

LarsonAllen Moves to Migrate Its Outsourcing Clients to Intacct

“Intacct is instrumental in helping us better serve our clients through operational effectiveness and efficiency. Our migration to Intacct as our fundamental web based platform is a decision that benefits our clients through access to real time financial information.”

- John G. Wooldridge, CPA, Principal
LarsonAllen

National Professional Services Firm Looks to Deliver Beyond Traditional Accounting Services

LarsonAllen was founded in 1953, with the belief that accounting firms should provide more than just traditional services. The firm, based in Minneapolis, Minnesota, has kept that core value throughout the years, and today helps its clients with a diverse portfolio of services such as risk management, benefit services, information security and litigation services, as well as accounting, auditing and tax preparation. This full-service approach has helped LarsonAllen become one of the top twenty accounting firms, with 1,400 people in more than 25 locations throughout the country.

In addition to organic growth, LarsonAllen has acquired other firms as part of its expansion strategy. This combination, and the company’s experience in a broad array of industries, mean customers range from owners of small businesses to Fortune 1,000 clients, and include international companies. This diverse array of clients has an equally diverse way of tracking data and delivering their accounting and finance information to LarsonAllen. As a result, LarsonAllen staff was receiving

computer disks with everything from spreadsheets to files from various software applications such as PeachTree, QuickBooks and Microsoft Great Plains.

In order to serve clients more effectively, LarsonAllen wanted to create service delivery efficiencies by utilizing a web enabled platform. Top among LarsonAllen’s criteria was finding a flexible, on-demand solution that didn’t require clients to install software on site. Other key criteria included audit trails; support for multiple entities, multiple currencies and employee expense reporting; and rich reporting and dashboards. After considering all options in the market, LarsonAllen chose Intacct.

“Intacct offers us the ability to provide superior service to our clients on a consistent financial services package, because it’s simple for clients to deploy and use. There’s no need to install software, and clients can integrate Intacct with existing applications to share data,” said John Wooldridge, principal at LarsonAllen. “And for LarsonAllen, moving to one platform means we will have a consistent process for accounting that benefits all of our staff in offices across the country.”

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CPAs, Consultants & Advisors

CHALLENGES

- Growing, successful professional services firm needed a consistent process for accounting
- Industry shortage of staff resources demands maximum staff efficiency
- Wanted to eliminate time-consuming and paper-intensive exchange of data with clients
- Managing, upgrading and supporting multiple accounting applications per client

RESULTS WITH INTACCT

- Clients receive faster and more proactive service, including automated notifications about their financial operations
- Staff is no longer required to grapple with data in multiple formats and has a consistent process for accounting services
- Anytime, anywhere access to real-time data ensures clients and staff have information at their fingertips

“Intacct gives every employee instant access to the same information, so it doesn’t matter if they’re in Pennsylvania or Phoenix. This flexibility allows us to more effectively leverage a wealth of experienced accountant resources across the country to better meet our clients’ needs — which is the number one priority.”

- John G. Wooldridge

Intacct Improves Overall Quality of Services to Clients, Drives Greater Efficiency and Maximizes Staff Resources

Transitioning clients to Intacct is proving to benefit both LarsonAllen and its clients in a number of ways. First and foremost, LarsonAllen has significantly improved its ability to provide clients with financial information in real time through the use of Intacct. The immediate access to financial data provided by Intacct has allowed clients to manage their businesses much more timely and effectively.

LarsonAllen has also created a number of report templates tailored for the industries it serves. This enables clients to enjoy rich reporting and faster service. In addition, LarsonAllen has set up Intacct Smart Alerts so clients are instantly notified via email based on specified criteria, about issues such as cash balance levels or overdue invoices.

Another tangible benefit of Intacct is that it has enabled LarsonAllen to more effectively manage its staff resources. Like many firms, the company faces

the challenge of a shortage of qualified accounting resources in the market. Intacct’s on-demand delivery model enables staff in any location to access client information, so LarsonAllen isn’t limited to hiring accountants only in cities where it has offices.

Also, because Intacct presents client data in a consistent format, LarsonAllen staff doesn’t need to learn multiple accounting packages and consistently reformat data. This is driving significantly increased efficiency.

“In addition to our office-based staff, we have accountants who work from home offices throughout the country. Intacct gives every employee instant access to the same information, so it doesn’t matter if they’re in Pennsylvania or Phoenix,” added Wooldridge. “This flexibility allows us to more effectively leverage a wealth of experienced accountant resources across the country to better meet our clients’ needs — which is the number one priority.”

There are also smaller, but not insignificant, benefits that Intacct provides LarsonAllen,

such as helping the firm achieve its goal of going paperless. The record retention features of Intacct and ability to integrate with third-party applications such as Bill.com, Adaptive Planning and others mean data is shared electronically rather than printed and mailed.

On-Demand Financial Management System Helps Improve Service Delivery to Clients and Increase Efficiency

With more and more clients using Intacct, LarsonAllen has been able to gain fast and easy access to client data in real time. Transferring information electronically eliminates the risk of computer disks being lost or delayed in the mail, and helps the firm respond quickly to meet client needs.

More importantly, the combination of real-time data, anywhere access and a consistent process for accounting that Intacct delivers is driving a level of increased efficiency that is helping LarsonAllen more efficiently and effectively service the needs of its clients. Accounting staff no longer waste time going back and forth with customers to research or verify information, and can instead focus on providing the high-quality service that is a hallmark of LarsonAllen. “Intacct has been instrumental in helping us improve operations and increase our overall success,” said Wooldridge. “The migration of clients to Intacct is a decision that benefits both our company and our clients.”

About LarsonAllen

Intacct Partner Since:
2001

Headquarters
Minneapolis, Minnesota

Overview

LarsonAllen LLP (LarsonAllen) is a professional service firm that provides assurance, accounting, tax, consulting, and advisory services to organizations and individuals managing business ventures and finance. Founded in 1953, LarsonAllen’s certified public accountants, consultants, and advisors are dedicated to providing quality results to clients. LarsonAllen has 1,400 people and more than \$200 million in annual revenues.

