

### Executive Summary

#### Previous Solution:

- QuickBooks

#### Results with Sage Intacct:

- Increased finance team productivity by 20%
- Reduced staffing needs by 3 FTEs, saving \$120,000 yearly
- Save \$180,000 annually in credit card processing cost
- Eliminated 50+ hours of report preparation each year

“ We love how easy it is to track and compare the metrics we need in both Sage Intacct and Salesforce – from revenue and adoption by product or customer group, to customer churn and average revenue per customer. ”

–Jacob Findlay,  
Director of Finance, WebPT

### Looking for Flexibility and Visibility to Support Future Growth

WebPT has grown rapidly, achieving an amazing 1,837 percent three-year increase in revenues and earning a spot as one of the 25 fastest-growing software companies on the Inc. 500. WebPT's web-based electronic medical record (EMR) software, along with the company's billing, scheduling and practice management services, has taken the rehab therapy industry by storm.

Until moving to Sage Intacct, the company used QuickBooks Online to manage its startup bookkeeping, a function it outsourced to a third party. However, QuickBooks limited the company's agility since it offered virtually no connectivity to other business software and required WebPT to use Intuit's merchant provider for credit card payments. The company wasn't able to keep its member information as up-to-date as desired even after spending 40 hours every week tediously re-entering data between Salesforce and QuickBooks.

As WebPT evaluated its options, it considered Microsoft Dynamics GP, NetSuite and Sage Intacct. "We ultimately made the decision to go with Sage Intacct because of its deeper financial capabilities and its unparalleled ability to integrate with other best-in-class applications like Salesforce," said Jacob Findlay, WebPT's director of finance. "Our developers felt that Sage Intacct's application programming interface was more robust than NetSuite's, which gives us confidence that it will be flexible enough to adapt to our business' evolving needs as we grow from a \$20 million to a \$200+ million dollar company."

### Accelerating Quote-to-Cash for Time and Cost Savings

Once its choice was made, WebPT implemented Sage Intacct along with a custom signup form and subscription-based billing module to streamline the entire quote-to-cash process. Now, when a new member completes the web sign-up form, a customer record is created in Salesforce and Sage Intacct, and recurring subscription invoices are automatically produced.

“In preparing to scale WebPT, we knew we wanted to automate as many processes as possible, rather than throw extra bodies and manual labor at our problems,” commented Findlay. “Thanks to Sage Intacct, we’ve made our jobs so much easier by streamlining several workflows that used to consume people’s time – from booking a new customer, to preparing the initial invoice, to managing monthly transactions.”

With this new, finely-tuned financial management foundation in place, the company was able to bring its accounting in-house with a team that is about one-third the size the old system would have required. The streamlined team is already twenty percent more productive and efficient because of Sage Intacct. The company estimates it saves as much as \$120,000 each year in avoided salaries from the reduced headcount.

Sage Intacct’s seamless point-and-click integration with the Authorize.net payment gateway for online transactions helps WebPT save an additional \$15,000 in merchant processing fees every month. Sage Intacct has also streamlined WebPT’s financial close, saving the accounting team 2-3 hours of report preparation time per month.

## Improving Metrics-Driven Financial Insights

In addition to easily producing profit and loss, balance sheet, and cash flow reports every month, Sage Intacct’s multi-dimensional reporting lets WebPT slice and dice its financial data across departments and products for greater trend analysis. The finance team uses Sage Intacct to create custom reports that look at collections and budgets to actuals, as well as to gain transparency into various departments. Each group can monitor its own key metrics and internal financial statements.

With the ability to drill-down into individual revenue transactions, WebPT has precise, real-time visibility into product adoption and revenue across its 6,400 member clinics. These metrics help the sales team quickly identify and quantify opportunities to cross-sell certain products across specific member groups. “It’s important for SaaS companies like ourselves to demonstrate that we can overcome the inherent churn in our business,” noted Findlay. “The complete picture Sage Intacct provides is key in helping us see how well we’re hitting that sweet spot of growing total revenue for every new group of customers that signs up with WebPT.”

## About WebPT

With more than 24,000 members and 6,000 clinics, WebPT is the leading electronic medical record (EMR) solution for physical therapists, occupational therapists and speech-language pathologists. WebPT’s 215 employees enjoy a vibrant, unique company culture, which was recognized by the Industry Leaders of Arizona’s prestigious “Maverick” award.



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