



**PROCESS AUTOMATION PROVIDES IMMEDIATE EFFICIENCIES AND  
PLATFORM FOR GROWTH**



*Client saddled with multiple and disparate systems struggles with producing timely and relevant data which cannot support aggressive organic and acquisitive growth strategy.*

# Executive Summary

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## **Client's Challenge:**

*To replace time intensive and manual processes to increase efficiency, provide scalability, increase accuracy and unlock data. The Client's environment consisted of:*

- Running 3 versions of Quickbooks and manually consolidating.
- One Quickbooks instance was international operations. Currency consolidation done manually.
- A legacy front end system was used to capture all operational data. There were no integrations into the Quickbooks instances and all actions to extract data and prepare data for entry into the GL system for invoicing was manual and done via printouts and excel. Entire operational review of data was performed manually through the created spreadsheets.
- The Client was completing acquisitions which exacerbated the pain points.
- Month end close was a 'soft' close and took approximately 45 days.
- The invoicing cycle took approximately 10 days.

## **Roghnu's Solutions:**

*Focus on elimination of multiple systems and identifying and automating timely manual processes that would not scale with growth.*

*Roghnu:*

- Performed a comprehensive business process review to identify the most significant gaps and time hogs.

- Implemented Sage Intacct to replace multiple Quickbook instances. Sage Intacct to be used to invoice, run multi-entity and multi-currency consolidations.
- Utilized data warehousing to extract data from front end system. BI introduced to perform crucial operational review procedures (revenue leakage and expense

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*"We've completely transformed how our processes function and have freed our data. And the best part is it will grow with us tomorrow. We're not here without Roghnu." – Client CFO*

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review procedures). Warehouse mapped all GL accounts and locations to raw data extraction which created a simple flat file uploaded to Intacct.

## **Impact on Client's Business:**

- Consolidations completed at the push of a button. Clean consolidated data allows for easy reporting and preparation of KPIs.
- Monthly 'hard' close performed in approximately 12 days.
- Invoicing cycle cut to 5 days which immediately reduced DSOs and accelerated cash.
- Comprehensive solution allowed for easier integration of acquisitions.

Automation created allowed the client to grow over 300% to approximately \$70 million in revenues in approximately 2 years. Accounting staff increased 1 staff accountant.

## Case Study

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### **Client's Challenge:**

*To replace time intensive and manual processes to increase efficiency, provide scalability, increase accuracy and unlock data.*

The Client strived for greater efficiency. With new ownership the demand for faster data became essential. Data that was previously housed in disparate systems as well as the introduction of new KPIs made the current environment untenable. The core business processes were all manual workarounds that worked to that point; however, with the new growth objectives and acquisition strategy the Client desperately needed solutions and fast. The challenge was exacerbated due to attempting to achieve these goals with as minimal interruption to the operations as possible. Could the client streamline its processes, solve the multiple GL system issue, and create scale and a platform for future acquisitions all while doing it faster than ever and producing more reporting than ever?

### **Roghnu's Solutions:**

*Focus on elimination of multiple systems and identifying and automating timely manual processes that would not scale with growth.*

Roghnu immediately partnered with the Client to perform a comprehensive business process assessment. The primary goals were to ascertain bottlenecks where time was lost, processes could be automated and the result was the Client hiring more FTEs to handle increased flows from either organic or acquisitive growth. Furthermore, we found that since the processes were so manual they were also subject to more errors.

The Client was happy with its front-end system which supported operations. But since the system was not integrated with its versions of Quickbooks the extraction of data, mapping it to the proper locations and GL accounts, and performing operational review procedures were all manual. Only after all these steps were completed could the Client prepare invoices in Quickbooks. The first solution was to insert a data warehousing and business intelligence tool between the front-end system and the GL system to automate the steps performed. The end result was able to automatically map transactions, produce exception reporting and integrate to the financial suite to speed invoice production. The exception reporting was an unexpected benefit to the Client as simple logic and intelligence rules were able to quickly pinpoint expense outliers and revenue slippage that improved bottom line.

Finally the Client elected to replace its multiple Quickbooks instances with Sage Intacct. Sage Intacct gave the Client ability to consolidate its multi-entity and multi-currency environment at the push of a button. This immediately reduced preparation time and eliminated errors. Additionally, the configuration of multiple departments allowed for operational reporting never previously produced. The Client also had its system for the future as new acquisitions were easily integrated.

***Impact on Client's Business:***

The end results have been stunning. The automation and Sage Intacct reduced the Client close cycle from approximately 45 days to approximately 12 and shaved approximately 5 days off its invoice cycle. The solution was an immediate fix and one that provided scale for growth. The next two years the Client experienced a nearly 300% revenue growth and only needed to add one Staff Accountant to its accounting team to keep up. Roghnu still partners with the Client as future improvements can always be made.

## About Roghnu

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Roghnu delivers business and technology consulting and enterprise cloud solutions. We focus on solving YOUR company's pain points through automation of business processes. We do this by having professional personnel who bring years of consulting experiences from the Big 4 to boutique consulting firms helping start-ups to Fortune 500 enterprises. We focus on pragmatic approaches and proven enterprise solutions. Our proven solutions include delivering **Business and Technology Consulting Services** to better understand, solve, and plan roadmaps for success, our own **Enterprise Data Solutions** including a cloud-based data warehouse and application portal, **Salesforce** implementation and technical services consulting and **Sage Intacct ERP** and integration services (including Salesforce.com and experience with a myriad of other applications).

### Who are Roghnu's Clients?

Our typical customer is a growing company with \$2 to \$50 million in revenue and 25 to 400 employees. These companies usually see the greatest ROI as their processes are often not refined and have trouble scaling. However, our clients also include both smaller start-up companies to multi-billion dollar public companies. It all depends on the problems that need to be solved and our expertise and proven ability to help.

### Why We Do What We Do?

We pride ourselves on delivering true, measurable business value to our clients. Our team has years of experience working in IT and business further supporting a consultative service that ensures projects are delivered on budget and with an impressive ROI. We have a passion for customer satisfaction and are dedicated to delivering dependable and reliable solutions that exceed client expectations.

*Contact Roghnu today to talk about how we can achieve real results together.*

[www.roggnu.com](http://www.roggnu.com)

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