

Case Study:

Business Reporting & GAAP Compliance



Customer Support Software and Artificial Intelligence Company Selects  RTD INSIGHTS  for Business Reporting and GAAP Compliance

Company and Situation Overview

- Headquartered in Midwestern U.S.
- \$8M+ in annual revenue, seeking Series B round to extend growth
- Newly hired VP of Finance needing assistance prior to Series B round

Challenges without RTD Insights

- X Limited capacity to implement finance and accounting cleanup, changes to P&L and reporting, and track KPIs
- X Cash-basis accounting with inconsistencies in reporting structure and financial information presented
- X Need for clean financial data for Series B round and budgeting process

Results with RTD Insights

- ✓ Partnered with accounting firm and internal finance team to implement GAAP compliance and convert company from cash to accrual-basis
- ✓ Enhanced reporting structure and monthly workflows to ensure clean, accurate, and timely close process
- ✓ Cleaned up existing financial information & integrated systems of record