



ASPIRE

BEYOND THE BUBBLE

WORLD STAGE 

IS THE FUTURE IN NON-STANDARD PROCESSES?

AN EXPLORATION OF SOME OF THE NON-STANDARD
PROCESSES BEING DELIVERED FROM KRAKÓW

Michał Bielawski
Adaptive



Bartosz Budzewski
Royal Philips

Grzegorz Nawrot
Amway



Paweł Sobota
Westwing

WHY ADAPTIVE?

ADAPTIVE GROUP PROFILE

SINCE 2015 **ADAPTIVE GROUP** IS HELPING ORGANIZATIONS IN ADOPTING THEMSELVES TO MARKET ENVIRONMENT AND SEIZE COMPETITIVE ADVANTAGE IN THE BUSINESS WORLD!

CEE REGION LEADER
FOR GLOBAL
BUSINESS SERVICES
& OUTSOURCING
INDUSTRY

ONE-STOP-SHOP
SERVICE OFFERING
FOR GBS &
BUSINESS
CORPORATE
FUNCTIONS

CERTIFIED
PROFESSIONAL
COMPETENCES
WITH AUTOMATION
FOCUS
CAPABILITIES



YEARS
ON THE
MARKET
> 9

CLIENT
EXPERIENCE
> 90

PROJECTS
COMPLETED
> 360

CLIENT
LOYALTY
> 95%

AVG
GROWTH
Y-o-Y
> 40%

HEADCOUNT
STRENGTH
> 90

AVERAGE
JOB
EXPERIENCE
> 10 years

EMPLOYEE
REFERRALS
> 94%

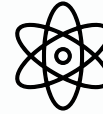
BUSINESS VALUE PROPOSITION

ADAPTIVE GROUP PROFILE

CENTRALIZATION



TRANSFORMATION



AUTOMATION



STRATEGIC
BUSINESS
GUIDANCE

- ✓ **BUSINESS SERVICES STRATEGIES** WITH COMPREHENSIVE ANALYSIS OF BUSINESS IMPERATIVES & ORG STRUCTURES
- ✓ **GBS FEASIBILITY STUDIES & PROCESS MATURITY ASSESSMENTS**
- ✓ **SUPPLIER SOURCING STRATEGIES & BUSINESS LOCATION STUDIES**

TRANSFORMATION
MANAGEMENT
OFFICE

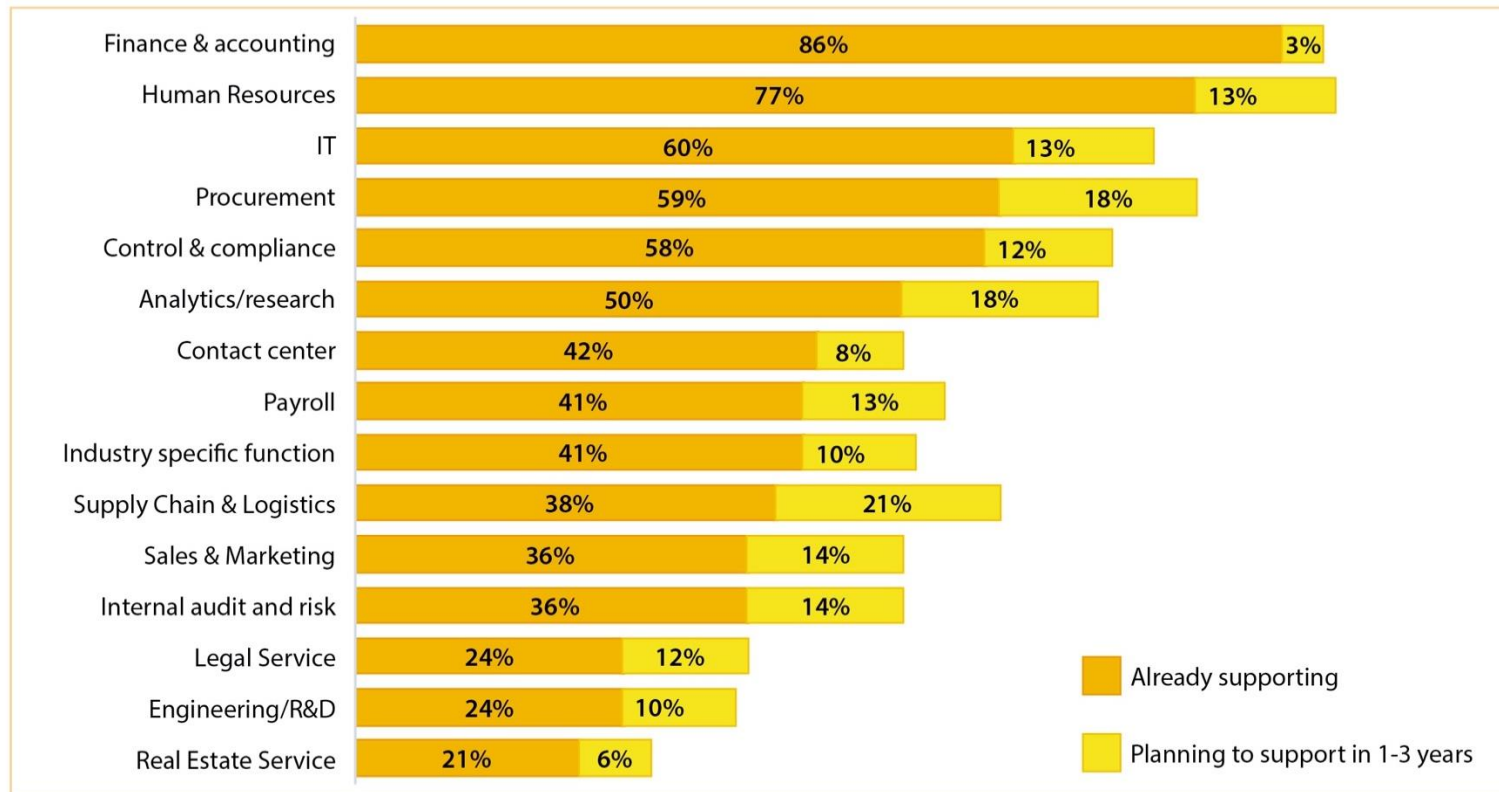
- ✓ **LEADING ORGANIZATION CHANGE PROGRAMS** AND **X-FUNCTION INTEGRATION ALIGNMENT**
- ✓ **IMPLEMENTATION SUPPORT FOR X-DOMAIN TRANSFORMATION PROGRAMS** - PROCESSES, SYSTEMS, PEOPLE
- ✓ **GBS PRACTITIONER METHODOLOGIES** TO GUARANTEE QUANTIFIED RESULTS

SERVICE
DELIVERY
ENHANCEMENT

- ✓ **PROCESS OWNERSHIP AS-A-SERVICE** WITH BEST-IN-CLASS **DELIVERY EXCELLENCE MODELS**
- ✓ **RIGHT PROCESS MEASURES & GBS KNOWLEDGE MANAGEMENT BENCHMARKS**
- ✓ **PEOPLE ENGAGEMENT PROGRAMS**
- ✓ **INTERIM GBS MANAGEMENT, BUSINESS DOMAIN LEADERSHIP AND DELIVERY SUPPORT** AT ALL LEVELS.

Adaptive & Aspire GBS Report: Standard and Non-Standard Services

What functions are supported by GBS/SSC organizations?



Most likely to be transferred to GBS

21%

Supply Chain & Logistics

18%

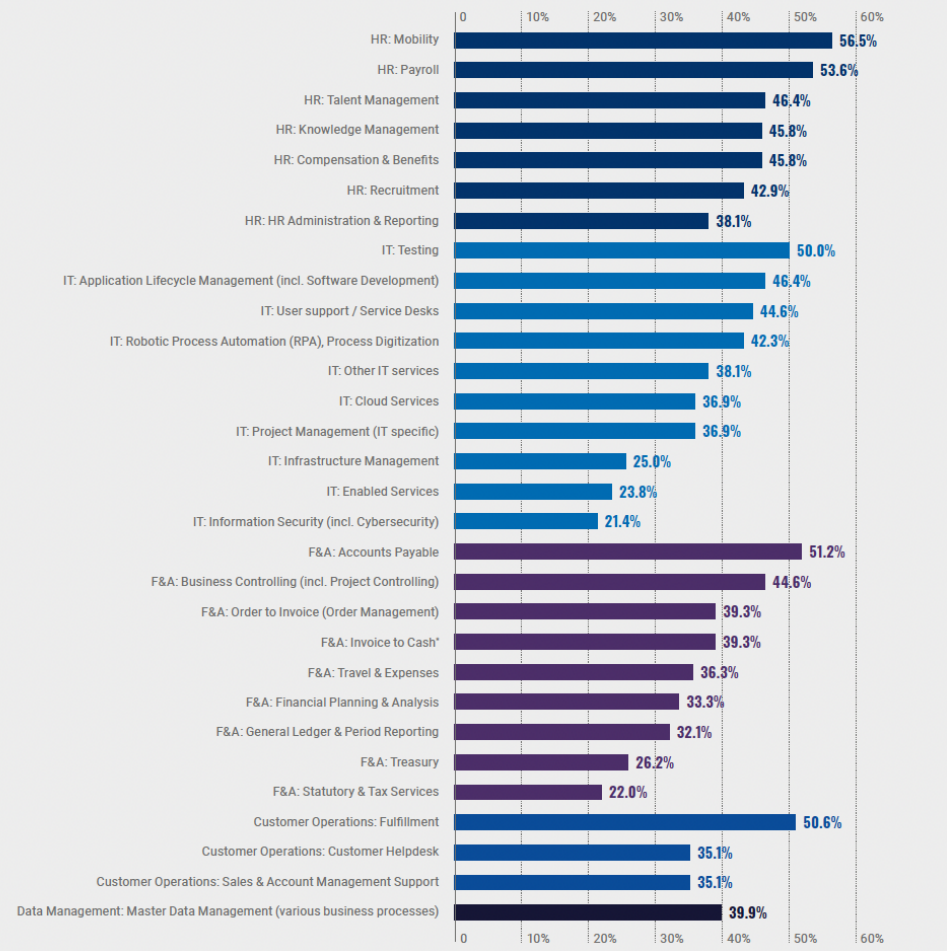
Analytics/research

- ✓ The facts show that the most dominant functions supported by GBS/SSC organizations are Finance & Accounting (86% of the interviewed centers support that domain), Human Resources (77% respectively), IT (60%), Procurement (59%) and Control&Compliance (58%).
- ✓ The most interests for future growth are anticipated for Supply Chain and Logistics, Analytics & Research as well as Sales & Marketing functions.

2024 ABSL Report: Standard and Non-Standard Services

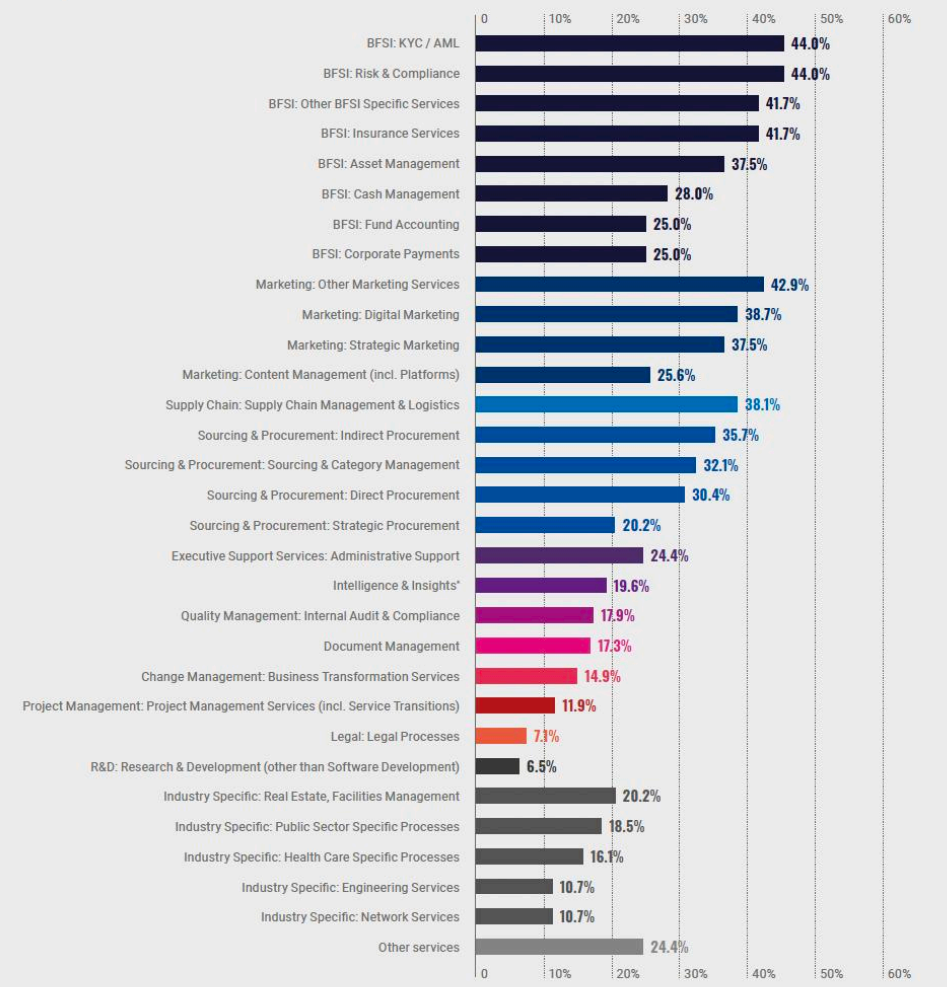
CATEGORIES OF PROCESSES SUPPORTED

FIGURE 1.15
PROCESS CATEGORIES SUPPORTED BY BUSINESS SERVICES CENTERS IN POLAND (PART 1)
(% OF RESPONDENTS)



* incl. Cash Allocation, Cash Collection, Disputes Management
Source: ABSL's analysis based on the results of the survey (N=168)

FIGURE 1.16
PROCESS CATEGORIES SUPPORTED BY BUSINESS SERVICES CENTERS IN POLAND (PART 2)
(% OF RESPONDENTS)



* Business Intelligence, Data Analytics, Complex Performance Reporting
Source: ABSL's analysis based on the results of the survey (N=168)

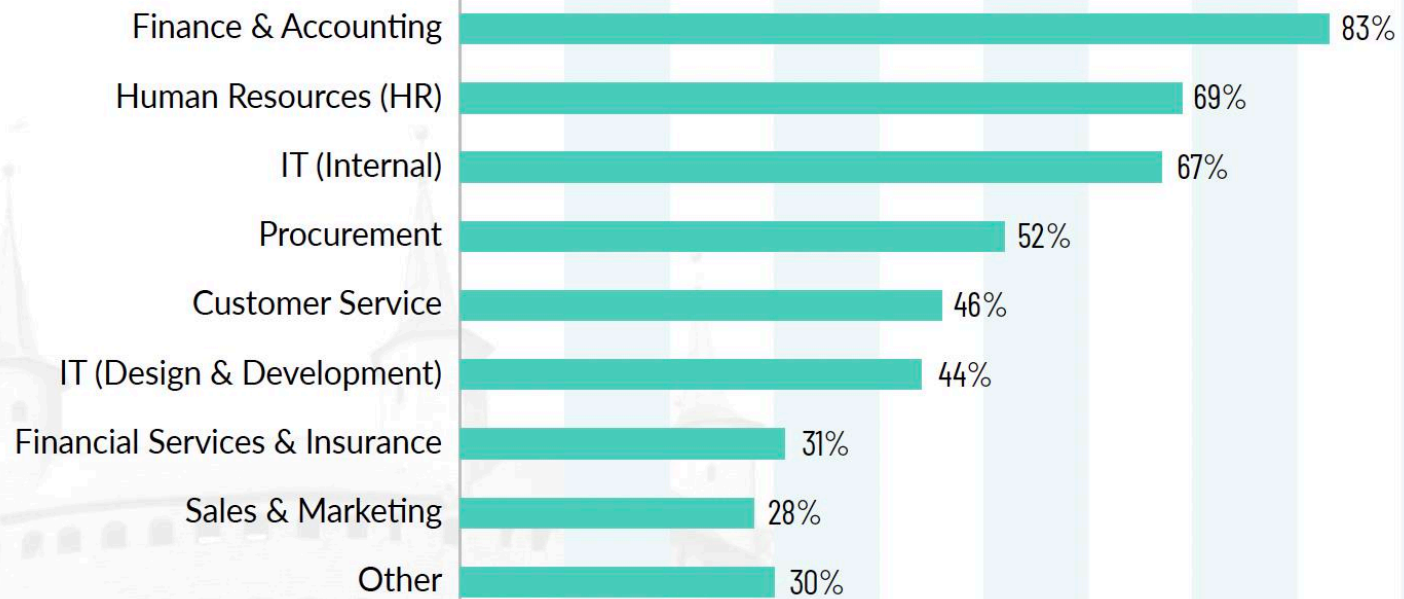
2024 **ASPIRE** Process Tracker

PROCESS TRACKER 2022



SERVICE DELIVERY LINES

% centres delivering a given service line





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IS THE FUTURE IN NON-STANDARD PROCESSES?

MICHAŁ BIELAWSKI

CFO & MANAGING PARTNER, **ADAPTIVE SAG**



Michał has over 23 years of experience in financial and accounting process transformation, SSC and BPO optimization, LEAN implementation, and strategic consulting. He has held senior positions at Infosys BPO and Philips, where he managed operations and transitions.

PAWEŁ SOBOTA

FORMER HEAD OF SSC, EXPERT IN DIGITAL OPERATIONS, CX AND PROCESS TRANSFORMATION, **WESTWING**



Paweł is an expert with 20+ years of leadership experience. At Westwing, he led a 150+ member SSC team, improving process automation in the CEE Region. He previously built Nielsen's global Sports Analytics team and managed a 350+ member Digital Operations team.

BARTOSZ BUDZEWSKI

SENIOR DIRECTOR FOR GBS GLOBAL SUPPLY CHAIN OPERATIONS, **PHILIPS**



Bartosz has over 12 years of experience in GBS/SSC, supply chain management, and large-scale transformations. He holds a Stanford Executive Leadership certificate and is a certified Six Sigma Black Belt, having led numerous projects focused on process automation and operational excellence.

GRZEGORZ NAWROT

CONTROLLERSHIP MANAGER WEST MARKETS, **AMWAY**



Grzegorz supervises statutory and US GAAP compliance of Amway entities in Europe and Americas. He has over 20 years experience in accounting, financial reporting and transition of compliance processes to GBS central location. ACCA member.

LIVE POLLING

What do 'non-standard processes in GBS' mean to you?

You can give a few answers.



~1800 Employees

EMEA Markets

8 Functions

37 Service Capabilities

Our Services



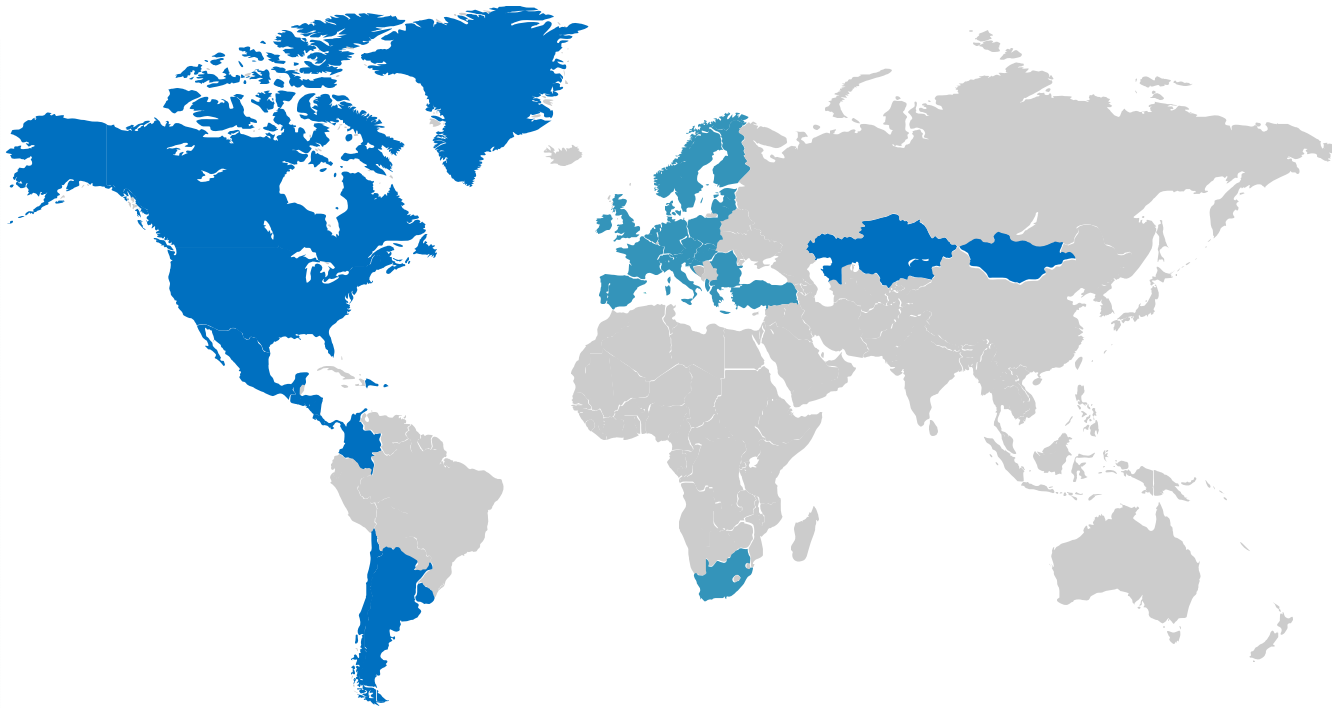
We are Philips GBS EMEA

Amway GBS Krakow

45 Countries

540 Employees

91 Legal Entities



Finance

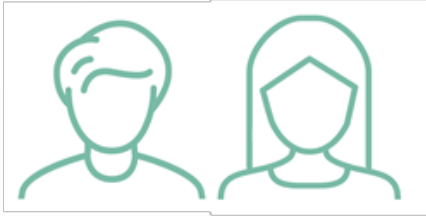
- Accounting Processes RTR, OTC, AP
- US GAAP reporting incl. consolidation
- Statutory reporting and audit
- Tax compliance

Customer Service

HR/Payroll

Technology

Marketing



Shared Service Center *scope: ~250 Employees*

60% *Direct*

- Retail Campaigns Product Catalog Management
- Shop Product Catalog Management
- Retail Campaigns & Shop Products Photo/Video Editing
- CEE Customer Care incl Sales Support
- Solution Factory (Automation through AI & RPA)

40% *Indirect*

- Technology
- Supply Chain Management

WESTWING



ASPIRE

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SPEAKERS' STORIES

- Innovative methods
- Risks & prospects
- Best strategies for success

MICHAŁ BIELAWSKI

CFO & MANAGING PARTNER, **ADAPTIVE SAG**



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CONTROLLERSHIP MANAGER WEST MARKETS, **AMWAY**



LIVE POLLING

Which operational model does your center follow?

Please give only one answer.

1. Fully GBS
2. 80% GBS and 20% Landlord model
3. 50% GBS and 50% Landlord model
4. 20% GBS and 80% Landlord model
5. Fully Landlord model



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BEYOND THE *BUBBLE*

THANK YOU
