

CASE STUDY

# PRACTICE Ignition

How Practice Ignition helped Rise Business Solutions "Revolutionize" their business model and eliminate 100% of their debtors



“We changed all of our workflow processes because of Practice Ignition. It helped us improve the client onboarding process, the signup process, the engagement process... It was a really pivotal point for us.”

**Dom Papaluca,**  
*Director, Rise Business Solutions*



## The Client

### **RISE BUSINESS SOLUTIONS**



Perth, Australia

Rise Business Solutions provides business owners in Australia with a full suite of accounting services, such as setting up new business structures, bookkeeping, accounting, financial forecasting, tax planning, and annual reviews.

## The Challenge

### **SLOW CASH FLOW KEEPING BUSINESS GROWTH LOW**

Dom Papaluca, the Director at Rise Business Solutions, had a problem with cash flow. Whenever his team of accountants took on a client project, they would do the work upfront and send the invoice afterwards.

The problem? This billing process meant that by the time the project was complete, clients could sometimes take weeks, or even months to pay—and in some cases, they never paid at all.

But because Rise Business Solutions had already delivered the work, Dom felt there wasn't much he could do to collect on these outstanding invoices.

To try and combat the problem, Dom had a member of his administrative team spending all their time trying to send and collect payments, but it was impossible to keep up. It got to the point where Rise Business Solutions had around \$380,000 waiting on debtors, or projects already in progress.

Because the cash flow was so uncertain and sporadic, Dom found it frustratingly difficult to build any kind of momentum or grow the business. Something needed to change.

**100%**

Elimination of debtors

**\$380,000**

Recovered annual turnover

**\$140,000**

New monthly recurring revenue

**36%**

Increase in total revenue over a two-year period

**80%**

More efficient administrative team

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“I used to get frustrated that clients would take a long time to pay. I felt a bit powerless... Aside from sending a debt collector and burning the relationship, there was really no way of enforcing them to pay.”

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## The Solution

### **UPFRONT PAYMENTS AND MONTHLY RECURRING REVENUE**

When Dom first saw a demo of Practice Ignition, it ticked all of the boxes for him right away.

The smart proposal software made it easy to onboard clients, send invoices, and collect payments upfront, before his team did any of the work. Their days of chasing down paperwork and payments were over.

Even better, Practice Ignition also came with a business insights dashboard that featured real-time updates on Rise's revenue targets. Using the dashboard, Dom was able to discover a new opportunity to increase cash flow: recurring monthly payments.

Rise Business Solutions began offering fixed fee monthly accounting packages to their clients, using the automatic payments feature of Practice Ignition to facilitate transactions.

To start out, Dom set a goal to earn \$20,000 in monthly recurring revenue... a goal which the team surpassed in just 30 days. Within two years, they were up to \$140,000 in monthly recurring revenue.

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*“Practice Ignition totally streamlined the onboarding and engagement process with clients. We changed our practices, and we were rewarded tenfold.*

*I went from having debtors that I had to worry about, to having no debtors at all. Zero.”*

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# The Result

## **A REVOLUTIONARY NEW BUSINESS MODEL AND THE CASH FLOW TO KEEP GROWING**

Not only did Practice Ignition help Rise Business Solutions eliminate 100% of their debtors, but it also helped revolutionize the way their team operates. When the team revamped their workflows and processes with Practice Ignition at the center, everything from client onboarding to their engagement process got easier and more efficient.

By adopting a new fixed-price business model, the company no longer had to track works in progress, worry about additional paperwork, or spend time chasing payments.

As a direct result, Dom says the administrative team at Rise Business Solutions is 80% more productive, allowing them to spend more time developing relationships with clients instead of pushing paperwork. And because they're no longer billing by the hour, the accounting team has been able to focus on improving client turnaround time by nearly 54%.

All together, these changes have led to a 36% increase in total revenue over the last two years.

Now, Dom says he no longer has to spend his time worrying about uncertain cash flow. With the dashboard from Practice Ignition, he knows exactly how much the company will be bringing in each month, and can comfortably plan for the future.

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*“Practice Ignition totally revolutionized everything we did, and led us into a much better way of working with clients. It’s just a beautiful thing to know you’ve got money in the bag, and real organic growth that feeds on itself.”*

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# Discover how you can take control over your cash flow and grow your business.

Save time and improve your cash flow with Practice Ignition's smart proposals, automatic payments, and business insights dashboard.

[\*\*START A FREE TRIAL\*\*](#)