

# Signature Analytics



Signature Analytics is an outsourced finance and accounting services firm that provides companies with the value of a full financial team (CFO through staff accountant) on a fractional basis. Clients get more service at a lower cost than adding additional in-house full-time employees.

Our highly experienced team provides companies with improved processes, day-to-day accounting, timely and accurate financial reports, actionable financial metrics, and financial analysis necessary to manage operations and guide significant business decisions.



YOUR FINANCE AND ACCOUNTING PARTNER

Signature Analytics is an outsourced finance and accounting services firm that supports our clients with the resources of a full team (CFO to staff accountant) on a fractional basis. Our clients typically have annual revenue between \$5 million and \$100 million.

**Prior to working with Signature Analytics, our clients experienced:**

- Accounting team turnover and retention issues
- Late and/or inaccurate accounting and financial information
- Inconsistent and inaccurate financial reports
- Little to no visibility into cash flow versus revenue
- Inability to use financial information to drive business metrics

**Our Team**

Signature Analytics' team is comprised of experienced accounting and finance professionals, including CFOs, Controllers, and Accountants. Our experienced team enables our clients to get a higher level of service at a lower cost than adding additional in-house, full time employees. The roles we provide include:

**CFOs**

Develop strategic financial vision and plan through understanding the business owner's goals. This includes developing actionable financial metrics that allow the business owners to achieve their objectives. CFOs drive the ongoing success of the plan and operate as a strategic partner to the business owner.

**Controllers**

Controllers are the Accounting Leads. They collaborate with the CFO and business owners to oversee the execution of the financial plan, streamline the ongoing accounting processes, manage the monthly close process, and produce timely and accurate financial statements as well as financial metrics for review by the CFO and business owner.

**Accountants**

Execute the ongoing day-to-day and monthly accounting functions of the client. These activities include managing accounts receivable and accounts payable, invoicing, collections, bill entry, bank reconciliations, processing payroll, and a variety of other tasks.

DATA ENTRY

MANAGE A/R AND A/P

MONTH END CLOSING

FINANCIAL REPORTING

FINANCIAL METRICS

BUSINESS AND FINANCIAL ANALYSIS

BOOKKEEPER

ACCOUNTANT

CONTROLLER

CFO

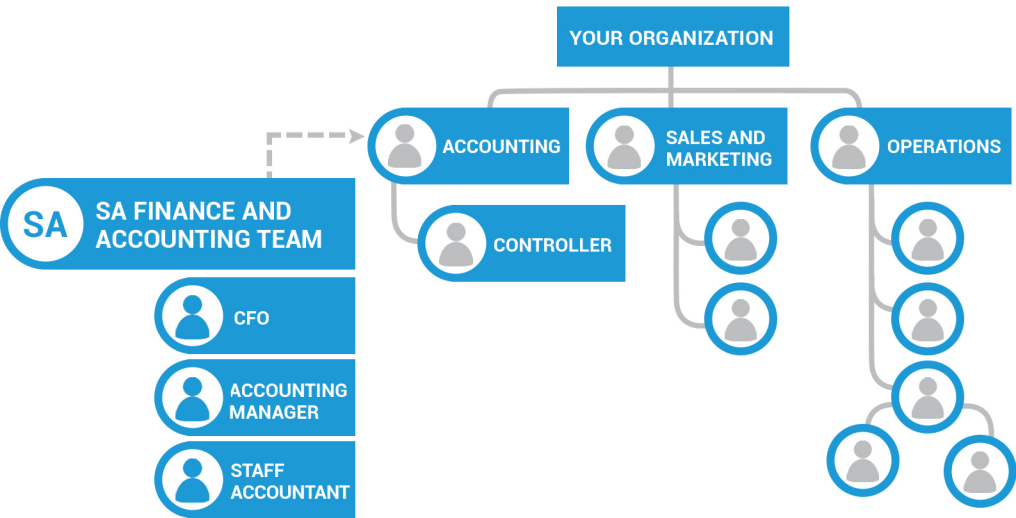
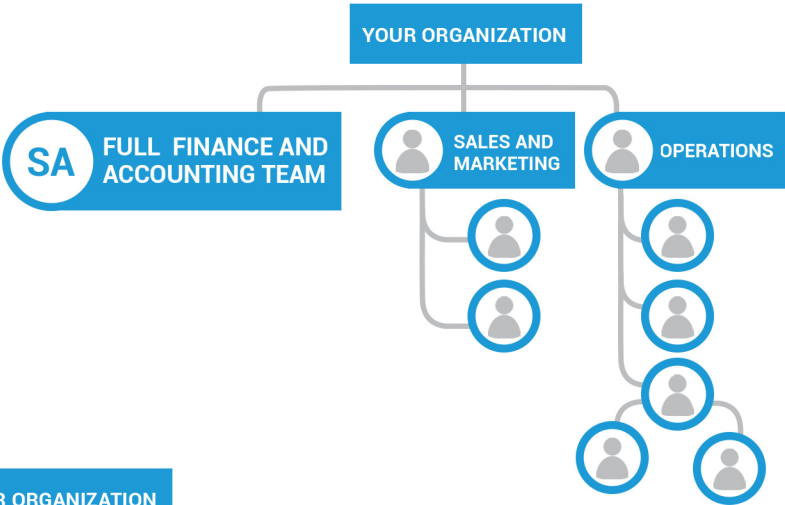


SIGNATURE ANALYTICS TEAM



# How We Serve as Your Finance and Accounting Partner

We can serve as your entire Accounting and Finance Team.



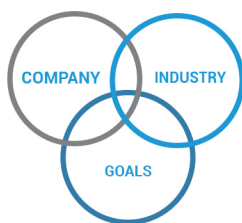
Or we can complement your internal employees, such as your bookkeeper or controller.

## Signature Analytics' Five Step Service Process

We have a defined process that starts with understanding our clients' goals and ends with deliverables that help them achieve their objectives.



## Step 1: Goal Development and Roadmap



We start with reviewing and understanding your business, including:

- Industry
- Business drivers
- Business goals
- Business concerns
- Immediate needs and priorities

We use this information to develop a roadmap to ensure the information collected and created by the Signature Analytics finance and accounting team supports your goals and enables you to achieve results.

## Step 2: Information and Process Validation



We then roll up our sleeves and do a thorough evaluation of your information and processes to:

- Understand existing team's capabilities and skillsets
- Review existing information and structure
- Perform data clean up when necessary
- Validate processes and implement new processes where necessary
- Refine how Signature Analytics integrates and augments with existing team

This ensures your business has the foundation for timely and accurate reporting.

## Step 3: Day-to-Day Accounting



With good people, processes, and technology, we support all levels of ongoing day-to-day accounting functions, including:

- Invoicing, collections, and AR management
- Bill entry, processing, and AP management
- Bank / credit card data entry and reconciliations
- Inventory process development and setup
- Payroll processing
- Operational processes and workflow documentation
- Monthly close process
- Staff mentoring and supervision of work

Basically, we help pay the bills, collect revenue, and ensure accurate information.

## Step 4: Financial Reporting



To enable you to make sound decisions, we provide timely and accurate financial statements that may include:

- Profit and loss statement, balance sheet, and cash flow statement
- Monthly management report
- Aging report
- Bank covenant requirements
- Board meeting support

This gives you the information to better understand your business and identify issues in a timely manner.

## Step 5: Financial Analysis and Support



Beyond standard reporting, we can provide business modeling & financial analysis to help you achieve your goals by providing actionable, measurable data, including:

- Utilization analysis
- Annual budgeting
- Client profitability analysis
- Breakeven analysis
- Margin analysis
- Business specific KPIs

We help clients create tremendous value utilizing these tools.

For more information on how we can help you, please contact one of our regional offices (listed below), email [info@signatureanalytics.com](mailto:info@signatureanalytics.com), or visit [signatureanalytics.com](http://signatureanalytics.com)

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