

## Success Story

# High-flier DataXu turns to Sage Intacct to help drive rapid growth

DataXu

“As a result of Sage Intacct’s comprehensive automation and streamlined business processes, we’ve benefitted from massive efficiencies – most importantly cutting our monthly financial consolidations and close from 20 to just 8 days across all entities.”

**Jim Harper**

Controller, DataXu

### Company overview

Founded in 2007, DataXu’s marketing platform is used by brands and agencies to measure and understand consumer behavior, and deliver a more personalized experience across channels at each stage of the buying journey. DataXu was acquired by Roku in 2019.

Sage

### Company

DataXu

### Location

California, US

### Industry

Technology & Software

### Sage Products

Sage Intacct



### Executive summary

Previous software:

- QuickBooks

### Results with Sage Intacct

- Cut monthly closes by 12 full days.
- Gained greater real-time insight into financial operations.
- Maintained rapid growth with minimal finance headcount.

dataxu®



Since selecting Sage Intacct, DataXu has experienced incredible sales growth.

### **Seeking support for multiple entities, international currencies**

MIT scientists founded DataXu in 2007 to deliver programmatic marketing solutions for brands and marketing agencies. As the company expanded globally, its QuickBooks accounting software could not meet DataXu's changing financial management needs. Its finance team wanted a long-term, cloud-based solution that could seamlessly manage financial consolidations and reporting across several global entities.

"After quickly ruling out the cumbersome on-premises systems I've worked with in the past, like SAP and Oracle, we compared NetSuite with Sage Intacct and the choice was clear," said Jim Harper, controller at DataXu. "Sage Intacct's consolidation modules and multi-currency functionality best fit our needs. We also appreciated Sage Intacct's best-of-breed philosophy with the ability to easily connect our financial software into the other business software we already use, instead of feeling pressured to use a suite from a single vendor," said Jim.

Since selecting Sage Intacct, DataXu has experienced incredible sales growth – more than 21,000% over the past three years, which ranks DataXu as the fifth fastest growing private company in the U.S. according to Inc. Magazine.

### **Improved processes cut monthly close in half**

With Sage Intacct, the company manages its multi-currency financials across four legal entities spread throughout the United States, Europe, and South America. Sage Intacct's global consolidations software provides DataXu with all the functionality it needs to easily support these complex operations, enabling the company to expand rapidly into both local and international markets.

Sage Intacct's multi-ledger architecture separates the accounts receivable, accounts payable, and time and expense ledgers from the general ledger, providing separate sub-ledgers for each entity. As a result, DataXu can process transactions for any part of its business without degrading the performance of the general ledger – no matter how large its transaction volumes grow.

DataXu has also integrated Sage Intacct with its Adaptive Insights corporate performance management software for advanced budgeting and planning, which helps the company make faster, more informed, and better business decisions.



### **Flexible financials facilitate continued growth**

Sage Intacct is an ideal complement for a company like DataXu, which provides a powerful platform for data-driven marketing. With Sage Intacct, DataXu can bring that same level of analytics and business intelligence to its financials as the company expands, evolves, and accelerates business operations. Sage Intacct's powerful, built-in reporting and global consolidations capabilities let DataXu's finance team access any information it needs at the global or local level, at any time, without having to contact individual entity managers to create reports or perform currency translations.

"With Sage Intacct's fantastic multi-dimensional reporting functionality, we can better understand and manage what's important to our business by tracking not just financial metrics, but also key business metrics," commented Jim.

As the company evolves, Sage Intacct makes it easy for DataXu to re-configure and adjust its department structure on the fly with just clicks of a mouse, rather than having to re-write customization code. The company simply configures Sage Intacct to work the way its business works, and can make changes easily – even as its accounting needs become more complicated over time.

"Sage Intacct has been a great financial management and accounting platform for DataXu," noted Jim. "And as we expand, I'm confident that Sage Intacct will support us going forward because everything just works. I know that when we move into Asia, I'll be able to add new entities into our financial system in minutes and have immediate access to everything I need for full company consolidations," said Jim.



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