

MOVING YOUR BUSINESS FORWARD WITH TECHNOLOGY

Case Study

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5P CONSULTING

CASE STUDY Digital Transformation of a Tax Company

Client Story: M&As are a common scenario in which businesses find themselves in need of consulting. Dealing with sudden growth and divestitures in addition to regulatory and compliance requirements can be complicated. Plus, each business comes with its own legacy processes and systems that must be integrated.

That's why one tax professional company, which recently acquired three other companies turned to 5P Consulting. They wanted to integrate and streamline the two separate finance, sales, marketing, project management, and customer service systems into one efficient, well-oiled machine.

Business Needs: This business needed more than some new software or employee training. They needed a whole new strategy to more broadly transform their business for the digital age. Additionally, they planned to continue to acquire new companies as part of their growth strategy and required a system that could scale and grow with them.

They needed:

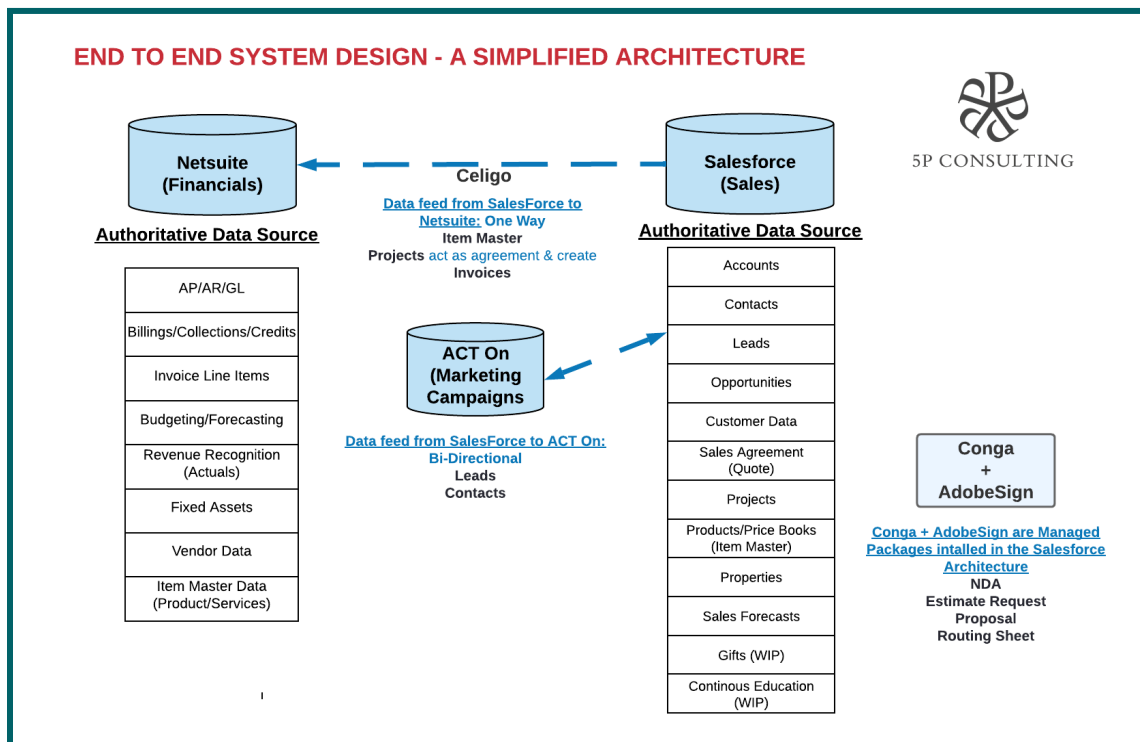
- A complete organizational assessment of their current processes, focusing on their finance, sales, project automation, and digital marketing systems
- Integrated sales, customer service, and marketing processes
- Automation of manual processes
- A finance product solution and implementation delivery partner
- An end-to-end data architecture plan
- Dashboards and reports to measure business performance

What did 5P do?

- Brought in our CIO to prioritize digital transformation projects and requirements for funding and delivery aligned to business value impact.
- Performed a comprehensive organizational assessment of both businesses.
- Re-architected their business processes to ensure they had the latest and greatest

based on industry standards.

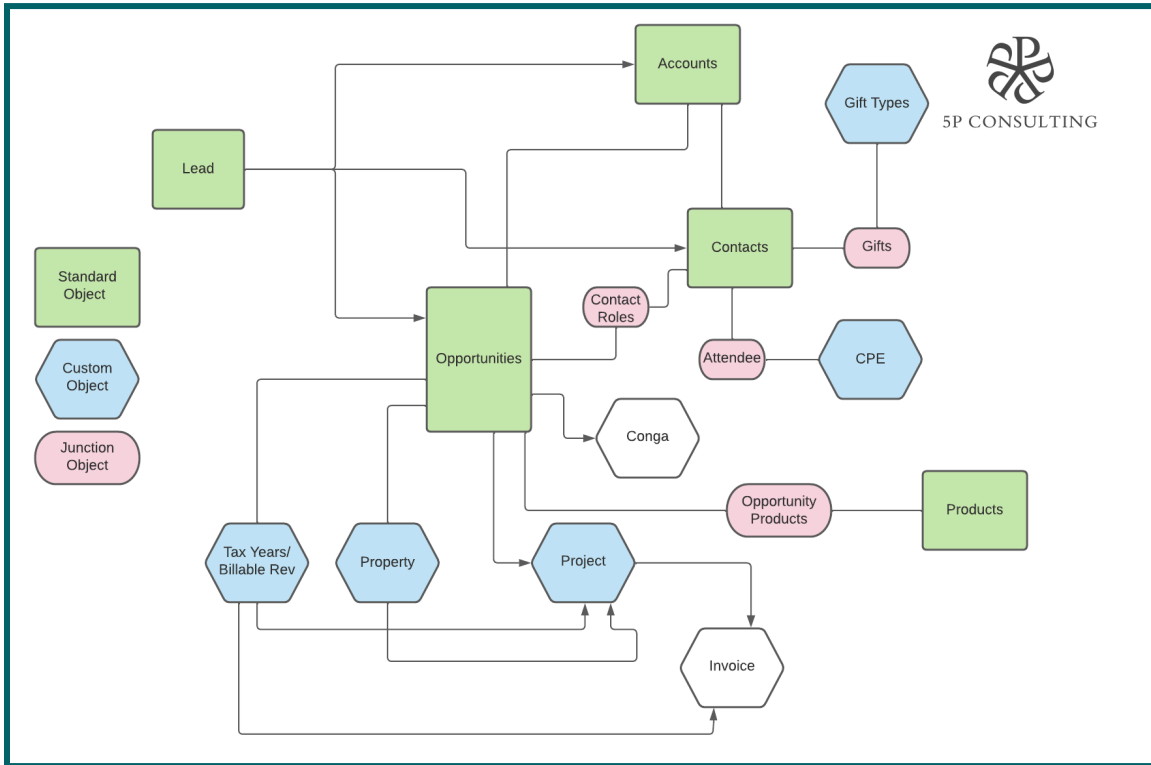
- Integrated and standardized their software and processes across their Customer Relationship (CRM), Enterprise Resource Planning (ERP), and marketing functions.
- Brought in a finance solution, Netsuite, and a trusted partner from our ecosystem to deliver.
- Brought multiple solutions and products forward to transform manual processes into a cloud-based solution on the Salesforce platform.
- Negotiated product contracts for licensing and services. Advocated for them by reviewing contracts and negotiating rates.
- Developed an end-to-end design for how their data should flow and created a rock-solid foundation for future M&As.



Results:

- Improved efficiencies through automation and the elimination of manual processes.
- Migrated and redesigned two sales systems in Salesforce and built an end-to-end data strategy for dynamic business reporting.
- Migrated disparate systems, such as Quickbooks, into one system for easier financial accounting.
- Automated manual project profitability and revenue recognition.
- Saved the business around 30% in licensing and services fees through our relationships with the product and delivery partners.

- Designed a system that would scale with them as they continue to acquire new businesses while remaining agile. They are already planning to pull in a third company due to the solid foundation they now have.



Conclusion:

When we first started working with this company we knew they were in the process of acquiring another company, so at build-out, we decided to architect for both companies and design a system with a rock-solid foundation that could scale and work efficiently for any additional companies they acquired. We laid the groundwork by integrating all their systems, moving to the cloud, and leveraging the latest digital solutions to help them streamline and automate their processes, and ultimately work more efficiently across their entire organization.

Hear what our clients have to say about the work we did for them:

Client Testimonial: “For our company, the project was daunting because of our TSA with our previous umbrella corp. We also needed to simplify an overly complicated data structure, to give us the flexibility to grow. And then we did grow, by adding a few acquisitions as well. But considering the time frame and complexity of merging 3 systems, we have had an amazingly smooth Go Live. I look forward to continuing on with some of our phase 2 projects and continued integration with Salesforce. You guys are amazing!”

“Things have been going really well – and we appreciate the team so very much! This has been a really complicated project, both with the changes and size of it all. And continuing to build out everything after getting it all into one system. All things considered, it has gone really well. It has been so nice that they have been so understanding with all the changes along the way, but I’m sure they will be glad like we will when the dust settles and we are only dealing with one system going forward. We just keep getting closer to this really amazing system and are so excited about it!”