

At AccuMetrics we aggregate best-in-class SaaS vendors and virtual desktop providers into an outsourced, virtual accounting and financial system with 24/7 accessibility. Through this system we provide you with timely, reliable accounting information and support in a highly controlled and cost effective manner. Select the options that work best for your company now, and be confident that we will scale with you as your company changes. We are your virtual accounting department.

ACCOUNTING TRANSACTION OPTIONS

- **Transaction Processing** *Daily – Weekly – Monthly – Periodic*
 - ▶ Accounts receivable cycle: invoicing to collection
 - ▶ Customer statements & finance charges
 - ▶ Accounts payable cycle: purchasing through payment including employee expenses
 - ▶ Account reconciliations: bank, credit card, etc.
 - ▶ Inventory
 - ▶ Job costing
 - ▶ Fixed asset
 - ▶ Payroll processing
 - ▶ 401k contribution processing
Employee deferrals & employer contributions

INTERNAL REPORTING OPTIONS

- **Cash Basis**
Actual cash activity regardless of the period to which the transaction relates
 - ▶ Balance Sheet
 - ▶ Profit & Loss Statement
- **Accrual Basis**
Based on matching of revenues & expenses
 - ▶ Accrual basis closing entries
 - ▶ Balance Sheet
 - ▶ Profit & Loss Statement
 - ▶ Statement of Cash Flows
 - ▶ Metrics
Financial & Operational

PLANNING & ANALYSIS OPTIONS

- Forecasting
- Operating budget
- Capital budget
- Operating metrics
- ROI on operating activities being considered
- Leading Indicators
- Product & service pricing
- Product & service profitability analysis
- Project and/or contract profitability analysis
- ROI on proposed capital & other spending

FINANCIAL STRATEGIES OPTIONS

- Capital allocation
- Financing alternatives
- Financial processes
- Insurance process/risk management
- Interpretation of financial results
- Financial policies & internal control
- Finance & ERP system selection & evaluation
- Mergers & acquisition support
- Training

Contact Us at information@accumetricsllc.com or 571.295.4348

VIRTUAL ACCOUNTING & FINANCE SCALED FOR YOUR BUSINESS

Staying On Target

The most important single quality of leadership is the reality principle: you must deal with the world as it is, not as you would like it to be.

JACK WELCH, Former CEO, The General Electric Company

AccuMetrics operates at the leading edge in accounting technology, providing you with accounting solutions and financial strategies that enable your business to achieve peak financial and operational performance. As senior level accounting and financial management advisors, we have a long-standing track record of achieving high-performance results. Our success in doing just that is based on comprehensive, long-term experience in the application of financial and operational metrics, including leading indicators. We enable you to choose and implement the right metrics and then make the right decisions for your business.

Choose the critical key metrics for your business with our help and then allow us to assess the process of accumulating the data to ensure it is designed for accuracy, consistency and scalability. Acting on fewer metrics is more valuable than tracking many and acting on none. Consider the following metrics:

MARKETING METRICS

- Market Share
- Number of Acquisitions
- Innovation
- Brand Awareness

CUSTOMER METRICS

- Lifetime Value
- Survey Results
- Demographics
- Retention/Churn
- Sales Funnel
- Segmentation

SERVICE & PRODUCT METRICS

- Adoption Rates
- Staff Utilization
- Inventory Turn
- Quality Control
- Launch Date/Time to Next Release
- Productivity

SIX STEPS TO ACHIEVE PEAK PERFORMANCE

1. Select the right factors to measure
2. Identify possible barriers to success
3. Announce the chosen metrics and objectives
4. Collect the data
5. Monitor and communicate actual results
6. Take appropriate action

FIVE KEYS TO METRIC SUCCESS

- S**imple – Less Is More
- A**ccuracy Maintains Credibility
- F**requently Report Results
- E**ntire Organization Is Involved
- R**espond Accordingly

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