Success Story

Optimum Employer Solutions eliminates up to 50 hours a month in manual accounting work

Optimum Employer Solutions



"Our move to Sage Intacct has been just stellar. It's given us the ability to see information more quickly in better ways, and we're able to scale and grow with the software. We're accomplishing a lot more in less time in terms of accounting and finance."

Jenafer Elin
Director of Finance, Optimum Employer Solutions

Company overview
Optimum Employer Solutions is a fast-growing HR management and professional employer organization (PEO) serving small and mid-sized companies in 47 states. The firm helps clients focus on their core business, minimize employer risk, and control health insurance costs.

Results with Sage Intacct

- Eliminated up to 50 hours in manual accounting work each month.
- Improved efficiency in closing the monthly books 3x.
- Gained on-demand insights for improved decisions, client service.
- Improved mobility and data security during COVID-19.

Sage

Company
Optimum Employer Solutions

Location
California, US

Industry
Business Services

Sage Products
Sage Intacct

Optimum Employer Solutions



HR management firm seeks scalability amid rapid growth

Optimum Employer Solutions is a professional employer organization (PEO) providing HR, benefits, payroll, and workers' comp services to small and mid sized clients across 47 states. Named for nine straight years to the Inc. 5000 list of America's fastest-growing private companies, the company helps clients control costs, navigate administrative and regulatory issues, and offer affordable healthcare plans to employees. With that growth came complexity that the small accounting team at Optimum Employer Solutions, headquartered in Santa Ana, Calif., was challenged to manage.

An entry-level QuickBooks system, hosted by a third-party network provider, couldn't handle financial consolidation and intercompany transactions across Optimum Employer Solutions' multiple business entities. The accounting team was forced into hours of tedious manual work in Excel, while troubleshooting imbalances consumed even more time. Staff was forced to log in and log out of separate QuickBooks instances set up for each entity, and couldn't easily track profitability by clients. The manual accounting workload only stood to grow as Optimum Employer Solutions planned to add a third business entity.

"We definitely outgrew QuickBooks," recalled Jenafer Elin, director of finance. "We had to do all our consolidated financial statements in Excel, and it was not a good time to be had by anybody. Our goal is to keep growing, and I needed to make sure that our accounting software was going to grow with us," said Jenafer. The 15-year-old company found its ideal solution with Sage Intacct, eliminating up 50 hours a month in manual accounting work while improving business visibility that helps drive further growth.



Optimum Employer Solutions has eliminated between four to eight hours a week it spent on creating consolidated financial statements with Sage Intacct.

Close efficiency rises 3x with seamless multi-entity accounting

Based on a recommendation from another PEO firm running Sage Intacct, Jenafer explored how Sage Intacct lined up to Optimum Employer Solutions' needs. Ability to handle multiple entities and inter-company accounting was essential. A cloud-based architecture, strong customer support, interoperability with best-of-breed applications, and controls such as role-based permissions and multi-factor authentication were also important. "So many things in Sage Intacct appealed to me," Jenafer said. "There didn't seem to any other solution out there that could compete with Sage Intacct," said Jenafer.

Optimum Employer Solutions went live on Sage Intacct in January 2020 after a "stellar" implementation that Jenafer handled herself with help from a Sage Intacct support specialist. "Implementation was a fabulous experience and I came in way under budget," Jenafer said. "My trainer was phenomenal in tailoring Sage Intacct to exactly what I needed, and letting me set my own pace," said Jenafer. Optimum Employer Solutions quickly reaped rewards from its new platform, improving efficiency in closing the monthly books by 3x and delivering insights and answers to management days earlier than was possible in the past.

Optimum Employer Solutions has eliminated between four to eight hours a week it spent on creating consolidated financial statements in Excel, meaning up to 32 fewer hours each month. It's also cut out one or two hours a week in intercompany transactions work, for a monthly savings of up to eight hours. Another three hours a month is saved with Sage Intacct's prepaid expenses module automating journal entries. Finally, Jenafer spends about eight fewer hours each month looking information for Optimum Employer Solutions' CEO. Instead, the CEO has key data at his fingertips with a Sage Intacct dashboard.



Dashboards and reporting enhance decisions, client service

Personalized Sage Intacct dashboards are providing key metrics and on-demand information for Optimum Employer Solutions' CEO, the sales team, and the five-person accounting squad. "Our boss would email us and say, 'Can you run me a report on this or that?'" Jenafer said. "Now he just logs in to his dashboard and can filter information by client or any way he likes. That's one of his favorite things, because sales information is super important to him. We didn't have that ability or visibility with QuickBooks," said Jenafer. Meanwhile, sales reps have timely data on their quota goals, incenting greater performance.

Now with dimensional reporting in Sage Intacct, Optimum Employer Solutions gained new ability to track profitability and other dynamics at the client and location level. Real-time data and slice-and-dice reporting help drive decisions on which types of clients or client industries Optimum Employer Solutions can focus on, and it's also improving client service. "The real impact is being able to make better business decisions in terms of cost, and what kind of clients are a good business decision," Jenafer said. "We're also able to answer any client questions more quickly now that we're so much more efficient on the finance side," said Jenafer.

Interoperability between Sage Intacct and third-party applications including a PEO industry platform, MasterTax, and Bill.com is further streamlining accounting while eliminating difficult uploads to QuickBooks. And Jenafer's team could easily transition to remote work when COVID-19 struck not long after Optimum Employer Solutions went live. Using the multi-factor authentication option in Sage Intacct gave Jenafer additional confidence in access and security. "Sage Intacct being cloud-based really helped in moving accounting to home-based work without a hiccup," Jenafer said. "The multi-factor authentication gives us assurance that our data is safe and secure without having to worry about a data breach or other problems," Jenafer concluded.



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