CPA firm leverages cloud-based solutions to build an efficient, scalable firm infrastructure that facilitates the delivery of higher-value services.

Frank, Rimerman + Co. LLP serves clients spanning the spectrum of business evolution on both coasts with four offices in Northern California and one in New York.

Melanie Kidder oversees the San Francisco location of the firm’s Accounting and CFO Advisory department, which provides outsourced solutions for early-stage companies that need part-time accounting and finance support, as well as later-stage companies that require part- to full-time assistance on an interim basis. “We have a fair number of clients that are tech-savvy start-ups,” Kidder stated. “But we also serve many established, closely held companies and family businesses.”

With clients that require a broad range of services and support, and a firm focus on playing a dedicated advisory role, the Accounting and CFO Advisory group of Frank, Rimerman + Co. LLP uses Bill.com and Intacct as their operational backbone.

“Prior to implementing Intacct, our department was doing a lot of Excel file manipulation to provide clients with the reporting they needed. It was a really inefficient process that varied from client to client,” recalls Kidder. “When we started using Intacct, our firm gained not only efficiency, but also a standardized process and scalable solution that increased the value of our firm both intrinsically, and in the eyes of our clients.”

In 2013, the firm’s Accounting and CFO Advisory department added Bill.com to its suite of cloud-based solutions. The integration between Bill.com and Intacct was a huge plus that factored into the decision to move forward with the comprehensive bill payment platform.

According to Kidder, the addition of Bill.com greatly enhanced the productivity of their bill payment services. Not only did it significantly streamline a once manual process, but it also eliminated the need to write and mail paper checks on each client’s behalf.

Integrated solutions that enhance productivity and workflow efficiency

When making any major software transition, having a champion behind the adoption process is a best practice. For Frank, Rimerman + Co. LLP, Vinotha Alexander, who works with Kidder in the Accounting and CFO Advisory department, led the charge on upgrading the firm’s technology infrastructure with Intacct. Alexander, who had used Intacct for several years, encouraged firm leaders to implement the solution.

“Given the integration and advanced reporting capabilities of Intacct, we knew that using the platform would translate into significant efficiency gains, cost savings and scalability. The decision to implement the solution was easy,” said Alexander. She added, “Migrating several clients at once was the greatest challenge.”
It was a challenge, however, that the department overcame fairly easily by putting an implementation team in place with Alexander as lead. “We went from no solution to having the best-of-breed with Intacct,” explained Alexander. “So it took a little getting used to, but overall the initial transition was a pretty positive experience, and now we can’t imagine operating without it.”

When Bill.com was added, the transition process was less involved, but offered value on scale with Intacct. Alexander was quick to point out the immense benefits: “Using Bill.com allows us to provide a total service package to our clients efficiently. The approval process, payments and communication features are all seamless. And having anytime, anywhere online access allows our team and our clients to work remotely rather than having to be on site.”

**Advanced reporting capabilities support high-level advisory services**

For the Frank, Rimerman + Co. LLP Accounting and CFO Advisory team, the robust reporting capabilities of Intacct are a key benefit — eliminating the need for time-consuming manual data manipulation. In addition, the statistical metrics that can be calculated using Intacct bring another dimension to the analyses the firm delivers to clients. “With Intacct, we’re able to look at business intelligence that you wouldn’t generally expect from an accounting firm, allowing us to provide deeper guidance to our clients,” explained Alexander.

**Final words**

From Kidder’s perspective, the most important benefit of having a robust, scalable, integrated platform is being able to better serve the firm’s diverse range of clients.

“We can provide comprehensive accounting services very efficiently, and we also have the capability to provide dedicated advisory services,” she explained. “The power of Intacct and the efficiency of Bill.com give us great confidence — knowing that our clients will never outgrow our platform. This is critical because many of our clients are in growth mode. Even better, our clients have confidence that we’ll be there to guide them at every stage of their business evolution.”