




# PRE QUATE

**Alpha Metrics** ©  
the dashboard that really matters

strategic finance *for* business impact





Businesses today do not suffer from the lack of great consultation. They lack in the talent necessary to be able to execute on them. Their management is already stretched out battling internal tugs-of-war for resources. If managing their business is #1 priority, it is also most likely to be occupying most of their time.

With a team of professionals having global experiences of having worked with global consulting firms or consulted global organizations, our cross functional team not only advises, but also manages the execution of transformations as a service.

Where most consulting firms stand by the side-walk, we lead by working side-by-side with the CXOs, boards of directors and investors to help their organizations design a sustainable roadmap, identify the right initiatives, narrow in on the right priorities and execute pragmatic solutions backed by our strong industry experience.

We look forward to being your partners in growth.

Sincerely,

*Pradyumna Nag*

Pradyumna Nag  
Prequate, Strategic Finance Office



**MAGIC  
HAPPENS  
WHEN  
FINANCE  
UNDERSTANDS  
BUSINESS**



Information Technology

Computer Software

SaaS

Manufacturing

Consumer Electronics

Textile

Education

Healthcare

Parenting

FMCG

Agro

Telecom

Luxury Goods

Distribution

Logistics

Transport

Real Estate

Architecture

Wealth Management

MICE

Travel

Event Management

F&B

Analytics

Blockchain

Not-for-profit

Business,  
meet finance.

Assets

Growth

Efficiency

Governance

# Business, meet finance.

Finance is the true objective in business. But in most businesses, the power of finance is never unlocked. When finance understands your business, it gains the unique abilities of becoming proactive and pragmatic.

## STRATEGIC FINANCE OFFICE

**Benchmark**  
*vs. business that  
are in the industry*

**Analyze**  
*the business  
operations as-is*



**Measure**  
*performance  
against plan*

**Establish**  
*measurement  
frameworks*



**Troubleshoot**  
*potential causes  
and resolve them*

**Diagnose**  
*causes for  
deviation*

**Strategic Finance Office**  
*Root Cause Analysis (RCA) of  
deviations, running  
simulations, making  
recommendations and  
execution of solutions as a  
service*

### Alpha Metrics

*measurement, tracking & analysis of key business & finance  
indicators with CXO level dashboarding*

“

**IF YOU DONT  
MEASURE IT,  
YOU CANT  
IMPROVE IT.**

Peter Drucker

”

Are we on track as a business to achieve our plan? What is the real profitability of the business? What is the real growth in the business? Do we need to relook at our pricing? Is the organization being run as efficiently as possible? How do we compare with our peers? How healthy is my cash flow position? Are we ensuring a strong level of governance as an organization? What are our top 5 red flags as a business? Are we doing well really? Are we compliant as a business?

# **CAN A SINGLE SCREEN ANSWER ALL THESE QUESTIONS?**

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# measuring growth

Health scores  
for emphasizing need  
for management focus

Calling out deviations  
to track potential issues  
before they happen

Combining business metrics  
to financial metrics to ensure  
sustainable growth



Cross functional  
measurements that tie  
up ops & finance

Business risk  
evaluation on long  
term priorities

Best-in-class  
latest frameworks for  
tracking & diagnosis

Continuous  
measurement to  
evolving plan *than*  
static comparisons

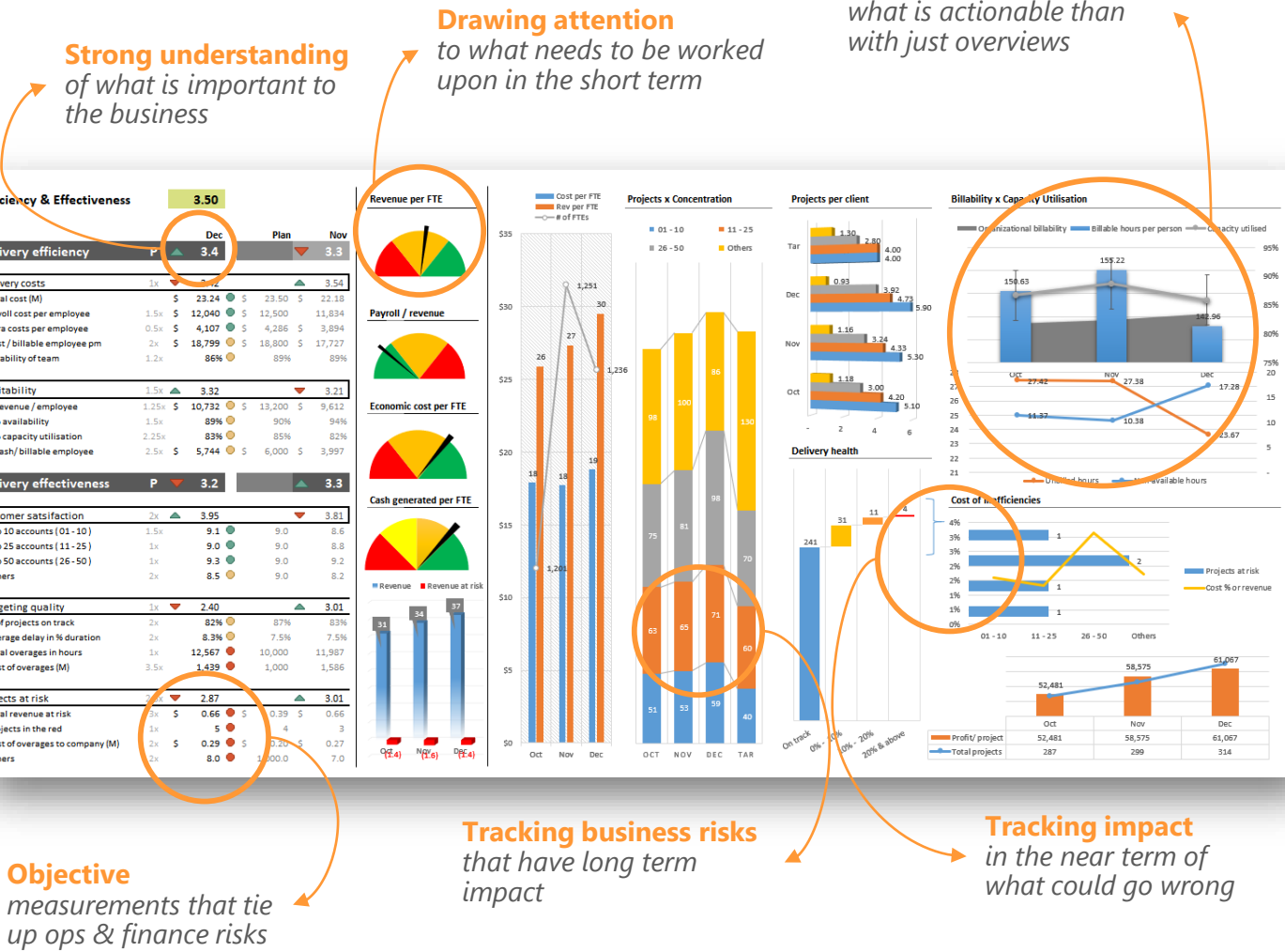
Constructive  
evaluation *than*  
merely showcasing  
what went wrong

Analysis based on  
strengthening a  
business *than* just  
mitigating risk



Are we on track as a business to achieve our plan? **What is the real profitability of the business?** What is the real growth in the business? Do we need to relook at our pricing? **Is the organization being run as efficiently as possible?** How do we compare with our peers? How healthy is my cash flow position? Are we ensuring a strong level of governance as an organization? What are our top 5 red flags as a business? **Are we doing well really?** Are we compliant as a business?

# tracking efficiency



Emphasizing those aspects that matter *than those that are common practice*

Balance between long term & short term risks *than just overall emphasis*

Diagnostic understanding *than just highlighting data as unrelated events*

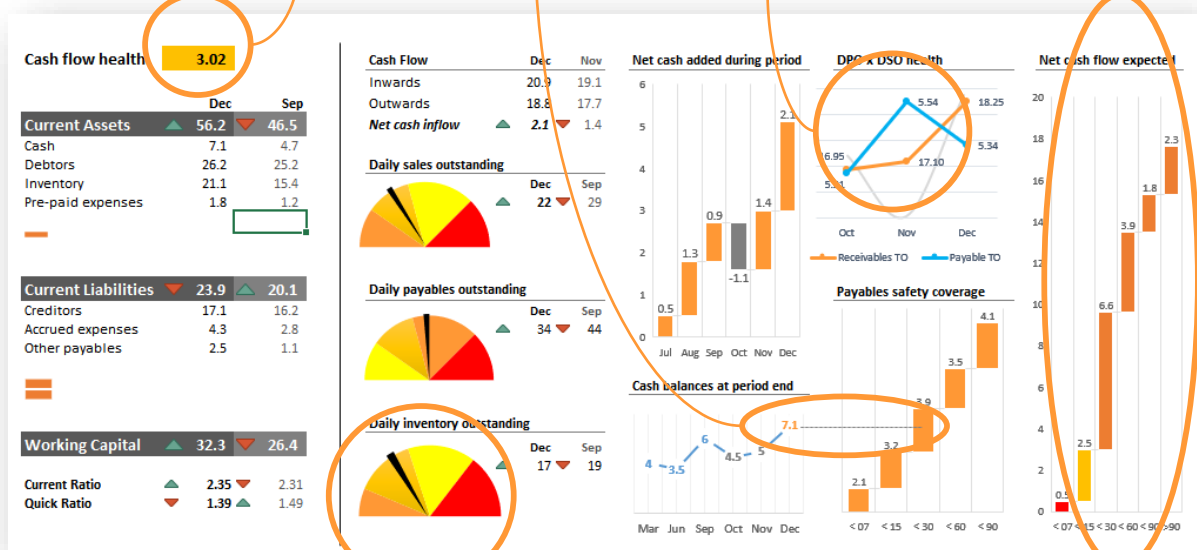
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# managing cash flows

**Health Scores**  
to identify the  
need for action

**Cross-linking**  
to identify risks and  
opportunities

**Unique analysis tools**  
to identify potential  
problem areas



**Benchmarks**  
to identify problems which  
are specific to the company

**Simulations**  
to highlight probable areas of  
concern or provide comfort

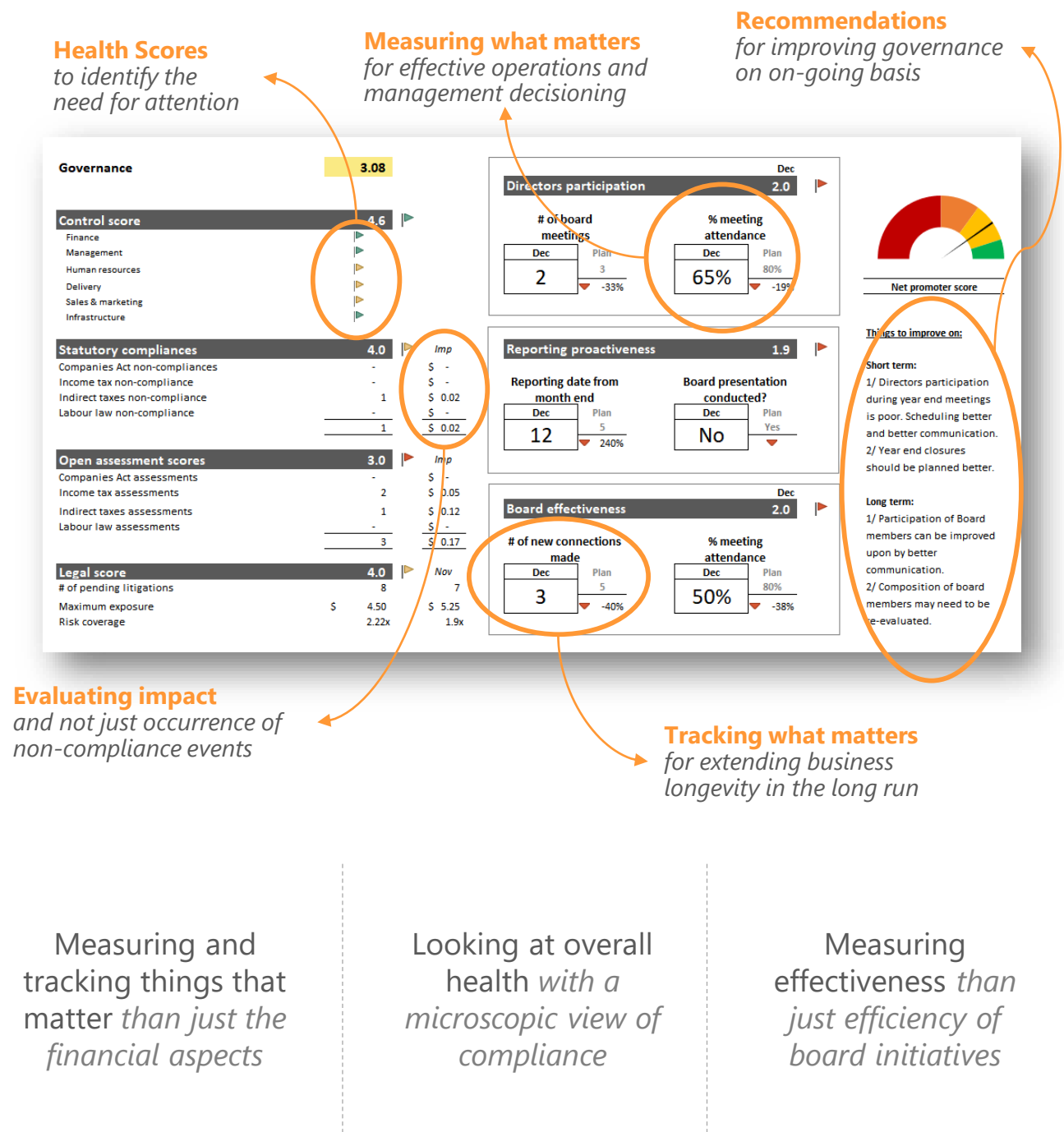
Customized to the  
uniqueness of the  
business *than* rules  
of thumb

Root cause analysis  
of a problem *than*  
merely highlighting  
a number

Action oriented  
analysis *than* merely  
an academic  
numerical exercise

Are we on track as a business to achieve our plan? What is the real profitability of the business? What is the real growth in the business? Do we need to relook at our pricing? Is the organization being run as efficiently as possible? How do we compare with our peers? How healthy is my cash flow position? **Are we ensuring a strong level of governance as an organization? What are our top 5 red flags as a business? Are we doing well really? Are we compliant as a business?**

# ensuring governance



# definitively different



## Outcome focused

A cornerstone is the ability to focus on an action + impact oriented of a team from diverse backgrounds picked for this skill specifically.

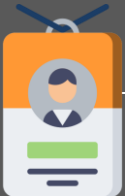
**“ always delivered when it most mattered ”**



## Expert Driven

Our strength is derived from the unique cross functional blend of experts we bring in to every engagement, drastically reducing time to results.

**“ carry a depth of understanding which is very advanced ”**



## Hands on

Managements look at us as partners, and not just as consultants, as we support from assessment to recommendation to its eventual execution.

**“ our go-to guys for all business decisions ”**



## Best-in-class

We carry the experience & learnings from working with 100s of businesses across the world from the top consulting firms in the world.

**“ these guys really are the best. a work of art. ”**



# these questions

CXOs tend to ask a few questions that indicate the need for intelligent and diagnostic reporting in their organizations. If you identify with these yourself, there is a great chance that you will see tremendous value with **Alpha Metrics**.

**“ We need to close our books of accounts a lot faster. Monthly close takes weeks, sometimes - months. ”**

**“ I feel that there can be a better way to look at our financial management and improve cash flow. ”**

**“ Our finance team’s reports are mostly for statutory reporting and regulators. Can they be used to help me manage business better? ”**

**“ My CFO’s role has been mostly to manage the finance team’s operations. ”**

**“ Can there be more proactiveness from my finance team? I rely on them only for post-mortems now? ”**

**“ I do not get ‘intelligence’ from my finance team. Mostly reports, not very actionable. ”**

**“ I do get an MIS. A Balance sheet, income statement, cash flow, some accounting schedules and some information I have identified. ”**

**these guys really are the best.  
a work of art.**

Group President, Listed Data Analytics company  
Florida, USA [2015]



**they carry a depth of  
understanding which is very  
advanced**

CEO, IoT Products company  
California, USA [2016]

**bridged that internal gap we  
had between management and  
finance for good**

President, Platform SaaS Company  
California, USA [2018]

**always delivered when it most  
mattered**

CEO, Asian Consumer Tech company  
Bengaluru, India [2018]

**our go-to guys for all business  
decisions**

Director, Indian SaaS company  
Bengaluru, India [2017]

**extremely intuitive about  
business value**

CEO, Asian Tech products company  
Bengaluru, India [2018]



**Alpha Metrics** ©  
the dashboards that really matter

**Orbital Report** ©  
a snapshot of the world around you

**GROWTH2METRICS** ©

*a proprietary business tool from*

**PRE  
QUATE**

*partners in growth*





# PRE QUATE

**REQUEST A CALL BACK**

*I know of something that I need help on.*

|  
*or*  
|

**KNOW SOME MORE**

*I want to know Prequate a little better.*

## About Prequate

Prequate is a management ^ finance advisory that acts and manages as a Business Finance, Strategic Finance & Management Assist group. Over the last 8 years, Prequate has worked with 350+ businesses in 20+ industries across 25+ countries and has been covered by various publications for its breakthrough approach to advisory.

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