

AutoClaims Direct, Inc. Graduates from Basic Accounting to World- Class ERP

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Challenges

Graduating from Basic Accounting to World-Class ERP

AutoClaims Direct, Inc. (ACD) is an entrepreneurial company working to change the traditional approach to auto claims processing by combining user-friendly claims management technology with quality network vendor service solutions. Named to the Deloitte Technology Fast 500 of North America for four years, the company decided to replace QuickBooks and bring its outsourced basic accounting function in-house in preparation for continued growth. ACD's finance team went looking for a scalable ERP solution that could automate several manual processes and integrate with its internally developed claims management front end system.

"After evaluating Acumatica and NetSuite's complex systems, we loved how straightforward yet sophisticated the Sage Intacct solution was—it fit right in line with our own software development philosophy," said Kristy Facchini, chief financial officer at ACD. "Sage Intacct brings us tremendous reporting and dashboard flexibility, which lets us understand relationships between business activities so we can think more strategically. In addition, Sage Intacct's robust APIs allow us to speed processes and ensure data accuracy by linking directly to our other business systems, even proprietary ones."

Solutions

Driving Competitive Differentiation Through Custom Invoicing

ACD got up and running on Sage Intacct quickly, seamlessly integrating the new system with other business applications to eliminate unnecessary data entry from its accounts receivable (A/R), accounts payable (A/P), and reporting processes. Some of the finance team's biggest efficiency gains came from automating A/R management. Claims data from ACD's front-end system is now updated in Sage Intacct's A/R module in near real-time, and up-to-date payment history information is sent back to the customer portal.

Rather than invoicing claim adjusters for every single claim that comes through the system, Sage Intacct's flexible invoicing workflows let ACD prepare and schedule bulk invoices that meet each customer's specific requirements. Sage Intacct's dimensions capability makes it easy to add specific details—such as vehicle or owner name, or unique claim numbers—to invoices as needed. Previously, the company spent around two days each month on just a handful of custom invoices, but now the team can offer these more detailed reports to any client because they take just minutes to produce.



Company Overview

ACD links insurers with the best technology and service providers in the auto and property claims industry. Through AutoLink™, PropertyLink™, and SubroLink™, ACD has redefined innovation and technology excellence through data-driven analytics, decision support, advisory and audit services – all serving to connect the entire claims value chain. ACD has processed over \$3 billion dollars in assessed damages, servicing over 225 insurers including 11 of the Top 25 national carriers. ACD's mission is to digitize and connect the claims industry by focusing on simplifying processes and increasing transparency in a highly fragmented business sector. For more information, visit www.acdcorp.com.

Executive Summary

Previous Software:

- QuickBooks

Results with Sage Intacct:

- Improved customer experience through value-added reporting
- Saved 45 hours/month on manual A/R and A/P processes
- Cut A/R aging dramatically
- Kept finance team lean during continued revenue growth

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By leveraging Sage Intacct to deliver more accurate, timely information, ACD is able to enhance overall customer experience—ultimately driving competitive advantage for the business. In addition, Sage Intacct streamlined ACD's A/P process, saving at least four days each month that the team previously spent processing checks. Now, the whole process is integrated with ACH processing and takes less than an hour, resulting in a vendor network that's more loyal because it can count on getting paid on time.

Results

Operationalizing Financial Insight

Sage Intacct significantly improved ACD's financial transparency, allowing the company's leadership to monitor key trends such as profitability and revenue by customer by month. Facchini built a personalized Sage Intacct dashboard for the company's CEO, with Sage Intacct Performance Cards he monitors daily to track indicators like year-to-date revenue measured against prior results and current targets.

"When compared with the limited data we had before, the level of information we can access in Sage Intacct is like night and day," commented Facchini. "Now, we have key information such as gross margins by customer and business line at our fingertips. Since these crucial business metrics are no longer a mystery, we can create more realistic projections and make better day-to-day decisions. Our board has been impressed by the new business insight we provide to them."

ACD's finance team is also able to manage its receivables better with Sage Intacct's customer aging reports. As a result of this visibility, the company has shortened its average invoicing and payment cycles by more than 25 days and achieved healthier cash flow.

“Sage Intacct is fully capable of supporting our continued revenue growth without any additional finance staff over the next 5-7 years. In fact, as we've scaled, we've transitioned two team members to more customer-focused tasks so that we're providing better insight for our clients' businesses.”

Kristy Facchini, CFO, ACD

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