



firefly

Taxing problem – simple solution

Informavores and PricewaterhouseCoopers create a smarter way of building complex technical tax solutions



Background

'Tax doesn't have to be taxing' proclaim the UK tax authorities. Well, that doesn't ring true for most multi-national businesses for which tax is undeniably complex. VAT, for example, can be particularly complex when transactions cross borders. Companies need to expend considerable effort to ensure they pay the correct amount - and the costs and risks of non compliance can be very high. Compliance with tax rules in different countries is a challenging and costly business, usually requiring the expertise of specialist consultants - and lots of training for staff who must learn and apply the rules.

Technology plays a big part in ensuring and also demonstrating compliance and technical tax solutions are becoming more widely used. They are difficult to build and costly to maintain - because tax rules are constantly changing.

We have been working with one of the big three firms to create a smarter way of delivering effective tax solutions.

New Approach

Working with Informavores, PricewaterhouseCoopers - one of the world's largest tax planning consultancies - is leading the way in offering its clients technical tax solutions which can be built faster than ever before and are also easy to use and maintain. A new international VAT tax engine - including support systems allowing users to code transactions with complete accuracy - was built in just a few weeks and with minimum IT involvement. Similar systems, built in the traditional way, would typically take many months or even years of developer time.

Using our Firefly product:

- Tax experts do the work directly, without relying on (or being forced to become) systems experts
- Complex tax calculations, dynamic data look-ups and inputs from company data sources such as SAP are all handled with ease
- A built-in audit trail of user and system decisions demonstrates that compliance is observed – and allows the risk manager to sleep easy
- Implementation, integration and roll-out take days and weeks rather than months
- The new system scales from small to the largest installations and is easy to build, change and manage.

With Firefly, the firm's clients also benefit from:

- Faster delivery of tax solutions
- A simple end-user interface that can be accessed via a browser and requires little training to use
- A complete, and easy-to-access audit trail of user activity
- Faster updates in response to changing tax rules.



"It's an elegant solution to a very complex problem"

Paul Smith
Global Head of Innovation



informavores

illustrate, interact, improve

Solution focus

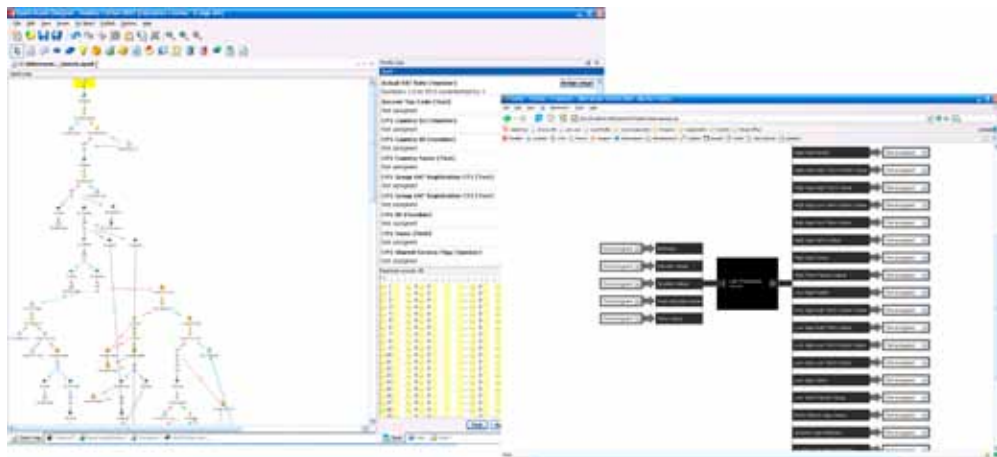
- Simple engine for complex rules and calculations
- Automated tax calculations
- Supports multiple uses:
 - Call centre agents
 - Online dialogue
 - Fully automated rules
 - Testing historic data
- Built-in audit trail
- Minimal user training

Product benefits

- Tax experts build rules - no programming
- Developed in 2 weeks
- Easy database integration e.g. SAP
- Minimal IT effort - High ROI

Technology summary

- Firefly, Firebox, Firestorm
- Uses J2EE, HTML, XML, SOAP
- JDBC compliant database
- J2EE Server (also runs on Microsoft Windows)



Business or tax expert maps out calculation logic using a simple, intuitive interface


With our firestorm technologies the rules can be deployed as a "black box" to check historic records

Parallel Deployments

The same rules can be deployed to support different types of process:

- As an interactive script for agents in a shared service centre
- As a rules engine, running calculations realtime behind the scenes; or
- Processing and analyzing millions of historic records in batch mode.

In each case, business analysts - tax experts - work directly with our simple, easy to learn interface.



Informavores develops business orchestration software which revolutionizes the way call center and web based customer interactions are managed. Informavores enables its clients to reduce their costs whilst improving their sales, support and customer services functions.

Our unique technology is business-user focused meaning that our transformational solutions are built and managed by business people not by the IT department. Our solutions become deeply embedded within our clients' infrastructure so that time consuming activities such as CRM data entry or post call dispositioning are completely eradicated.