

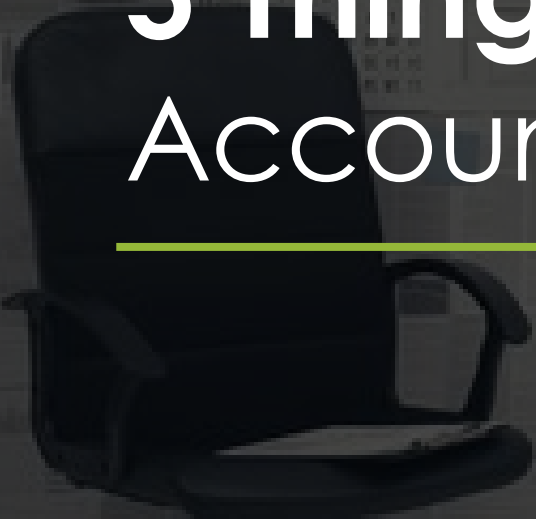


**CONSULTING**

BUSINESS ADVISORS AND TECHNOLOGY SOLUTIONS

# 5 Things You Can Do If Your Accounting Department Is Short Staffed

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# Presenters

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## FRANK BALESTRERI

### » Partner

With over 30 years of experience, Consulting Partner Frank Balestreri leads the firm's consulting practice. Frank specializes in serving private and public clients in the retail, consumer products, manufacturing, and distribution. He has also served clients in real estate, not for profit, energy and alternative energy. Frank has significant experience with providing accounting solutions to clients from assessments to transaction level processing, monthly close, financial statement preparation and technology solutions. He has consulted on business combinations, divestitures, impairments, and revenue recognition. His clients have included development-stage venture-backed entities to Fortune 50 companies.



## KATHRYN EDGECOMBE

### » Practice Leader

With over 20 years of experience, Client Accounting Services Practice Leader, Kathryn Edgcombe, specializes in business transformation, building strategic partnerships, and assisting clients with achieving financial goals. Kathryn has worked with clients in the professional services, foodservice, retail and technology industries. She has a deep understanding of client's accounting needs, whether they're a small business, or a large Fortune 500 Company.

# Firm Overview



## TAX

Individual & Business • Preparation  
Planning • Representation • Appeals  
M&A • Multi-State & International



## AUDIT

Audit • Assurance • SOX Compliance  
Employee Benefits Plan



## TECHNOLOGY CONSULTING

Assessment • Implementation • Integration • Support



## BUSINESS ADVISORY CONSULTING

Outsourced Accounting • Executive Placement • Internal Audit /  
SOX • Sustainability

## HIGHLIGHTS:

- » 40+ Years in Business
- » US & International Clients
- » Thousands of hours dedicated to community service each year
- » Six locations throughout the West Coast



Certified



Corporation™



AICPA®

# Consulting Overview

## TECHNOLOGY SOLUTIONS

INTERNAL AUDIT / SOX

OUTSOURCED ACCOUNTING



## TECHNOLOGY SERVICES:

- » Assessments
- » Integration
- » Implementation
- » Support
- » Upgrades

## CERTIFIED PARTNER:

Sage Intacct

WHEREFOUR™

Avalara

BLACKLINE

Bill.com™

limelight

LEASEERUNCH

db datablend

# Agenda

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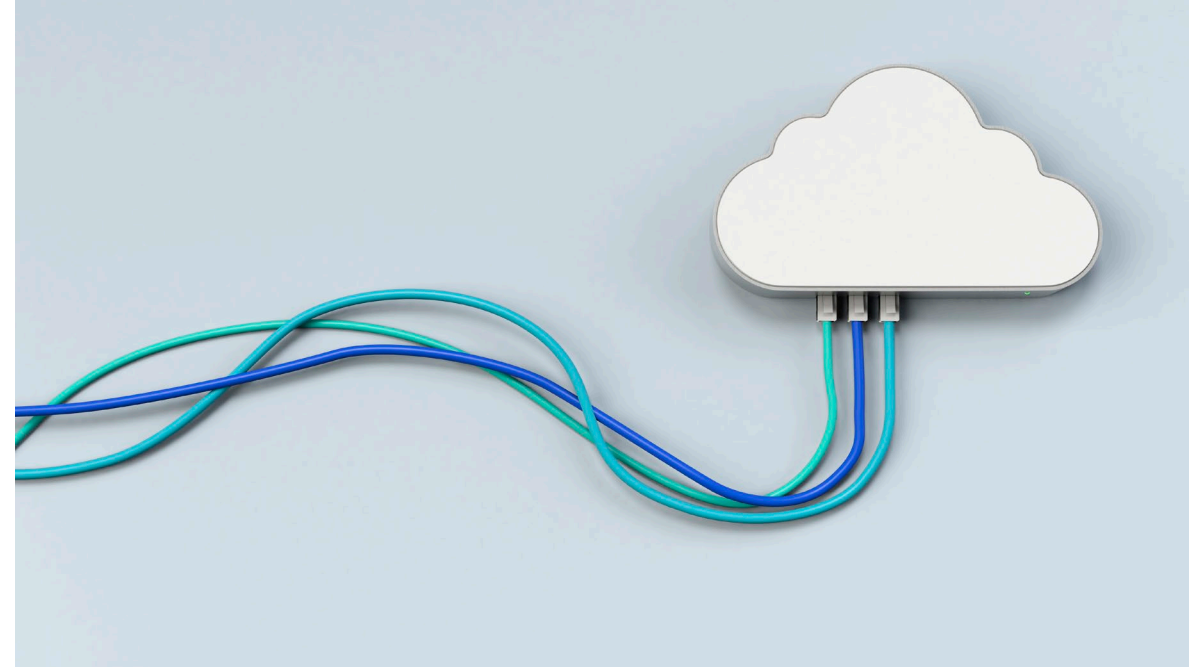


1. Work in the Cloud
2. Stay Current on Account Reconciliations
3. Document your Processes and Procedures
4. Standardize and Automate reporting
5. Cash is King

# Work in the Cloud

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- Transition from on-premise software
- Work from anywhere
- Enables companies to work efficiently and effectively
- Accomplish more with less resources
- Reduces human touch, manual errors and storage needs
- Greater tech support and integrations



# Stay Current on Account Reconciliations

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- **How:**

- Leverage bank and credit card feeds
- Prioritize bank and credit card account reconciliation

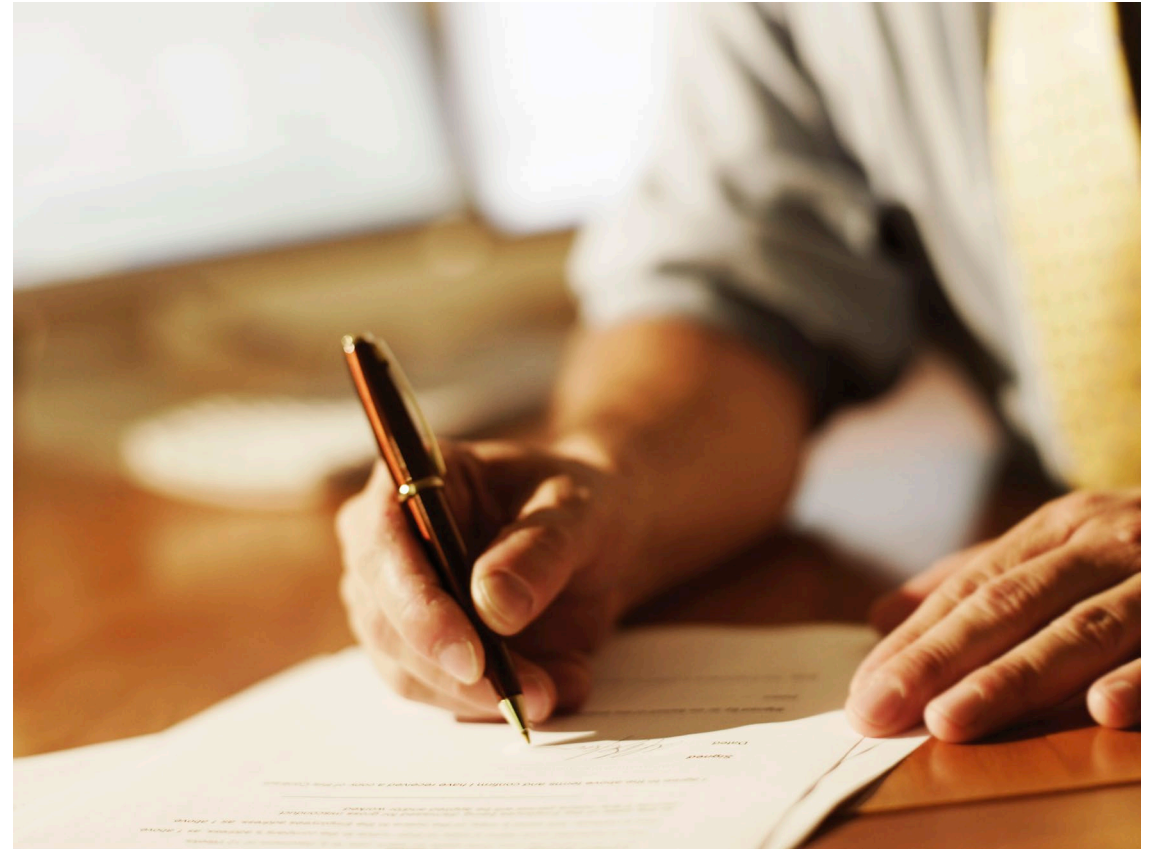
- **Why:**

- Better financials = Better decisions
- Reduction in fraud risks
- Timely closing of books
- Catch-up takes longer than expected

# Document your Processes and Procedures

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- Create standard close checklists
  - ID tasks and frequencies
- Outline policies and procedures
- Capture knowledge from employees
- Cross train
- Prepare for contingencies





# Standardize and Automate Reporting

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- Reduce manual work
- Leverage trend reports to catch abnormalities
- Set up dashboards
- Key reports:
  - *Cash Balances*
  - *Cashflow Statement*
  - *Income Statement*
  - *AP & AR Aging*
  - *Year-over-Year Revenue*
  - *Revenue by Revenue Streams*
  - *Top 10 Customers/Suppliers*



# Cash is King

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- Billing
- Collecting
- Why is it often neglected?
- What are the consequences?
- How to remedy?



# Consider Outsourcing

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## SSF's Service Offerings:

- One-off Special Projects
  - Implement Cloud-Based Software (QBO or Sage Intacct)
  - Clean up Year-End Financials
  - Catch up on Reconciliations
  - Audit Readiness
- Backfill for Resources
- Full-Service Accounting for
  - Businesses and Family Offices



# Recap

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- Make it easier to get the work done
- Keep as current as possible
- Don't let bank account and credit cards get behind
- Document processes and standardize
- Consider utilizing outsourced resources



Questions?

# | Thank You!

*For questions, contact us:*

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