

SS&G Grows Their Business More Than 75% in One Year with Intacct

“The restaurant business is starving for accounting outsource services. Intacct’s on-demand financial management applications give us the platform to satisfy the market’s appetite, using a secure, reliable and profitable solution.”

- Brad Saltz, Director
SS&G Financial Services

Problem

SS&G offers accounting, business consulting and financial management services. SS&G Hospitality Services—one of the five SS&G practices—focuses on financial and operational consulting to hospitality industry customers such as Papa John’s Pizza. To capitalize on the market for outsourced accounting, it needed a solution designed for multi-entity businesses like Papa John’s.

SS&G originally used Exact Software’s Macola Progression and Peachtree. But these required reports and statements to be printed and faxed to clients. Moreover, each franchise unit had to ship a daily sales receipt to SS&G for manual entry into the system. With limited staff and resources, SS&G couldn’t meet the market’s demand for its outsourced services.

“We had no problems finding new customers,” recalls company director Brad Saltz. “We just couldn’t guarantee them first-class services without a more agile platform that allowed us to go beyond traditional accounting practices.”

Solution

Rejecting the capital expense and maintenance fees of an in-house solution, SS&G selected Intacct’s financial management applications, the Web-based solution with the best multi-entity functionality.

The Intacct solution centralizes accounting for franchise chains and other multi-entity enterprises. SS&G can now manage all its clients from a single user interface, and remote staff and clients can access relevant data, reports and documents through any Web browser.

SS&G can also act as a virtual CFO, providing customers valuable consulting services. “Outsourcing is a great entry point to our portfolio of services such as tax, consulting and payroll,” says Saltz. “Being able to provide outsourced accounting services in the hospitality industry is an enormous competitive advantage both to us and our customers. Without Intacct, it simply wouldn’t be feasible to offer these services to franchise chains.”



CHALLENGES

- Needed a Web-based financial management and accounting solution that could handle the finances of multi-entity organizations
- Wanted to provide world class service to all customers, but time consuming manual data re-entry was preventing them from focusing on more strategic initiatives

RESULTS WITH INTACCT

- Intacct helped their business grow 75% in the first year
- Allows NDH to provide their corporate clients with powerful, real-time reports so they can better manage their businesses

Results

In the first year with Intacct, SS&G saw its outsource business grow by more than 75%. Intacct’s on-demand solution continues to allow the company to provide national franchise chains with world-class outsourced accounting services directly from its Cincinnati office.

Meanwhile, Intacct’s Web-based system eliminates the need for SS&G to integrate, maintain and support a slew of disparate legacy systems. This allows the company to focus on its core business and scale staff to match fluctuating workloads.