

## SevOne Turns to Intacct's Cloud Financial Applications to Support Global Expansion

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– Gina Keller, Director of Accounting at SevOne

### Rapid Growth Necessitates Best-in-Class Financial Management

Founded in 2005, SevOne helps hundreds of companies to manage the performance of their critical IT infrastructures. Having grown from eight to more than 150 employees over the past five years, while consistently increasing bookings and revenues year over year, the company needed more sophisticated financial management functionality than its existing QuickBooks application could provide.

The lack of support for multiple business entities made QuickBooks poorly suited for the 75th fastest growing company in North America, as ranked by Deloitte in 2012. "As a software company, we need to comply with vendor-specific objective evidence (VSOE) revenue recognition requirements for deferred revenue forecasts, perpetual licenses, and annual maintenance revenues," said Gina Keller, director of accounting at SevOne. "And as we signed on more and more large customers, we wanted the ability to configure invoices easily so we could meet their specific requirements."

In 2009, SevOne opened a UK sales subsidiary. This forced the company to start recording and consolidating

employee expenses in multiple currencies, which QuickBooks was not built to support. The company's two-person accounting team was spending up to three days every quarter maintaining a huge Excel workbook for foreign currency translations and consolidation of expense balances, and then manually entering each journal entry into QuickBooks.

And because QuickBooks did not allow for automated journal entries, closing the books every month also became very tedious, requiring multiple days to manually enter depreciation, insurance amortization, and other pre-paid monthly expenses. In addition, QuickBooks only allowed the company to view profit and loss reports on a quarterly or monthly basis, which made it challenging to gain real-time visibility into the company's key financial metrics. SevOne was looking to improve its financial intelligence with a pure cloud solution that could be accessed from anywhere, at anytime.

After evaluating several options, SevOne identified Intacct as the best financial management solution for its needs. "We loved that Intacct offered us a full set of financials for our multi-entity structure, with remote access for our executives



### CHALLENGES

- Fast-growing software company needed a full-featured financial management and accounting system to streamline processes
- Required multi-entity, multi-currency capabilities to support global business expansion
- Wanted a user-friendly and remotely accessible solution that could minimize reliance on Excel
- Needed to maintain VSOE compliance for deferred revenue recognition

### PREVIOUS SOLUTION

QuickBooks

### RESULTS WITH INTACCT

- Cloud financial management solution modernized and streamlined financial processes, saving \$50,000 annually by reducing finance staffing needs
- Sped global consolidations by over two days, and cut monthly close by half
- Flexible, real-time reporting provides greater insight into financial operations across departments, from any location
- Templates and recurring journal entries ease complex revenue management while increasing data accuracy

and auditors, as well as a very intuitive interface,” shared Keller. “Because Intacct can plug into any other business application we choose down the road, we knew it would support our evolving business needs without locking us into one vendor for all our systems.”

### Comprehensive Financial Automation Saves Time and Money

In less than three months, SevOne was up and running on Intacct and had minimized duplicate data entry in its consolidations, revenue recognition, and financial close processes. Intacct’s journal entry templates and automated currency conversions helped SevOne reduce its quarterly consolidation process from three days to just half a day.

“Intacct’s multi-entity architecture makes consolidations a breeze for us. And because it lets us ‘set and forget’ recurring journal entries for fixed assets and depreciation, we’ve been able to cut our monthly close in half,” shared Keller. “Intacct’s comprehensive automation lets us work much faster, so we’ve avoided hiring additional headcount on our finance team, saving the company \$50,000 every year.”

Intacct’s functionality around defining specific templates, rules, and schedules helps SevOne meet its VSOE revenue recognition requirements for perpetual licenses and annual maintenance, simplifies its deferred revenue forecasts, and reduces human error. In addition, Intacct provides much-needed flexibility around invoicing, helping the company

to more easily meet its large customers’ strict requirements around maintenance fee schedules and invoice language.

Today, three finance team members have full access to Intacct, and 40 employees leverage it for expense reporting. Thanks to Intacct’s time and expense module, SevOne’s manual process of coding and entering expenses into QuickBooks was replaced with online self-service functions that improve employee productivity and reduce error. The finance team no longer needs to wait days for sales supervisors to approve reimbursements in person. With Intacct, managers can quickly approve expenses online and employees can even copy repeating expenses such as their cell phone bills each month, making the process easier for everyone involved.

### Improved Reporting Speeds Financial Insights

During the implementation, Intacct also helped the company revise its accounts setup, making it much easier to gain detailed insight into things like general administrative expenses by department. SevOne can now slice and dice its financial information any way it wants, without having to use external reporting tools or write additional business logic. Intacct provides a thorough picture of the company’s financial performance anytime, from high-level summaries down to the underlying transactions.

“I simply upload our annual budget into the system at the beginning of the year and make adjustments if necessary each

quarter,” explained Keller. “At any given time, I can leverage the dimensions associated with each transaction in Intacct to give executives their department’s budget to actuals detail. Intacct even provides full general ledger information with income statements by individual department or location.”

SevOne can also take advantage of Intacct’s 150 pre-built reports to meet a broad range of standard reporting needs with no additional effort. For example, the company benefits from greater visibility into its deferred revenue schedule, helping the team see what’s happening each quarter and ensure accurate billing.

Intacct’s self-service access to monthly reports and personalized dashboards allows the company’s CFO, who works remotely two days per week, to easily review important financial trends from any browser or smart phone. He regularly monitors SevOne’s profit and loss statements and balance sheets to identify abnormalities or exceptions that require analysis or corrective action.

“When it comes time for our annual audit, Intacct saves us the effort of finding and printing all kinds of documentation for our outside auditor,” added Keller. “They simply log into Intacct with read-only access and can view all the information they need. Audit trails for each entry are easily accessible, everything is saved electronically, and we don’t have to worry about the auditor accidentally making changes in the system.”

## About SevOne

### Industry

Software/SaaS

### Headquarters

Wilmington, Delaware

### Overview

SevOne, Inc. delivers the industry’s fastest, most scalable, and comprehensive real-time IT infrastructure monitoring, troubleshooting and performance reporting solution. Hundreds of customers rely on the company’s software to reduce their operating expenses and improve quality of service. SevOne was recently named the 75th fastest growing company in North America on Deloitte’s 2012 Technology Fast 500 rankings.

