

Pinnaklo on Point



Pinnaklo's company newsletter

Newsletter Highlights

Welcome to Megha Singh

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A Introduction to Intellectual Property



Pictured: Sandra Gilligan & Noella Carroll at the Network Cork Business Woman of the Year Awards on May 25th

A Message from Noella Carroll, Managing Director

The featured DIY fact has stuck a chord. Is McDonald's the poster brand for business transformation?

In the late 1930s, McDonald's, now famed for its burgers, began life as a hotdog stand. By 1948, the brand has evolved into a burger joint. Success depends on the ability to adapt, refine and improve. A concept that is integral to finance transformation.

It must be good if McDonald's approves.

Did you Know?

The first item on McDonald's menu was actually a hotdog

Spotlight on Megha Singh - Graduate Business Analyst



We are pleased to welcome Megha Singh to the Pinnaklo Team. Megha joins us on a 6-month graduate placement as a business analyst.

Megha has worked in various finance and customer service roles in her native India. She is currently completing an MSc in Finance (Corporate Finance and Investment & Asset Management) at UCC.

Outside of work, Megha enjoys travelling and reading especially self-help books & biographies.

Megha has a keen interest in sustainable finance



Record to Report - Digging Deeper

Organisations constantly work to improve their procedures to stay ahead of the curve in the dynamic world of finance

The Record to Report (R2R) process which plays an important role in the transformation of the finance industry.



Benefits through process transformation:

- Real-time data validation & reconciliation through digital solutions reduce errors, & guarantee regulatory compliance.
- Process simplification by automating & digitising repetitive operations.

The R2R transformation has an impact on the entire organisation, not just the finance department:

- Accurate & timely financial data, enabling data-driven decision-making at multiple levels.
- Automation of manual processes lowers personnel costs & frees up resources for high-value ventures.
- Reduced financial risks.

Despite the R2R transformation's strong advantages, organisations may encounter the following implementation difficulties:

- Protection against cyber threats & maintaining data privacy.
- Effective change management techniques are required when adopting new technology & work processes.
- Accurate reporting and analysis depend on data integrity, standardisation, & smooth integration across all systems being maintained.

An introduction to Intellectual Property



The Intellectual Property Office of Ireland hosted a webinar to educate businesses on intellectual property which introduced the case of Scoobybox Dublin, which had to change its name to Busterbox due to the unauthorized use of the Scooby Doo character name resulting in the loss of several PR materials at a significant cost to the company.

- Intellectual property (IP) is the term used to describe intangible works of art & literature as well as inventions, designs, & symbols.
- The Irish Patents Office is the agency which in charge of intellectual property issues in Ireland.
- Ireland also participates in the European Patent Office (EPO) & the World Intellectual Property Organization (WIPO)