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# Customer Brief

## High-Flier DataXu Turns to Intacct Financial Management to Help Drive Rapid Growth

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– Jim Harper, Controller, DataXu

### Seeking Support for Multiple Entities, International Currencies

MIT scientists founded DataXu in 2007 to deliver programmatic marketing solutions for brands and marketing agencies. In 2011, DataXu acquired several European entities and began preparing for ongoing global expansion. At that time, the company knew its existing accounting software could not meet its changing financial management needs as it grew. DataXu wanted a long-term, cloud-based solution that could seamlessly manage financial consolidations and reporting across several global entities.

“After quickly ruling out the cumbersome on-premises systems I’ve worked with in the past, like SAP and Oracle, we compared NetSuite with Intacct and the choice was clear,” said Jim Harper, controller at DataXu. “Intacct’s consolidation modules and multi-currency functionality best fit our needs. We also appreciated Intacct’s best-of-breed philosophy with the ability to easily connect our financial software into the other business software we already use, instead of feeling pressured to use a suite from a single vendor.”

Since selecting Intacct, DataXu has experienced incredible sales growth — more than 21,000% over the past three

years. This ranks DataXu as the fifth fastest growing private company in the U.S. and the number one advertising and marketing company in 2013 according to Inc. Magazine.

### Improved Processes Cut Monthly Close in Half

DataXu was up and running on Intacct in just three months, and its entire finance team now uses it on a daily basis. With Intacct, the company manages its multi-currency financials across four legal entities spread throughout the United States, Europe, and South America. Intacct’s global consolidations software provides DataXu with all the functionality it needs to manage these complex multi-entity, multinational operations, enabling the company to expand rapidly into both local and international markets.

“As a result of Intacct’s comprehensive automation and streamlined business processes, we’ve benefitted from massive efficiencies — most importantly cutting our monthly financial consolidations and close from 20 to just 8 days across all entities,” commented Harper. “This allows us to continuously find ways to improve our work flows and focus on the future of our company vs. looking backwards.”

**DataXu**  
Data. Insight. Action.®

### CHALLENGES

- Needed robust financial management solution to support global business expansion
- Looking for a flexible cloud-based system to streamline financial processes
- Required multi-entity, multi-currency capabilities
- Needed richer, multi-dimensional reporting and simpler global consolidations for insight into its business
- Wanted to integrate financial management with Adaptive Planning corporate performance management system

### PREVIOUS SOLUTION

QuickBooks

### RESULTS WITH INTACCT

- Modernized and streamlined financial workflows
- Transformed global consolidations and close processes, cutting monthly closes by 12 full days
- Gained real-time insight into financial operations across departments and international entities
- Improved budgeting and forecasting via seamless integration with Adaptive Planning
- Maintained company’s rapid growth with minimal finance headcount

And since DataXu operates with multiple transaction and reporting currencies, it benefits from Intacct's ability to perform currency conversions and re-valuations using automatically updated exchange rates. This eliminates currency exchange errors and saves the company significant time that it would otherwise have spent on processing complicated multi-currency accounting transactions.

In addition, Intacct's multi-ledger architecture separates the accounts receivable, accounts payable, and time and expense ledgers from the general ledger, providing separate sub-ledgers for each entity. As a result, DataXu can process transactions for any part of its business without degrading the performance of the general ledger — no matter how large its transaction volumes grow. And the ease of Intacct's accounts payables and accounts receivables functionality has helped DataXu's finance team keep up with the company's bookkeeping, even as its business takes off like a rocket ship.

Showing the flexibility of the system, DataXu has also integrated Intacct with its Adaptive Planning corporate performance management software for advanced budgeting and planning. With Intacct's convenient point-and-click integration, DataXu can easily export actual expenses and other financial data from Intacct into the Adaptive Planning system without having to write or maintain any code. As a result of this best-in-class combination,

the company can make faster, more informed, and better business decisions.

### Flexible Financials Facilitate Continued Growth

Intacct is an ideal complement for a company like DataXu, which provides a powerful platform for data-driven marketing. With Intacct, DataXu can bring that same level of analytics and business intelligence to its financials as the company expands, evolves, and accelerates business operations. Intacct provides 'true financials' by delivering timely, relevant, and complete visibility into key financial data at varying levels of granularity. Intacct's powerful, built-in reporting and global consolidations capabilities let DataXu's finance team access any information it needs at the global or local level, at any time, without having to contact individual entity managers to create reports or perform currency translations.

"With Intacct's fantastic multi-dimensional reporting functionality, we can better understand and manage what's important to our business by tracking not just financial metrics, but also key business metrics," commented Harper. "Intacct gives us real-time visibility in the state of our business, because everything is integrated and reporting is easy. For example, if we need consolidated accounts receivables to satisfy a bank covenant, I can pull that up instantaneously in Intacct and even look

at the data sorted by specific locations or other dimensions."

And as the company evolves, Intacct makes it easy for DataXu to re-configure and adjust its department structure on the fly with just clicks of a mouse, rather than having to re-write customization code. The company simply configures Intacct to work the way its business works, and can make changes easily — even as its accounting needs become more complicated over time. For example, it can add a new entity to Intacct in minutes, and then benefit from easy consolidations across DataXu's entire business just seconds later.

In addition, DataXu has been able to set specific role-based permissions for each Intacct user, ensuring the right access to data and approvals, and providing a transparent audit trail. As a result of these financial controls and the ease of tracking down data in Intacct, DataXu has been able to substantially simplify annual audits.

"Intacct has been a great financial management and accounting platform for DataXu," noted Harper. "And as we expand, I'm confident that Intacct will support us going forward because everything just works. I know that when we move into Asia, I'll be able to add new entities into our financial system in minutes and have immediate access to everything I need for full company consolidations."

## About DataXu

### Industry

Software/SaaS

### Headquarters

Boston, MA

### Overview

Founded in 2007, DataXu is now the fastest growing company in the advertising and marketing industry, according to Inc. Magazine. Its marketing platform is used by brands and agencies to measure and understand consumer behavior, and deliver a more personalized experience across channels at each stage of the buying journey.

