



EXPERT ARM
(PRIVATE) LIMITED

01 / 10

COMPANY PROFILE

Expert Arm.

- 01 ACCOUNTS OUTSOURCING
- 02 BUSINESS FINANCIAL CONSULTING
- 03 INTERNAL AUDIT
- 04 PAYROLL OUTSOURCING





What's inside.

01	Who We Are	03
	Who we are, and the problems we deal with.	
02	What We Do	04
	Four financial disciplines, and the businesses we bring them to.	
03	Our Services	05
	Accounts, consulting, internal audit and payroll, in detail.	
04	What Makes Us Different	07
	Why the timing of your numbers matters as much as the numbers.	
05	Vision and Mission	09
	Clarity for today. Confidence for what comes next.	
06	Our Commitment	10
	A closing note from the founder.	



Finance should reveal what the business needs next.

Traditional accounting records the past. Expert Arm helps businesses understand today, prepare for tomorrow, and move forward with confidence.

Expert Arm (Private) Limited works with businesses that have outgrown simple record-keeping. We handle accounts outsourcing, business financial consulting, internal audit and payroll under one roof, so the numbers reach you while you can still act on them.

Financial problems rarely show up on their own. Late reporting, thin margins, weak controls and messy payroll usually trace back to the same thing: information that arrives after the decision has already been made. We look at the evidence, work out what is really causing it, and put the right discipline in place.

01 DELAYED REPORTING

Accounts Outsourcing

A current, dependable financial view.

02 CASH-FLOW & MARGIN PRESSURE

Business Financial Consulting

Choices tested before capital is committed.

03 WEAK CONTROLS & HIDDEN RISK

Internal Audit

Vulnerabilities surfaced while they remain manageable.

04 PAYROLL COMPLEXITY

Payroll Outsourcing

Controlled processing and trust on payday.

Modern businesses cannot solve today's challenges with yesterday's accounting. Our role is to make financial information useful before delay, uncertainty or rework consumes leadership attention.



Four disciplines. One operating rhythm.

Expert Arm brings four financial disciplines together so that leadership sees the business as a whole — from daily activity through to decision, control and employee trust.

Record

Accounts Outsourcing

Organises the current financial picture.

See

Business Financial Consulting

Tests the next decision before resources move.

Leadership

CLARITY

Protect

Internal Audit

Surfaces risk while it remains inexpensive to resolve.

Pay

Payroll Outsourcing

Carries control into the employee experience.

WHO WE SERVE

Every industry.
Every stage of growth.

The discipline does not change with the sector. What changes is the stage. A business finding its feet needs something different from one opening its second entity, and both need their numbers to be right.

STARTING UP

EXPERT ARM (PRIVATE) LIMITED

GROWING

EXPANDING

ESTABLISHED

WHAT WE DO



Know sooner. Decide earlier.

01

ACCOUNTS OUTSOURCING

Close the distance between what happened and what leadership knows.

Financial activity should not wait until month-end to become useful. We organise bookkeeping, accounts payable and receivable, reconciliations and the close into a single dependable current view.

01 Full-cycle bookkeeping and general ledger

02 Accounts payable, receivable and reconciliations

03 Close and management reporting

RAW ACTIVITY

LEADERSHIP KNOWS



02

BUSINESS FINANCIAL CONSULTING

See the decision before you fund it.

Financial reports explain the past. Forecasting, margin analysis, scenario modelling and fractional CFO support allow leadership to test a choice before capital is committed to it.

01 Budgets and cash-flow forecasts

02 Margin, pricing and scenario analysis

03 Fractional CFO decision support

SCENARIO RANGE

UPSIDE

BASE

DOWNSIDE





Control the risk. Protect the trust.

03

INTERNAL AUDIT

Find the fracture before it becomes the headline.

Risk should be surfaced while it is still inexpensive to correct. Proactive reviews examine controls, fraud exposure, process discipline, and the governance of data and automated systems.

01 Risk-based reviews and control testing

02 Fraud prevention and process discipline

03 Data and AI governance

DETECTED EARLY · CORRECTED AT LOW
COST



04

PAYROLL OUTSOURCING

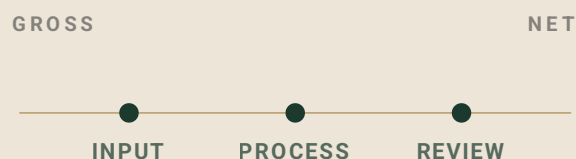
Trust lands on payday.

Payroll is where financial control becomes employee trust. We coordinate employee data, gross-to-net processing, review, reconciliation, and employer-of-record or local-provider handoffs.

01 Controlled gross-to-net processing

02 Multi-jurisdiction coordination

03 Reconciliations and reporting





The time value of information.

A dollar today is worth more than a dollar tomorrow. So is the information that describes it.

Every accountant accepts the time value of money. A dollar you hold today can be put to work, so it is worth more than the same dollar six weeks from now. Financial information behaves the same way, though it is rarely priced that way. A number you have today can change a decision. The same number six weeks later can only explain one. Nothing about the figure got worse. It just arrived late.

That is the problem Expert Arm was built around. We close the gap between the moment something happens in your business and the moment you can see it clearly, so the numbers reach you while the decision is still open. Your time then goes into judgement rather than into piecing together what already happened.

THE PRINCIPLE

Information loses value with age, in the same way money does.

THE COST

A day of delay turns something you could have used into something you can only review.

OUR RESPONSE

We shorten the gap between what happens and when you get to see it.

DECISION VALUE OF A FIGURE

TIME SINCE THE EVENT





Why businesses choose us.

Four things we hold to, on every engagement, whatever the size of the business behind it.

01

Time is the first return

Before anything else, we cut out the chasing, the repeated questions and the hours lost to not knowing where you stand.

02

Engineered for clarity

We build the reporting around the decisions it has to support, not the other way round. What reaches you is current and ready to use.

03

Communication that keeps pace

Questions do not wait for the next reporting cycle. You get an answer when you ask, and someone is always accountable for it.

04

One connected financial view

Accounts, consulting, audit and payroll all sit together, so nothing falls into the gap between them.

What you end up with is a finance function that reports in time to be useful, and holds its controls without being chased for them.



Clarity for today. Confidence for what comes next.

01

OUR MISSION

To turn complex financial data into breakthrough decisions, giving growing businesses the structural confidence to scale with absolute certainty.

We translate financial activity into clear, practical action, so that leadership can see how each decision is likely to affect profitability, liquidity and future growth.

02

OUR VISION

A world in which every growing business can trust its numbers, understand what they mean, and act without hesitation — wherever it operates.





“Every business begins as hope made visible. It carries sacrifice, sustains lives and holds a future not yet written. We protect the reason it began and help that future take shape.”

If any of this is familiar, we would be glad to hear from you. A short conversation is usually enough to tell whether we are the right fit.

EMAIL

info@expertarm.com

WEBSITE

www.expertarm.com

Truly yours, financially!

Salman Ahmad

FOUNDER & CHIEF EXECUTIVE OFFICER