

Scaling smarter:

Data, insights, and technology for sustained business growth

By Gregory Sandler



Siloed data, fragmented analysis, and legacy software are often roadblocks to growth for midsize companies. An AI-powered business management platform provides the way forward by giving you access to enterprise-level tools to help unlock your company's full potential.

A recent [Intuit study](#) of midsize businesses found that nearly every company (95%) has challenges with its current digital business solutions. Smart growth requires reducing administrative work and manual

overhead by streamlining systems, consolidating data, and automating financial management processes.

The same study found that businesses spend an average of 25 hours a week on manual data entry and reconciliation. To solve this, enterprises must find solutions with automation that allows them to reduce manual entry and reconciliation.

The key to success is replacing legacy systems with a fully integrated financial management platform that can help with mission-critical tasks, such as cash flow, payroll, analytics, and marketing, while remaining compliant with industry standard accounting and reporting.





59%

**of mid-market companies face
data fragmentation challenges.**

Source: Forrester Total Economic Impact study

Roadblocks to growth

The ability of controllers and chief financial officers (CFOs) to rigorously review financial statements, monitor key metrics, and identify trends and anomalies has a direct impact on a company's bottom line.

Future prosperity hinges on ensuring alignment with your organization's financial goals while identifying and proactively

addressing potential issues. But data and technology roadblocks can impede growth and waste precious human and financial resources.

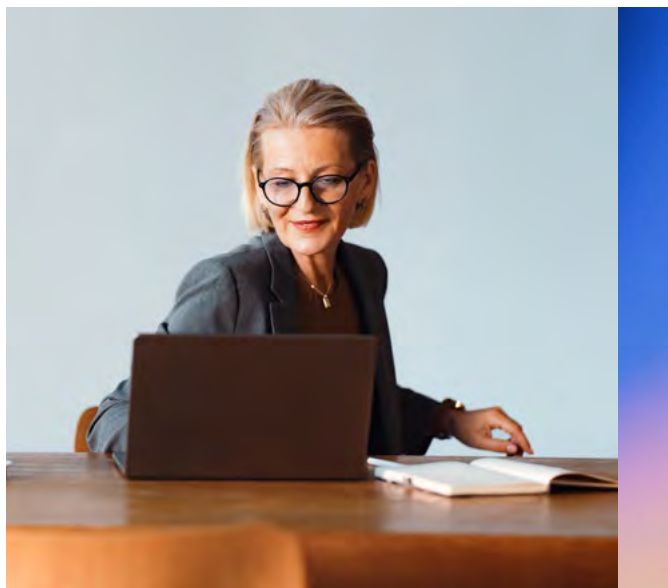
"Recurring monthly invoicing is a challenge because we don't have a repeatable automated process, and it is being done manually, and sometimes invoicing is late or not being done at all," noted one C-Suite executive in a recent Intuit study.

Here are some significant roadblocks:

Fragmented and siloed data

Companies that make decisions based on siloed data risk misallocating resources, failing to meet compliance standards, and adversely impacting revenue and profitability. An Intuit study conducted by [Forrester](#) found that organizations using legacy patchwork solutions struggle with fragmented data.





Inconsistent or inaccurate data can limit your visibility into enterprise operations, constraining your ability to make informed strategic decisions. To make matters worse, solving data integration problems often requires costly manual intervention.

Moreover, error-prone manual processes and a lack of transparency into real-time financial data and operations can result in additional compliance and security risks. The administrative burden of data management and financial tasks can also impede growth. That time spent on administration translates into an opportunity cost.

“Without clean data, we cannot forecast our revenue, so we need to make sure our data is accurate and timely,” said one CFO.
“We need a one-stop shop for all of our data.”

Legacy solutions can't keep up

Legacy financial management systems that require cumbersome and manual accounting processes can be like a ball and chain that slows down business growth. Plus, relying on manual review practices increases the likelihood of human error.

While traditional enterprise resource planning (ERP) systems offer company-wide management tools, they can be highly complex and rigid. Many ERPs often require customization and dedicated support personnel or can lead to costly management by third-party consultants. Legacy ERP systems may be difficult to customize without spending a lot of time and money.

Growth requires managing complexity

The antidote for legacy solutions and data management constraints is a business platform that provides a single source of truth for your entire enterprise. What you need is a user-friendly ERP that offers the advanced accounting and reporting your business requires, with the tools that help you scale, like AI-driven automation, human capital management, and money management tools.

Business intelligence means smarter decisions

The sweet spot for enterprise-level financial management is a fully automated business intelligence platform that uses artificial intelligence, with humans in the loop, to transform your data into meaningful insights that drive strategic and operational decisions.

The Forrester study found that growing enterprises need a dedicated business platform that can:

- Provide a centralized and consolidated view of financials
- Consolidate technology stacks and streamline integration
- Support granular user controls, classifications, and dimensions
- Contribute to company growth strategies without requiring additional personnel

Competitive advantage of holistic insights

A versatile and configurable ERP can give your company a significant competitive advantage by helping to improve your ability to make faster decisions, respond proactively to market conditions, and streamline operations.

According to Forrester, the advantages of using an ERP like Intuit Enterprise Suite include:



Recovered revenue



Time savings



Increased efficiency



Reduction in total cost of ownership (TCO)

Technology that transforms complexity into clarity

An enterprise-level business management platform can help your business streamline and automate operations and boost productivity. Reducing complexity and aggregating company-wide data facilitates the surfacing of real-time business intelligence that can fuel faster growth and higher profitability.

All your data in one place

In the proverbial sense, all your data needs to converge in one place. Your company needs one integrated solution that can handle everything from financial management and customer relationships to payroll and reporting.

Automated business intelligence processes enable you to replace error-prone legacy systems with the kind of accuracy and efficiency you need to help drive growth and scale your business.

Better decision making with Intuit Enterprise Suite helps recover lost revenue – a projected three-year present value of

\$193,974

Source: Forrester TEI study

AI is a game-changer

Artificial intelligence embedded in state-of-the-art business management solutions gives you superpowers when it comes to detecting anomalies and predicting trends.

AI-powered financial insights are constantly improving thanks to machine learning algorithms and data analysis techniques that uncover patterns, trends, and anomalies in your financial reports and operations. These insights can surface business insights, save you time, and improve your forecasting.



**AI-powered insights allow CFOs to spend
50% less time on reporting tasks, with
automation saving companies over \$125,000.**

Source: Forrester TEI study

The new way of analyzing financial data

By handling large datasets quickly, AI may help your team focus more on complex problem-solving, in-depth analysis, and strategic planning.

You can redirect that extra time, money, and brain power into upgraded technology and employee training that strengthens your company's competitiveness. You can also use it to help identify new markets, optimize sales, and improve cash flow.

According to a [QuickBooks study](#), **68%** of those surveyed are using digital tools to improve efficiency.

Data-driven growth strategies

Another important benefit of an AI-powered platform is the ability to better capitalize on your data. Business intelligence that results from a combination of AI and human analysis

can help you maximize resources and make sure you don't leave money on the table as a result of weak analytics or missed insights.

Better information also gives you the power to meet other business challenges, such

**The total return on
investment (ROI) on Intuit
Enterprise Suite has the
potential to reach nearly
300% over three years.
The projected dollar value
from that ROI is**

\$596,000

Source: Forrester TEI study

as acquiring and retaining customers, improving sales and marketing efforts, and improving cash flow.

Building for scale

One of the best examples of a next-generation ERP built to handle the complexity of a growing enterprise is [Intuit Enterprise Suite](#) (IES). This suite is an all-in-one, AI-powered business management solution that offers enterprise-level financial management, payroll, HR, payments, bill pay, and marketing to help growing businesses streamline and automate operations and boost productivity.

"We're trying to scale up, but we're facing challenges in tracking payments because our software is outdated and our business and financial applications are not integrated," said one managing director from the IT Industry.

Growth means that decision-making around your business operations, workflows, and supply chains will be increasingly distributed among teams. Intuit Enterprise Suite integrates your company's data into a unified financial management and planning platform that can help grow your business and increase your profits.

Financial management automation can drive greater efficiency for multi-entity businesses with benefits like:

- ✓ Managing administration and permissions
- ✓ Closing monthly books faster
- ✓ Streamlining forecasting and planning
- ✓ Managing performance across all entities
- ✓ Tracking performance by department, project, or location

Migrating to Intuit Enterprise Suite

One company that's super-charging its growth with Intuit Enterprise Suite is [HFMM Legacy Group](#), a \$10 million outdoor services and construction firm. It took HFMM just two hours to transition all of its financial and historical data from QuickBooks to IES. HFMM has particularly benefited from its ability to integrate the management of financial data from multiple entities.

"One of the main benefits of Intuit Enterprise Suite is the amount of time it's freed up for me. I've saved 10 to 15 hours a week. I can now use that time how I choose, whether it's with family, more staff, or other projects."

**- Jason Corby, Founder and CFO,
HFMM Legacy Group**



Data migration is currently available for a limited time at no additional cost only to existing QuickBooks Desktop or Enterprise customers who are migrating to Intuit Enterprise Suite. A consultation is required. Some data may not be eligible for migration. Pricing, terms, conditions, special features and service options are subject to change without notice. Additional data migration services may be available at additional cost through third-party partners.



Another company that is growing with the help of Intuit Enterprise Suite is [FEFA Financial](#), a financial planning and retirement strategy company. The suite enabled the company to consolidate all of its financial, payroll, HR, cash flow, and marketing tools in one place.

"ERPs are cumbersome and difficult to use," notes Jed McLoughlin, group product marketing manager at Intuit. "Intuit Enterprise Suite, on the other hand, builds on the intuitive interface that QuickBooks is known for and, as such, has a much lower barrier to adoption and training for employees."

"The multi-entity journal entry functionality was just an immediate cost-saver off the bat. It's a lot of small minutes that add up. Almost immediately, we uncovered efficiency improvements and improved the financial data we have available for decision-making."

- Keaton Trager, CFO, FEFA

Scale faster and smarter

Intuit Enterprise Suite, a fully integrated financial management platform with the power of an ERP, can help you harness the power of AI for routine accounting tasks, data integration, and business intelligence.

"It's more about finding the right fit and getting what we need," said one business executive in a recent study, referring to overpaying for an ERP, "because there are a lot of [features] that we might not have to use."

Integrating your data with AI-driven analysis and deep project-level insights has the potential to help your company scale faster and smarter. Boosting your productivity, ensuring a high level of accuracy, and making more informed decisions will keep your company on the fast track to success.



**Set up a call to
learn more about
Intuit Enterprise Suite**

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