

Success Story




GoGuardian achieves 800% ROI from Sage Intacct in the first year

How automated workflows and timely insights helped build a \$1B+ unicorn.



“By automating our full range of accounting workflows, Sage Intacct helped us scale easily even as our sales doubled.”

Elliot Woo
Director of Accounting, GoGuardian®

-  **Minimized monthly close from 31 days to five**
-  **Reduced days sales outstanding (DSO) from 59 days to 29**
-  **Pulled in an additional \$7 million in operating cash**



Company
GoGuardian®

Location
California, US

Industry
Technology & Software

Sage Products
Sage Intacct



Meet GoGuardian:

- Cloud-based Chromebook management solutions
- Serves over 4 million students and 120,000 educators in all 50 U.S. states
- Current valuation: \$1B+
- Former accounting software: QuickBooks



Clunky manual workarounds that obscured essential data

Founded in 2014, GoGuardian has experienced tremendous growth in K-12 schools across the U.S. But they quickly ran into accounting limitations with QuickBooks, which required manual workarounds that were simply impossible to scale.

- **Inefficient revenue tracking:** GoGuardian managed revenue data using a 5,000-line Excel spreadsheet, left them struggling to manage recurring revenue across varying licensing terms.
- **Cumbersome contract management:** The sales operations team manually converted opportunities into contracts, then manually invoiced before relying on a third-party accounting firm to post payments into QuickBooks. Every step slowed their order-to-cash cycle and delayed revenue recognition.
- **Prolonged processes:** GoGuardian's monthly close cycle took an unsustainable 31 days, and with a DSO of 59 days, cash flow was more of a hard-won trickle.
- **Siloed data:** GoGuardian needed direct integration between QuickBooks and their CRM (Salesforce), accounts payable (Bill.com), and expense management system (Expensify). But QuickBooks's limited integration capabilities left them manually porting data between systems, increasing the risk of error.

When Elliot Woo brought GoGuardian's accounting operations in-house, he quickly realized they needed a more efficient solution that could provide insight into SaaS financial and operational metrics. "We wanted a robust system that could automatically process contracts, bill customers, accept payments, post to the general ledger, recognize revenue, and produce financial reports," Elliot said.

“
We wanted a robust system that could automatically process contracts, bill customers, accept payments, post to the general ledger, recognize revenue, and produce financial reports.

Elliot Woo

Director of Accounting, GoGuardian

Automated workflows and timely financial insights to steer growth

GoGuardian deployed Sage Intacct as the core of a best-in-class financial ecosystem, automating their entire order-to-cash process, which increased cash flow by 50%. “With Sage Intacct, we were able to eliminate a giant 5,000-line spreadsheet that kept track of all our contracts and revenue data across varying licensing terms. Instead, we rely on technology to streamline our accounting processes and make us scalable,” said Elliot.

- **A/R done in a day:** With Sage Intacct, GoGuardian seamlessly converts won opportunities from Salesforce into contracts, invoices customers, closes accounts receivables, and generates revenue recognition schedules that auto-post to the general ledger. All of this automation means that the business can close its A/R in a single day at the end of each month.
- **Real-time visibility:** Sage Intacct features a painless, configurable process that sends customers reminders, assigns owners to collection cases, and centrally records all activity, providing real-time visibility into customer histories, aging balances, and more.
- **All systems go:** All financial transactions are now paperless and recorded centrally in Sage Intacct, thanks to direct integrations with Bill.com and Expensify.
- **Tagged transactions:** The team tags transactions with details like customer, vendor, employee, location, or project, adding rich context to the company’s dataset and helping them answer a wide range of business questions.

A finance function that catalyzes business growth

Sage Intacct’s easy data tracking and reporting sets up GoGuardian’s finance team to deliver maximum value to the business. They can leverage hundreds of pre-built reports or create their own to deliver accurate metrics and inform key decisions that steer the company’s 100%+ year-over-year growth.

Outside investors can also get the information they need almost as soon as they ask. “Our investors are very happy and confident about our plans because we can be transparent about our financial results on a monthly basis, which ensures productive board meetings,” said Elliot. “We spend more time reviewing financials and analyzing data, and we’re able to instantly answer ad hoc financial questions.”

“**Our investors are very happy and confident** about our plans because we can be transparent about our financial results on a monthly basis.”

Elliot Woo
Director of Accounting, GoGuardian®



See why Sage is a CFO’s secret weapon for growth.
[Take a tour of Sage Intacct.](#)

Achieved with Sage Intacct:

- ✓ Shortened monthly close by over 80%.
- ✓ Slashed DSO by 50% and increased operating cash flow by \$7M.
- ✓ Scaled effortlessly with 2X revenue growth.
- ✓ Software ROI of 800%+ in the first year alone.

Sage



Sage

© 2024 The Sage Group plc or its licensors. Sage, Sage logos, Sage product and service names mentioned herein are the trademarks of The Sage Group plc or its licensors. All other trademarks are the property of their respective owners.