

# FORVIS<sup>®</sup>

## Advances in Accounting Automation & Technology for SMBs

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# Meet the Presenters



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# Agenda

- I. Objectives
- II. The Need for Automation
- III. Benefits of Accounting Automation
- IV. Technological Solutions for SMBs
- V. Case Studies and Future Trends

# I. Objectives

- Identify inefficient processes within an organization's accounting operations.
- Evaluate which technologies and systems to prioritize when implementing change
- Describe technology solutions that can help streamline key functions and identify associated pros and cons.

# II. The Need for Automation

## Assess the Current Processes



“Because that’s  
how we’ve  
always done it”



# II. The Need for Automation

## Understand the “Why” of Processes



What to evaluate?

What do I look at?

What to ask yourself?



**How long does your close process take?**

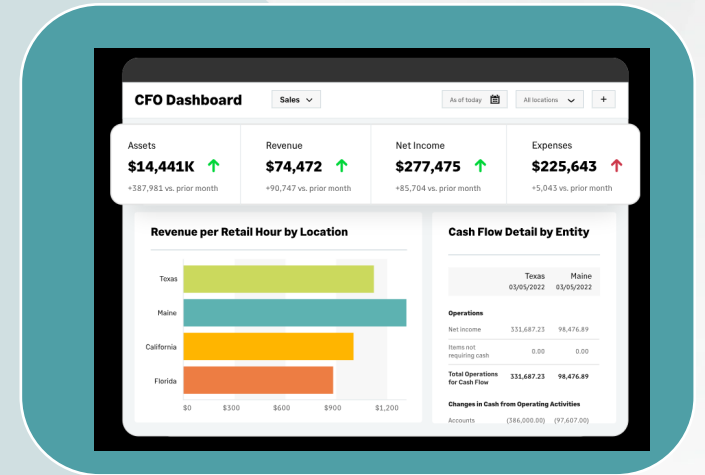
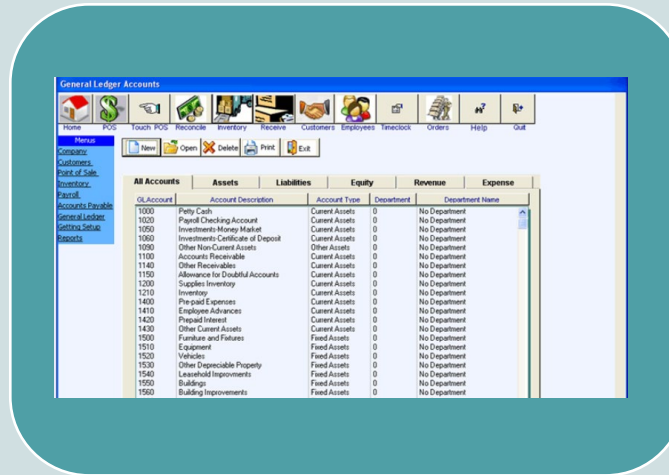
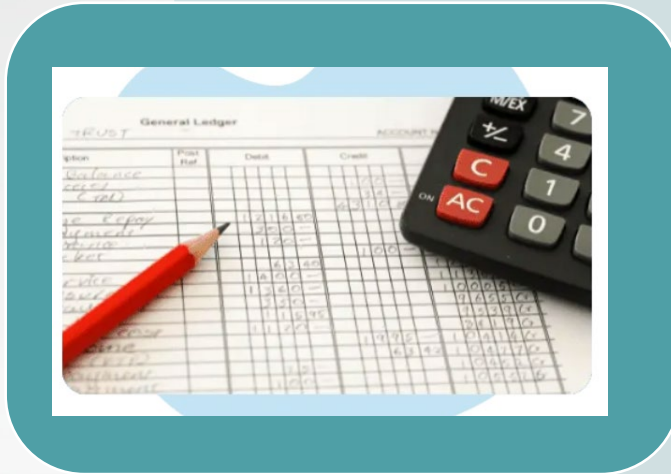
- a. / Less than 5 days
- b. / 6 – 10 days
- c. / 11 – 15 days
- d. / Don't want to disclose (too long)

# III. Benefits of Accounting Automation

- Cost reduction (labor)
- Accuracy
- Processing time
- Refocus / repurpose of labor
- Compliance
- **Scalability**

# IV. Technological Solutions for SMBs Accounting

## Evolution of the General Ledger



# IV. Technological Solutions for SMBs Accounting

- Overall General Ledger Accounting System
  - Features to consider, automation being primary
  - Native vs external reporting capabilities
  - Training requirements
  - Cost – Benefit evaluation
  - Plan for roll-out
    - Phased vs “all-in”

## Polling Question #2

**Is your general ledger accounting software cloud-based**

- a. / Yes
- b. / No
- c. / Partially
- c. / I don't know

# IV. Technological Solutions for SMBs



Procure to Pay



Payroll Processing



Receipts & Collections



Cash Visibility and Forecasting



Finance Management



Data Transformation



# Data Transformation

- Application Programming Interface (API) Integration
  - Records automatically transfer from one system to another
- Low code / no code
  - UI overlay programming tools for “Dummies”
- Data Transformation tools
  - Power M (Power BI, MS Excel)
  - Alteryx



# Data Transformation

- Turn this into something my accounting system can read

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	TODAY'S ACTUAL	TODAY'S BUDGET	PTD'S ACTUAL	PTD'S BUDGET	YTD'S ACTUAL	YTD'S BUDGET
ROOMS-BUSINESS TRANSIENT	8,375.00	.00	156,638.59	.00	474,288.99	.00
ROOMS-PLEASURE TRANSIENT	1,399.96	.00	34,581.09	.00	142,768.66	.00
ROOMS-GROUP	.00	.00	8,805.00	.00	38,234.00	.00
ROOMS-LEASE / CONTRACT	.00	.00	.00	.00	.00	.00
ROOMS-MISCELLANEOUS	.00	.00	.00	.00	.00	.00
ROOMS-SPECIAL	.00	.00	.00	.00	.00	.00
GNS BILLED	136.00	.00	1,675.14	.00	10,144.79	.00
PART-DAY REVENUE	.00	.00	.00	.00	.00	.00
LESS REBATES	.00	.00	5,331.82-	.00	5,331.82-	.00
TOTAL ROOM SALES	9,910.96	.00	196,368.00	.00	660,104.62	.00
FOOD SALES	.00	.00	.00	.00	.00	.00
BEVERAGE SALES	83.09	.00	1,570.88	.00	6,108.35	.00
FUNCTION RM. SALES	.00	.00	175.00	.00	801.25	.00
TOTAL F. & B. SALES	83.09	.00	1,745.88	.00	6,909.60	.00
TELEPHONE SALES						
LOCAL	.00	.00	.00	.00	.00	.00
LONG DISTANCE	.00	.00	.00	.00	.00	.00
FAX REVENUE	.00	.00	.00	.00	.00	.00
LESS REBATES	.00	.00	.00	.00	.00	.00
TOTAL TELEPHONE	.00	.00	.00	.00	.00	.00
RETAIL SALES	.00	.00	.00	.00	.00	.00
OTHER INCOME	.00	.00	1,048.42	.00	1,748.13	.00
TOTAL MISC. SALES	.00	.00	1,048.42	.00	1,748.13	.00
GROSS HOTEL SALES	9,994.05	.00	199,162.30	.00	668,762.35	.00
# ROOMS OCCUPIED	83	0	1,769	0	6,323	0
# ROOMS VACANT	3	0	91	0	877	0
# AVAILABLE FOR SALE	89	0	1,869	0	7,209	0
# OUT OF ORDER	3	0	9	0	9	0
# TOTAL ROOMS	89	0	1,869	0	7,209	0
# COMPLIMENTARY ROOMS	0	0	0	0	1	0
# ROOMS SOLD	83	0	1,769	0	6,322	0
* MANUAL ROOM NIGHTS POSTED	0	0	10	0	13	0





# Procure

## Third Party Aggregator

## Native Platform

Pulls data directly from Vendors	Maintained by internal Purchasing Department (aka YOU)
Decoupled from Accounting / Accounts Payable (AP) process	Convertible to Accounts Payable
Additional Subject Matter Expert needed to administrate	Administrated by Accounting Team
Direct ordering	Email or printing of documents
Virtual card payments, bypass AP	Sent to AP for invoice matching and payment processing
Always has approval workflows and spending limits	Sometimes has approval workflows and spending limits



# Pay

- Evaluate capabilities of native system vs third party application
- Consider Vendors willingness to accept electronic payments
- Calculate true cost of printing checks and stuffing envelopes





# Receipts and Collections

- CUSTOMER FIRST approach
- Consider your industry
  - Retail transactions vs commercial
- Things to look for:
  - Accepted payment methods
  - Merchant independence
  - Automatic payments
  - Customer portal

**My company has assessed its technology tools for accounting automation**

- a. / We're currently evaluating our technology
- b. / 1 to 3 years ago
- c. / 3 to 5 years ago
- d. / I don't know



# Payroll Processing

- Benefits of automating payroll processing:
  - Timesaving
  - Compliance
  - Cost Savings
  - State-of-the-art technology
- Professional Employer Organization (PEO)



# Cash Visibility and Forecasting

- Real-Time Data Access
- Accuracy and Precision
- Improved Decision-Making
- Risk Mitigation
- Popular Tools



# Finance Management

- Using native functionality or automation platforms
- Accounting Workflows
  - Financial Close Management
  - Audit Readiness
  - Account Reconciliations
  - Reporting



<https://wm-synergy.com/streamline-mfg-month-end-close/>

# V. Case Studies and Future Trends

The economics of moving from manual to automated

- Quest Diagnostics case study\*
  - Annual \$565K reduction in accounting cost
- Red Wing Shoe Company case study\*\*
  - Annual \$1.2mil reduction in accounting cost
- Successful outcomes for SMBs:
  - Time to close
  - Production hours added back to the month
  - Reduced or repurposed headcount
  - Growth without additional finance headcount

\*Nucleus Research: BlackLine ROI case study: Quest Diagnostics <https://nucleusresearch.com/research/single/blackline-roi-case-study-quest-diagnostics/>

\*\*Nucleus Research: BlackLine ROI case study: Red Wing Shoe Company <https://nucleusresearch.com/research/single/blackline-roi-case-study-red-wing-shoe-company/>



# V. Case Studies and Future Trends

## Trends

- AI and Machine Learning
- Cloud-Based Software and Tools
- Robotic Process Automation
- Blockchain Technology
- Predictive Analytics and Forecasting
- Focus on Cybersecurity



## Polling Question #4

*(would you like to be contacted by FORVIS professional)...*

a. /

b. /

c. /

d. /

# Questions?

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