

## Success Story

# LogiSense increases accounting efficiency 2x, generates insights that improve profitability

LogiSense

“I absolutely love Sage Intacct. The ease of use, dimensional accounting, and real-time drill down into transactions has made my life much easier. We’re delivering timely and accurate reporting that allows our leadership to make more informed business decisions.”

**Sunny Wu**

VP of Finance/Treasurer, LogiSense



### Company overview

Founded in 1998, LogiSense is a global provider of usage rating and subscription billing solutions to the telecom, Internet of Things, hosted communications, cloud, machine-to-machine, and unified communications industries.

### Executive summary

Previous software:

- QuickBooks

### Results with Sage Intacct

- Reduced monthly close by 66%, from 15 to 5 days.
- Cut DSO by 10 days, increasing cash flow by 33%.
- Increased reporting 3x, from 3 to 10+.
- Improved profitability and decision making with rich reporting.

Sage

**Company**  
LogiSense

**Location**  
Cambridge, Canada

**Industry**  
Technology & Software

**Sage Products**  
Sage Intacct





### **Billing software vendor modernizes finance with Sage Intacct**

LogiSense is a leader in what it calls the “usage economy,” delivering usage rating an billing solutions to the telecommunications, cloud, machine-to-machine, and hosted/unified communications industries. Large enterprises such as Garmin, Cisco, Five9, Momentum and Vonage rely on the LogiSense platform to monetize products and services with complex pricing models and flexible billing by usage, subscription, and custom models. While LogiSense has invested heavily in building out its solutions since its founding in 1998, less attention was paid to the company’s accounting and finance function.

The LogiSense accounting team made do with QuickBooks for years before outgrowing the entry-level solution. Reporting via Excel didn’t deliver the insights that LogiSense needed to help guide its continued growth, while closing the books each month grew into a time-consuming manual exercise that could take weeks. Recognizing that QuickBooks and Excel were not sustainable, LogiSense evaluated multiple software solutions to modernize financial management with the improved efficiency and visibility that the company needed.

Sage Intacct emerged as LogiSense’s vendor of choice, offering automation, ease of use, and robust dimensional reporting that would transform accounting and finance as the company racked up double-digit revenue growth each year. LogiSense has since improved profitability, grown its reporting volume 10x, cut days sales outstanding (DSO) by 25%, and reduced the monthly close cycle by 66% — all without adding staff to a lean two-person accounting team. Building on success, LogiSense added Sage Intacct Budgeting and Planning in 2020 for an end-to-end finance platform.



LogiSense is now closing the monthly books in just five business days, down 66% from about 15 days in the past.

### **A 66% improvement in monthly close**

VP of Finance/Treasurer Sunny Wu joined LogiSense in 2018, with experience on an Oracle JD Edwards system. Sunny enjoyed a pleasant surprise in her first use of Sage Intacct. “From day one, I loved Sage Intacct,” Sunny said. “It’s so intuitive, well designed, and easy to use. I could immediately see design concepts and details that would be so useful to a finance professional. I learned everything from scratch through the Help menu and its plain-language documentation. That made it simple to begin using Sage Intacct,” Sunny added. Since then, Sunny has capitalized on Sage Intacct capabilities to improve overall accounting efficiency by an estimated 100%.

“Sage Intacct has cut my time in half and saves us at least one full-time accountant we’d need if we were still on QuickBooks,” Sunny said. “With the efficiency in Sage Intacct, I can manage and report our financials properly with just an office manager handling accounts payable,” Sunny added. In one example, 16 hours of manual expense management work each month has been eliminated through integration between Sage Intacct and a third-party Expensify application.

Sunny is now closing the monthly books in just five business days, down 66% from about 15 days in the past, while delivering far more in-depth and incisive reporting than was possible with QuickBooks and Excel. “The quicker close with more accurate reporting and information allows our leaders to make better decisions,” Sunny said. “We have faster insights with Sage Intacct that let us act immediately to address issues, without delays and depending on outdated data,” Sunny added. Additionally, spending was well managed with the Sage Intacct purchasing module.



### **Insights boost profitability, while cash flow improves by 33%**

Decision-making is also enhanced as Sunny is producing more than 10 different reports for executives, business unit leaders, and other stakeholders — up from just three basic reports in the past. “Sage Intacct dimensions have really helped me customize reports the way our leaders want them, which varies by business unit,” Sunny said. “It’s just a single click, I run the report and send it to them — very easy,” Sunny added. With breakthrough insights, LogiSense has significantly enhanced profitability in specific business units and the company as a whole. The professional services unit, for example, has gone from a loss to profitability — a shift of 35 percentage points.

Actionable data helped LogiSense better assess costs and per-customer pricing and adjust accordingly in both professional services and its hosting unit, which also went from a loss to profitability. Meanwhile, use of the Sage Intacct collection modules has helped LogiSense reduce DSO by 25%, from about 40 to 30 days. Automated notifications and dunning features are prompting more timely payments, accelerating cash flow by roughly 33% with funds that can be invested in continued growth. Plus, the company has clear visibility into payment status for manual intervention as needed.

Replacing Excel-based budgeting, Sage Intacct Budgeting and Planning also contributes to the enhanced reporting LogiSense has with Sage Intacct. Sunny no longer spends eight hours a month getting actuals data from Sage Intacct into Excel for budget vs. actuals reporting. Integration between both Sage Intacct components makes for faster budget vs. actuals, with drill down into up-to-date transactional detail. “I used to have to grab a financial report, transfer it into Excel, enter the actuals, and compare it to budget — that could take a full day,” Sunny said. “Now it’s done with a single click. Budgeting and Planning integrated with Sage Intacct is definitely making my life easier,” Sunny concluded.

