

Success Story

Snapshot moves to Sage Intacct to modernize financial processes

Snapshot

“If we were still on QuickBooks, we would’ve needed at least two more accountants to keep up—at a cost of \$140,000 annually. With Sage Intacct, I know our lean team can easily handle another 600% in revenue growth.”

Doug Polignano
Controller, Snapshot

Company overview

Snapshot provides the only self-service insurance claims solution from dispatch to settlement. The trusted mobile platform for seven of the top 25 auto insurance carriers, Snapshot lets customers submit photos of their damaged vehicles, view a carrier-approved estimate, schedule an appointment with a body shop or even take an EFT cash payout all from their carrier’s mobile app.

Sage

Company
Snapshot

Location
Illinois, U.S.

Industry
Technology & Software

Sage Products
Sage Intacct



Executive summary

Previous software:

- QuickBooks

Switched to Sage Intacct to

- Automate complex billing.
- Gain actionable insight.

Results with Sage Intacct

- Avoided \$140,000 in annual headcount costs.
- Saved 30 hours per week managing A/R.
- Scaled easily with 6X revenue growth.





Gaining flexibility to support future growth

Snapsheet was created to change the world of auto claims appraisals. Its revolutionary new mobile app and dispatch platform helps insurance carriers settle claims in hours instead of days. As the company began to accelerate growth, Snapsheet's finance team recognized the importance of modernizing its own internal processes.

The company's rapidly growing billing volumes made it nearly impossible for the team to manually record each insurance estimate as a revenue transaction, which was a requirement of its previous QuickBooks accounting software. And since QuickBooks could not integrate with the company's back-end claims management system, Snapsheet needed a more efficient way to manage bulk billing. In addition, its finance team spent hours on manual Excel workarounds just to ensure that payments were applied to the correct customer claims and carrier invoices.

"As a technology company, we needed a robust cloud-based solution that would provide the flexibility to integrate with our proprietary platform, while avoiding the cost and maintenance of servers and upgrades," said Doug Polignano, Snapsheet's controller. "It was an easy decision to go with Sage Intacct over NetSuite, because Sage Intacct gave us significantly more flexibility to adapt the system to our business' unique requirements, which in turn has created confidence that our financial system will scale with us as we expand," Doug explained.



Customers' claims are now automatically fed into Sage Intacct, where they are checked against a variety of different billing rules and converted to invoices.

Automated invoicing delivers massive productivity gains

Snapshot worked with Sage Intacct partner BT Partners to implement Sage Intacct and tightly integrate its new financial management software with the company's custom-built system for processing insurance claims and estimates.

Sage Intacct has streamlined Snapshot's entire accounts receivables process. Customers' claims are now automatically fed into Sage Intacct, where they are checked against a variety of different billing rules and converted to invoices with the required data and format for each insurance carrier. As a result, Sage Intacct has cut the time Snapshot's accountants spend on producing invoices from up to eight hours a day to now just four hours per week, despite having six times the transaction volume.

In addition, the process of applying payments to individual invoices is greatly simplified. And thanks to Sage Intacct's flexible billing rules table, the accounting team can onboard new customers easily, no matter how complex their billing requirements. It is now simple to add new customer records and bill them in any way they need, without having to worry about coding custom back-end system reports in order to support complex billing rules.

"Since going live with Sage Intacct, everyone is more productive. I've been able to shift more of my daily responsibilities to our senior accountant, and spend more of my time focused on strategic tasks. We have found the software to be very intuitive—especially as compared to the steep learning curves I've seen for older systems like Microsoft Dynamics," shared Doug.



Financial visibility empowers decision-makers

With Sage Intacct's wide variety of built-in reports, as well as its custom reporting capabilities, Snapsheet's finance team can manipulate the data in any way they need and has reduced reliance on Excel. Now that they are spending less time managing daily transactions, the team has much more time to analyze the company's financial results.

For example, Sage Intacct helps Snapsheet effortlessly report on the company's different types of accounts receivables— income versus the pass-through claim payments Snapsheet makes on behalf of its carrier clients—giving the company a clear picture of its true revenues at any time.

For the first time, Snapsheet also enjoys both departmental and product line reporting and gross margin analysis. With granular visibility into item-specific revenue and expenses, the company's management team has been able to make more timely business decisions, such as scaling down a less profitable product line and shifting customers and resources to more profitable parts of the business.

Because Snapsheet now enjoys a full view of its business performance by any dimension, and has automated its complete array of accounting processes, finance has become a better business partner. The team benefits from actionable insight, and can play a more proactive and strategic role in the company.

