

## Success Story

# Positioning for growth with robust cloud-based financial software

## Komet Sales

“Sage Intacct is literally transforming our business, shifting accounting from being backwards-looking into something we’re proactively using to drive decisions. Before, we only looked at our P&L statements and balance sheet once a month. Now, I check out a couple dashboards every single morning, and I have a really good pulse of my whole operation and where we’re heading.”

### Alejandro Pérez

Chief Happiness Officer & CEO, Komet Sales



### Company overview

Komet Sales is a web-based platform with the tools to simplify and automate sales, procurement, and logistics processes for companies in the floral industry. The solution helps flower growers, importers, wholesalers, and retailers connect with their key business partners, amplify their sales channels, and accelerate business processes.

### Results with Sage Intacct

- Real-time, multi-dimensional transparency into financial and operational data.
- Newfound visibility transformed decision-making.
- Automated processes saved 100 person-hours/month.
- Software paid for itself in <2 months.

**Company**  
Komet Sales

**Location**  
Florida, US

**Industry**  
Technology & Software

**Sage Products**  
Sage Intacct



### **Positioning for growth with robust cloud-based financial software**

Komet Sales is a specialized software-as-a-service provider for flower growers, importers, wholesalers, and retailers. With a vertically integrated platform that serves the industry's entire supply chain, the company's subscriber base has grown quickly and is expected to double in the next year. Komet Sales' CEO, Alejandro Pérez, recently recognized that the time had come to replace his QuickBooks software, which lacked the financial controls, reporting, and automation the expanding business needed. He wanted to get the team's work out of Excel and gain a more accurate, useful understanding of the company's data.

"As we grow our SaaS offering, one of our strategies is to automate as much of our back office as possible in the cloud," Alejandro noted. "Although we considered financial systems from Oracle NetSuite and FinancialForce, Sage Intacct was the clear winner after a thorough evaluation. Its tight integration with Salesforce is a huge differentiator against Oracle NetSuite, as well as Sage Intacct's robust reporting and dashboards, web services API, marketplace of partner add-ons, and advanced modules that we can use to extend the solution as our business grows," said Alejandro.



Sage Intacct's dimension capability allows the company to tag transactions with details such as certain employees, departments, projects, vendors, customers, or product lines.

### **Gaining timely insight for strategic decision-making**

With the help of Sage Intacct implementation partner, AcctTwo, Komet Sales got up and running on the system in just 45 days immediately uncovering brand new insights that are available in real-time vs. after the fact. Sage Intacct's dimension capability allows the company to tag transactions with details such as certain employees, departments, projects, vendors, customers, or product lines, and then filter, group, and organize this data for more granular reporting. And by pulling operational data into Sage Intacct, Alejandro can effortlessly track a variety of important non-revenue metrics to help drive better, faster business decision-making.

"Sage Intacct's dashboards, report writer, dimensions, and statistical capabilities are just phenomenal," Alejandro shared. "We created magnificent dashboards that were unimaginable to us just a couple months before deploying the system, and they've dramatically changed how we analyze financial data," said Alejandro. He leverages dashboards that show Komet Sales' overview for the current month, end of month financials, month over-month comparisons, and product development billing. In addition to standard financial metrics like gross profits, cash flow, cost of goods sold, accounts receivables, accounts payables, net income, long-term debt, and current ratio, he uses the system to keep an eye on payroll as a percentage of revenue as well as revenue and expenses per employee, by location, per capita, by marketing campaign, and much more.

Alejandro commented, "Pinpointing information—like which customers are bringing in the most revenue, or what percentage of that income is coming from custom development as opposed to set up fees, trainings, or recurring subscriptions—is just a five-second process in Sage Intacct. I can look at all those numbers to spot trends, drill down very quickly, and see if we're on the right path." This is a big help as Komet Sales focuses on getting its recurring subscription income to cover all the company's expenses, which means reducing its reliance on project-based income.

"Running a business is like flying an airplane. You need to watch the flight instruments in your cockpit at all times," added Alejandro. "Sage Intacct gives me confidence that I can fly my 'plane' into the middle of a storm, dark at night, and know we're not going to crash because I have warnings before we go into dangerous territory and can reduce our risks. You just can't quantify the value of having that kind of visibility in a single place," said Alejandro.



### **Automating the quote-to-cash process to supercharge productivity**

Thanks to Sage Intacct's seamless integration with Salesforce, Komet Sales' entire quote-to-cash process is streamlined. As new customers or orders are added to the CRM system, they are instantaneously synced with Sage Intacct for recording and reporting. Using an integration platform called Workato, the company easily automated its information flows between Sage Intacct and several other business systems, including Jira Software for project management, Komet Sales' customer account management portal, as well as PayPal and Chargify for payment collection.

"We have just one person that handles our back office, and she's saving around 100 hours each month because we've automated all of our recurring processes and transactions in Sage Intacct, and it works like a charm," said Alejandro. "She no longer has to manually apply 200 payments to the correct invoices in our financial system, figure out when a development project in Jira is ready to be invoiced, or tediously separate transaction fees from revenues in our PayPal payments. I'm a strong believer that if a mechanical task can be done by software, it should not be done by a human being who could use that time for value-added activities," Alejandro concluded.

