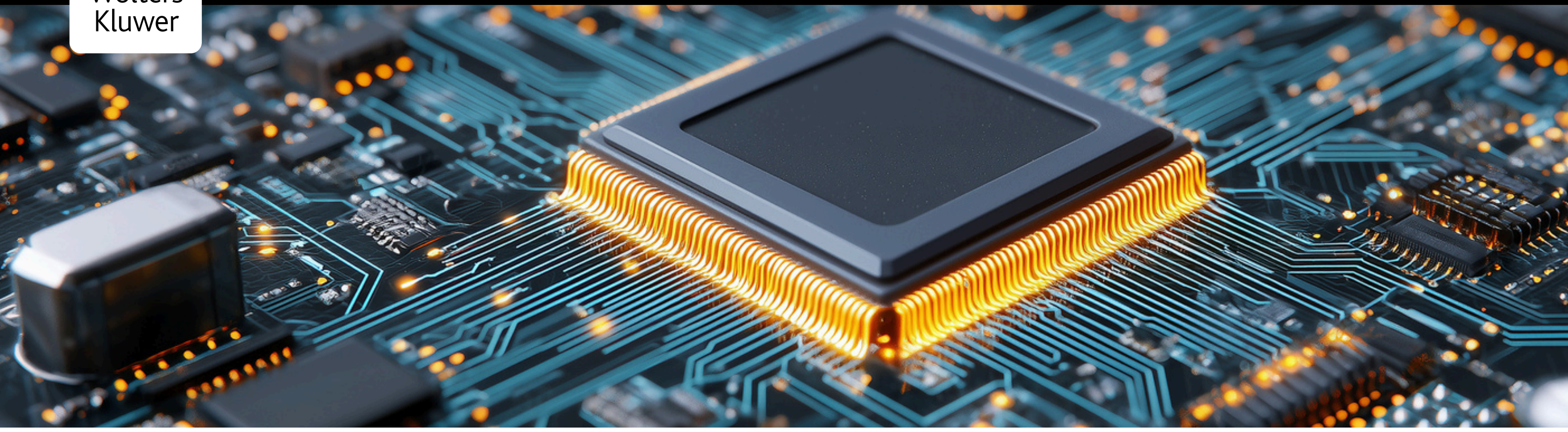
CCH® Tagetik



CCH® Tagetik case study

Longcheer accelerates global growth with a unified finance foundation, achieving a 33% faster financial close, 80% less manual consolidation, and 10% more accurate forecasting

LONGCHEER

Company

Longcheer

Industry

High-Technology Manufacturing

Uses of CCH® Tagetik software

- Budgeting, Planning & Forecasting
- Financial Close & Consolidation

Key facts

- Founded in 2002 and headquartered in Shanghai
- More than 20 years of industry experience in smart-product R&D, design, manufacturing and integrated services
- Around 40 legal entities across multiple countries and regions
- Seven R&D centers in Shanghai, Shenzhen, Huizhou, Nanchang, Hefei, Xi'an and Suzhou
- Manufacturing centers in Huizhou, Nanchang, Vietnam and India

"Without a solid digital foundation, business cannot go further, nor can it ensure operational security. The CCH Tagetik solution helps Longcheer turn financial data into forward-looking navigation, supporting high-quality growth as the business expands globally. With the finance digitalization system built on the CCH Tagetik platform, we have achieved closed-loop lifecycle management from strategic planning and business target setting to comprehensive budgeting, budget control and rolling forecasts."

Zhenzhen Wu, Finance Director, Shanghai Longcheer Technology Co., Ltd.

The challenge

Rapid growth created new demands on Longcheer's finance organization. As the company expanded its global footprint, introduced new product lines, and navigated increasingly complex reporting requirements, finance needed to operate with greater speed, visibility, and control.

Global expansion increased consolidation complexity

Longcheer manages approximately 40 legal entities across multiple countries and regions. As the business grew, finance had to consolidate data across multiple ledgers, manage intercompany transactions, perform multi-currency translations, and produce accurate group-level reporting. Manual processes became increasingly difficult to scale and introduced greater risk of delays and errors.

Critical data remained fragmented across systems

Finance data was distributed across multiple ERP systems, local files, and spreadsheets maintained by different teams. Multiple versions of the same data often existed simultaneously, creating reconciliation challenges and slowing the flow of information throughout the organization.

New business lines demanded faster insights

As Longcheer expanded beyond smartphones into AI PCs, automotive electronics, smart wearables, and other product categories, management required deeper visibility into profitability, performance, and growth opportunities. Legacy processes were unable to deliver multidimensional analysis quickly enough to support decision-making.

Longcheer is a global leading smart product and service provider with a full-category portfolio covering smartphones, AI PCs, automotive electronics, tablets, smart watches/bands and smart glasses. Its business spans multiple countries and regions, serving leading global consumer electronics brands and technology companies.

Requirements

- Finance function value transformation
- Enhanced management granularity
- Unified business-finance data foundation
- Multidimensional intelligent analytics
- Scenario simulation and business decision support
- Global compliance operations

Benefits & results

- Close cycle shortened from **6 days to 4 days, about 33% faster**
- Manual consolidation workload **reduced by about 80%**
- Forecast accuracy **improved by about 10%**
- **100% compliance** with IFRS and local GAAP across jurisdictions
- Real-time management reporting **eliminated information lag and version confusion**

Regulatory requirements continued to grow
As an A+H listed company, Longcheer must comply with IFRS and both domestic and international reporting requirements. At the same time, finance leaders were expected to help the business anticipate market changes, manage risk, and support growth—not simply report historical results.

The objectives

Longcheer's finance transformation initiative focused on building a unified, transparent, and scalable finance platform capable of supporting the company's continued growth. The organization established three primary objectives

Create a unified source of truth
Integrate data from multiple systems and eliminate silos by establishing one platform, one process, and one consistent version of the numbers across the organization.

Enable agile planning
Move beyond static annual budgeting by introducing rolling forecasts and scenario modeling capabilities that allow finance and business leaders to evaluate changing market conditions and make faster decisions.

Deliver real-time management insight
Provide timely visibility into revenue, cost, profitability, and cash flow so management teams can focus on action and performance rather than data reconciliation.

The solution

Longcheer selected CCH Tagetik to establish a unified finance platform capable of supporting consolidation, planning, forecasting, and management reporting within a single environment. Rather than relying on multiple disconnected tools and spreadsheets, Longcheer adopted a trusted finance foundation that connected its core finance processes and data.

The implementation focused on three critical areas:

Financial Close & Consolidation
CCH Tagetik automated consolidation across approximately 40 entities while supporting intercompany eliminations, multi-currency translation, and equity accounting. Embedded audit trails increased transparency and provided visibility into data sources, calculations, and process ownership.

Budgeting, Planning & Forecasting
The platform enabled budgeting, rolling forecasts, and scenario analysis, helping finance shift from static annual planning to a more agile and continuous planning approach. Finance can now evaluate the impact of changing business assumptions and respond more quickly to evolving market conditions.

Real-Time Management Reporting
By connecting planning, consolidation, and reporting within a single platform, CCH Tagetik provides consistent, real-time access to operational and financial insights. Managers can access standardized reporting without waiting for manual consolidation cycles.

Additionally, local support resources across Asia Pacific helped accelerate adoption and streamline communication throughout the project.

The result and benefits

By implementing CCH Tagetik, Longcheer established a trusted finance foundation that supports both operational efficiency and strategic decision-making. Finance gained greater visibility, improved speed, and stronger control while supporting the company's global growth ambitions.

Accelerated financial close

- Close cycle reduced from 6 days to 4 days
- Approximately 33% faster close process
- Manual consolidation workload reduced by about 80%
- Significant reduction in manual errors
- Complete audit trail for financial reporting
- 100% compliance with IFRS and local GAAP requirements across jurisdictions

Improved planning and forecasting

- Forecast accuracy improved by about 10%
- Rolling forecasts replaced static planning cycles
- Scenario modeling enables faster evaluation of changing business conditions
- Management can assess impacts on revenue, costs, profitability, and cash flow more effectively

Greater visibility for management

- Real-time reporting eliminated information delays
- Consistent data reduced version-control issues
- Decision-makers can access trusted operational and financial information at any time
- Faster access to insights improved decision-making speed

A more strategic finance function

By automating manual processes and eliminating time spent gathering and reconciling data, finance can focus more on analysis, forecasting, and business partnership. The team now plays a larger role in supporting strategy and guiding decisions across the organization.

About customer

Longcheer was founded in 2002 and is a technology company engaged in the research, design, and manufacturing of smart products. With over 20 years of industry experience, the company has grown into a globally leading provider of intelligent products and services.We offer a comprehensive and evolving portfolio of smart devices and solutions across multiple product categories, including smartphones, AI PCs， automotive electronics， tablets, smart watches/bands and smart eyewear. Operating in multiple countries and regions, Longcheer offers professional, integrated services to top global consumer electronics brands and leading technology companies worldwide.

Longcheer is headquartered in Shanghai and has seven R&D centers located in Shanghai, Shenzhen, Huizhou, Nanchang, Hefei, Xi'an, and Suzhou. Meanwhile, manufacturing centers have been established in Huizhou, Nanchang, Vietnam, and India, endowing the company with global product delivery capabilities. Longcheer also has branch offices in the United States, South Korea, Japan, Hong Kong China, and Singapore.（Stock code：603341.SH 09611.HK）