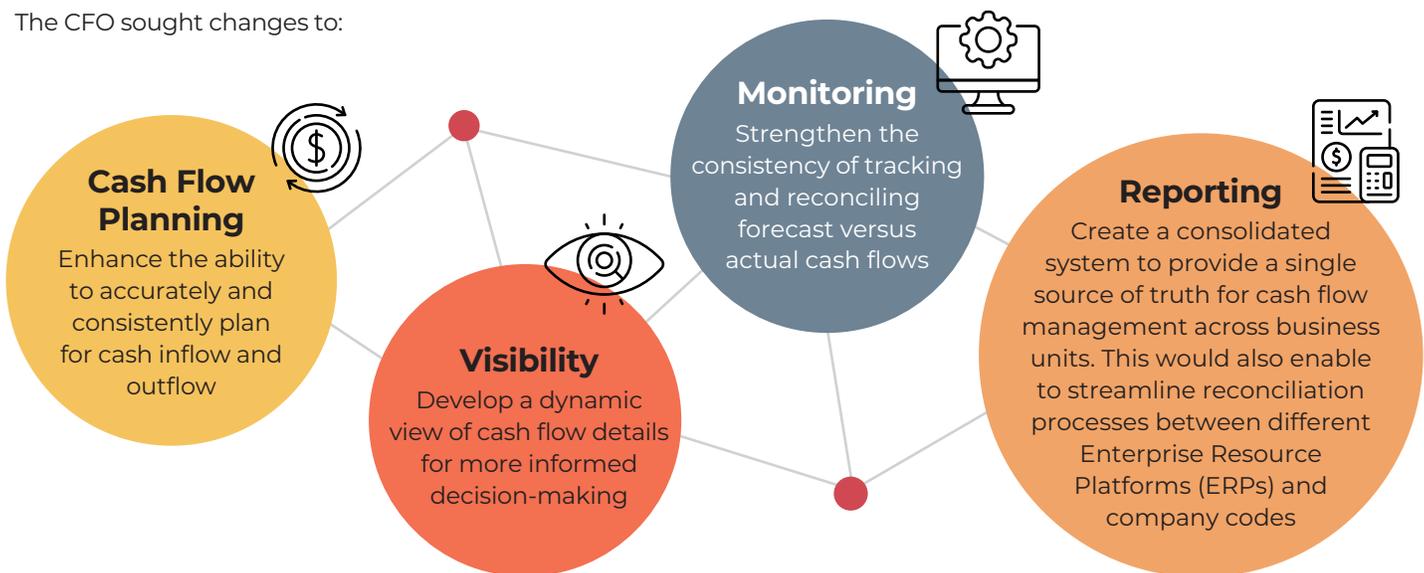
Effective cash flow management is critical to an organization's financial stability. It demands accurate planning, real-time visibility and the ability to track forecast-to-actual variances. For large [utilities organizations](#) with complex structures, managing cash flow becomes challenging due to fragmented reporting and a lack of transparency across units, which can hinder strategic planning.

Advanced [data analytics](#) and ML provide a transformative solution, empowering the [CFO's office](#) with near real-time insights for data-driven decision-making and improved financial planning.

The challenge for our client, a leading telecom provider, was...

Optimizing the efficiency and transparency of its cash flow management across multiple business units to support its long-term strategic objectives and drive more effective financial planning.

The CFO sought changes to:



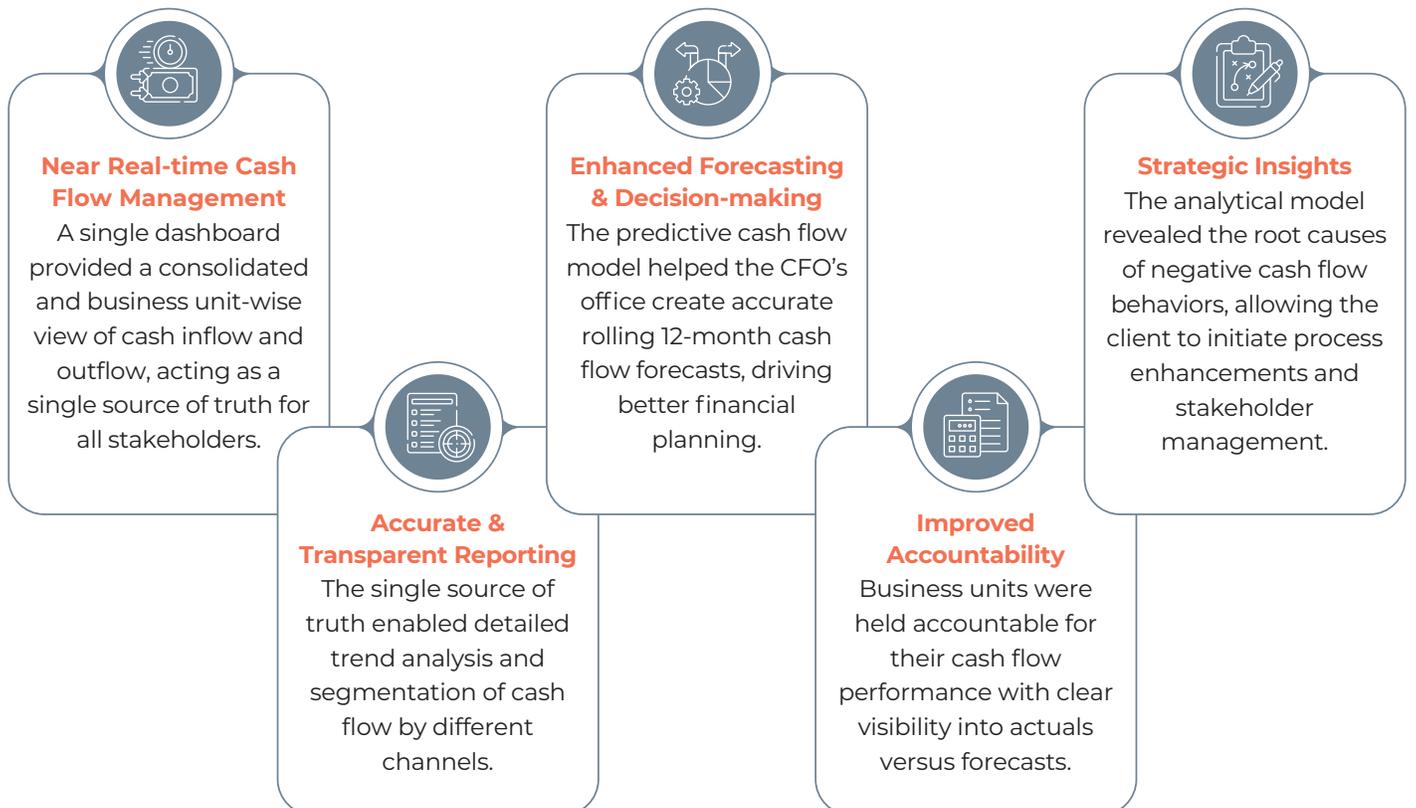
Overall, the firm aimed to enable its CFO's office and Group Treasury to deliver faster, more accurate cash flow reporting and improve accountability and performance at the business unit level.

Stepping in as a strategic consultant and digital transformation partner...

WNS collaborated with the client's CXO-level stakeholders to understand the specific cash flow requirements. We re-structured cash flow management by developing a comprehensive solution anchored in data engineering, analytics and ML. Key aspects of this solution included:

- 01 Advanced Data Engineering:**
Created automated data pipelines to consolidate cash flow data from multiple sources into a single model 
- 02 Predictive Cash Flow Forecasting:**
Built predictive cash flow models using ML, providing a rolling 12-month forecast and detailed insights into cash flow allocations 
- 03 Data Visualization & Reporting:**
Developed Power BI dashboards for real-time monitoring and reporting, offering transparency and allowing teams to drill down into cash flow data 
- 04 Ongoing Strategic Support:**
Provided continuous strategic guidance to help the Group Treasury manage its cash flow performance using the analytics-driven model 

This analytical solution helped the client achieve...



Quantifiable benefits included:

13.5% 
year-on-year increase in
net cash generation

>99.5% 
accuracy in actual cash
flows at the group and
business unit levels

100% 
business unit reporting
submission rate, improving from
inconsistent reporting in the past

~60% 
reduction in reporting
turnaround time each month

>95% 
accuracy in actual
versus forecast results

100% 
adherence to cash flow
reporting schedules



About WNS

WNS (Holdings) Limited (NYSE: WNS) is a digital-led business transformation and services partner. WNS combines deep domain expertise with talent, technology, and AI to co-create innovative solutions for over 600 clients across various industries. WNS delivers an entire spectrum of solutions including industry-specific offerings, customer experience services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses. As of September 30, 2024, WNS had 62,951 professionals across 66 delivery centers worldwide including facilities in Canada, China, Costa Rica, India, Malaysia, the Philippines, Poland, Romania, South Africa, Sri Lanka, Turkey, the United Kingdom, and the United States.

To know more, write to us at marketing@wns.com
or visit us at www.wns.com

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CO-CREATE TO
OUTPERFORM
WITH WNS

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