

SteelBrick Moves Up to Sage Intacct to Support Global Growth Trajectory

Technical Case Study



At A Glance

Customer Profile:

SteelBrick provides next-generation configure price quote (CPQ) applications built on the Salesforce Platform. Its software helps hundreds of enterprise and mid-market companies increase sales productivity, eliminate errors, ensure accurate pricing and grow order value by cross-selling. Quintupled sales and a push to expand overseas meant that SteelBrick was rapidly outgrowing its previous financial system. With help from Armanino, SteelBrick moved to Sage Intacct financial management and accounting, speeding the close, eliminating manual reporting, and delivering functionality such as multi-entity and multi-currency that supports the company's global expansion.

Software & Services:

- Sage Intacct
- Armanino consulting services

Benefits:

- Faster close and improved ability to track revenue
- Eliminated manual consolidation and reporting using Excel spreadsheets
- Real-time visibility into performance and budget data for executives, managers and sales teams

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-Ted Weitzel
Controller
SteelBrick

Business Challenge

SteelBrick, a software company with offices in San Francisco, Chicago, London, and Frankfurt, provides configure, price, quote (CPQ) applications built on the Salesforce Platform. In a 12-month timeframe, the company quintupled bookings and grew its team from five to more than 75 full-time staffers. It expects to double its size in the next 12 months, as well as significantly expand marketing and sales globally.

It's no surprise that a company growing this quickly needs a robust financial system that can not only keep pace with growth, but support the more complex requirements of a global enterprise. That's why SteelBrick controller, Ted Weitzel, and Farah Siddiqui, senior accountant at SteelBrick, began looking for a replacement for the company's financial software, Intuit QuickBooks.

“With QuickBooks, we were extremely limited in our controls, reporting, and integration with other systems,” says Weitzel. “Everything was essentially manual. For instance, we did all the reporting using Excel spreadsheets.” Both Weitzel and Siddiqui knew it was time to make a change.

Beyond the ability to eliminate manual efforts and help the company scale, one critical requirement for the new system was Salesforce integration. This would enable SteelBrick to connect the new financial system not only to Salesforce, but also to SteelBrick CPQ software, used by its own sales people for creating accurate sales quotes and managing pricing. The result for SteelBrick would be greater visibility and control. With the company's rapid expansion, multi-currency and multi-entity support were also must-haves.

Solution

After evaluating multiple vendors, SteelBrick chose Sage Intacct for its ability to support the company's needs as it grows. Sage Intacct's General Ledger, powerful reporting with dimensions for enhanced tracking and flexibility, and Salesforce integration are key benefits to SteelBrick, providing greater visibility and productivity for finance and senior management. The company implemented Sage Intacct Core Financials plus modules for Multi-Entity and Global Consolidations, Salesforce integration, and the Sage Intacct Check Delivery Service using American Express Global Corporate Payments.

Armanino, a Sage Intacct partner and one of the largest independent accounting, business, and technology consulting firms in the U.S., was recommended by Sage Intacct to help SteelBrick with deployment and provide product training.

“Armanino was extremely responsive,” says Weitzel, “They understood our business needs and worked with us to make the transition from QuickBooks to Sage Intacct very smooth.” Weitzel was particularly impressed with Armanino’s detailed testing scripts that helped identify issues to be fixed prior to going live. Armanino also provided advice and best practices based on its extensive industry experience. “We could ask Armanino how other companies like ours handle a certain process and they advised us based on what they’ve learned in similar situations,” said Weitzel.

“With Sage Intacct, we are capturing data in our invoices and at the transaction level that we previously did not have. Syncing payment and invoice data with Salesforce has also been seamless.”

-Farah Siddiqui
Senior Accountant
SteelBrick

Results

While still in the early days following the deployment, SteelBrick is already seeing the benefits of moving to its new financial system. “With Sage Intacct, we are capturing data in our invoices and at the transaction level that we previously did not have,” says Siddiqui. “Syncing payment and invoice data with Salesforce has also been seamless.” Meanwhile, the check payment service has eliminated printing checks and helps the company scale without adding more staff.

For Weitzel, not having to use Excel spreadsheets for manual reporting is a huge benefit. “In addition to a faster close, we don’t have to export data into Excel and manually manipulate it anymore,” says Weitzel. “We now have fast, flexible, and real-time reporting that gives visibility to the people that need it such as budget managers.” Sales teams also have visibility into customer balances with Sage Intacct.

Next Steps

Building on its rapid success with Sage Intacct, SteelBrick plans to continue expanding its reporting with new dashboards for key performance indicators and other financial data. “As we move to having multiple entities, this will add an entirely new dimension to our reporting,” says Siddiqui. With Sage Intacct in place, SteelBrick is more than ready to handle increased growth and overseas expansion.

“SteelBrick is an excellent example of how the partnership between Sage Intacct and Armanino can empower fast-growing companies with complex requirements, including multiple integrations, to realize value and impact their business success with world-class cloud accounting and finance solutions.”

-Lindy Antonelli
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About Armanino^{LLP}

Armanino^{LLP} (armaninoLLP.com) provides an integrated set of accounting services—audit, tax, consulting and technology solutions—to a wide range of organizations operating both in the US and globally. You can count on Armanino to think strategically, to provide the sound insights that lead to positive action. We address not just your compliance issues, but your underlying business challenges, as well—assessing opportunities, weighing risks, and exploring the practical implications of both your short- and long-term decisions. When you work with us, we give you options that are fully aligned with your business strategy. If you need to do more with less, we will implement the technology to automate your business processes. If it's financial, we can show you proven benchmarks and best practices that can add value companywide. If the issue is operational, we'll consult with your people about workflow efficiencies. If it's compliance, we'll ensure you meet the requirements and proactively plan to take full advantage of the changes at hand. At every stage in your company's lifecycle, Armanino can help you find the right balance of people, processes and technology.