



Boardroom:

Innovating and managing change in a traditional business environment



Business Issue and Objectives

The corporate services sector is highly competitive, encompassing firms of all sizes and with a diverse geographic reach.

To drive expansion in emerging markets, Boardroom focused on organic business growth and business acquisitions in China, and other Asia-Pacific countries, doubling in size from 2009 to 2016. Boardroom wields an advantage in its ability to deliver personalised solutions suitable for companies seeking enhanced productivity solutions. The challenge, however, is to increase business efficiency through re-engineering work processes and information systems.

In 2015, it became clear that while business units were reporting activities and revenues, Boardroom needed to create new and innovative solutions to enhance the value proposition to clients. The central leadership needed to devise an overall business strategy. Boardroom's regional businesses were increasingly aligned and a regional business strategy emerged.

However, to support the regional business strategy, Boardroom needed to reconsider its financial reporting and analysis systems.

Solutions

Lynette Seah, founder and CEO of advisory and cloud solutions firm, Alpha7, was brought in to work with Boardroom Executive Director and CEO Kim Teo. Lynette brought over 25 years of finance and strategy experience to the table. Prior to founding Alpha7, she was Vice President of Finance and Strategy (APAC) at Salesforce.com.

Her experience added significant value to Boardroom in three aspects:

- 1) CFO background - Understanding people's behaviour and capabilities
- 2) Big 4 experience - Managing change management and processes
- 3) Deep knowledge of Salesforce.com solutions - Strategising over 5 functional pillars (Marketing, Sales, Operations, Finance and HR), looking towards end-to-end technology solutions

Lynette and Kim quickly determined that quantitative mapping of the business to provide a more accurate and complete picture at any given moment was of paramount priority.



Boardroom is a leader in corporate and advisory services in Asia-Pacific. Boardroom's comprehensive suite of services include Corporate Secretarial, Share Registry, Accounting, Taxation, Payroll, Governance, Risk and Compliance (GRC), and Human Resources. Headquartered in Singapore and Listed on the Singapore Exchange (SGX), Boardroom has been the partner of choice for over 5,500 public listed and privately owned enterprises for over 45 years. Boardroom possesses an indelible footprint in Asia-Pacific with 14 offices across Singapore, Australia, China, Hong Kong, and Malaysia as well as an extensive partner network in Asia to help businesses realise their maximum potential.

Industry: Professional Services
Segment: Accounting
Country HQ: Singapore
Country Presence: Singapore, Malaysia, Hong Kong, Australia and China



Boardroom, with Singapore as its HQ, has expanded across the Asia-Pacific region through growth and acquisitions, including Australia, Hong Kong, China and Malaysia. We brought Lynette on board based on her COO expert services, to ensure that our processes, people and technology supports our business growth.

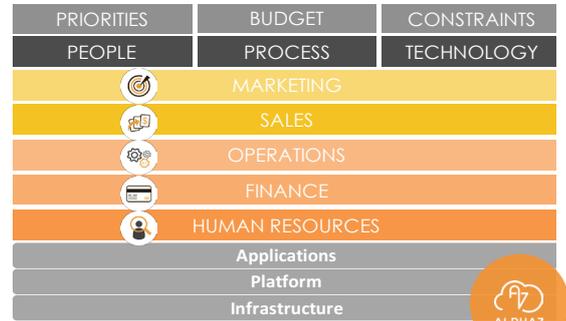
Her team has provided expertise and insight to best scale through better management of financial information, tech project management, big data, CRM and HRM processes.

They also assisted with our eligibility under SPRING's Capability Development Grant for this business transformation initiative.

Kim Teo, Group CEO of SGX-listed Boardroom

Data is king, but the danger is getting mired in too much data with insufficient insight.

Using the A7 BizConnect™ Framework, Boardroom assessed their priorities, budget and constraints. They decided that the right team must be appointed to ensure that change can be sustainable - a team that is capable not just in operating the technology, but also in analysing the resultant data.



A7 BizConnect™ Framework

The solution looks across Boardroom's functional departments to determine quantitative mapping for each, starting from sales and operations to finance and human resources, across people, processes and technology.

Thus, Project Refresh was born.

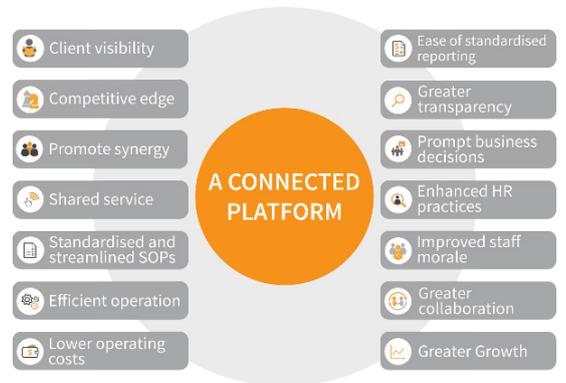
Project Refresh

Few people like change, many resist it. A people first approach – identifying those who have or will learn the right technical skills– was critical. New leaders in the finance and technology departments were appointed to oversee the changes.

The new team scoped the current financial management system to understand the data flows.

With the right technology and the complementary personnel, business analysis became easier. This helped the team understand which services provided the best margins, how customer needs were evolving and how to price services most effectively.

For sales operations, Salesforce.com, which had been underused, was reinvigorated with a technical-savvy team to better track the proposals issued, customer acquisitions and business deal success rates.



Benefits of a Connected Platform

Outcome

The divergent changes in technology and personnel were implemented in tandem for maximum results. The re-engineering of processes could not function well without the right team and vice versa.

Alpha7 was instrumental in scoping and helping Boardroom's management understand the implementation issues and roadblocks which needed to be overcome.

About Alpha7

Alpha7 helps businesses set the stage for growth by transforming the way businesses operate and improving their bottom line by leveraging cloud technology and aligning their people, processes and technologies. Streamline your business with Alpha7's cloud advisory services, proprietary framework (A7 BizConnect™) and business platform (A7 AppsConnect™), so that you can focus on growing your business.

Speak to us today! Contact Alpha7 at www.alpha7.co/contact to learn how your organisation can use technology and turn it into business advantage.

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