



sales@analytix.com | 781-503-9002 | www.analytixaccounting.com

AgencyPort Case Study

Providing Scalable Financial Operations for
High Growth Companies

About the Client

AgencyPort was a rapidly growing software company that offered a web based transaction system for property/casualty companies and insurance agencies. They were poised on the brink of exponential growth with a product that revolved around managing and reconciling hundreds of monthly transactions.

Client Challenge

As a young company, AgencyPort attempted to balance projected revenues with fixed operating expenses and overhead, specifically within their finance department which was responsible for processing the transactions and maintaining data integrity for monthly financial and operational reporting. In this situation, retaining high caliber, motivated performers in the department while balancing workload was integral to their profitability and future as a company. AgencyPort attempted to hire temporary and part-time bookkeeping as needed, but ultimately they required a fully functioning back office operation that was scalable, depending upon workflow. Developing disciplined, repeatable processes and transaction reconciliation reports for this type of business was critical to AgencyPort's success.

The Solution

AgencyPort initially retained Analytix Solutions for bookkeeping functions, but the partnership eventually matured into Analytix Solutions operating as a division of their finance department. The professionals at Analytix Solutions were accustomed to working with CPAs and possessed thorough knowledge of accounting treatments, as well as the capability to produce reliable financial data. They reconciled transactions to the penny, providing AgencyPort's management team with the confidence that they could resolve any unexpected financial issues. When AgencyPort was ready to grow to the next level, Analytix Solutions again provided a scalable solution that saved AgencyPort time, effort and resources.

Results

AgencyPort never required a full-time CFO or accounting staff, as Analytix Solutions provided a scalable alternative answer. Their annual percentage growth rate over 5 years was 440%, and they were ultimately acquired by a larger corporation. The immediate web access to current internal financials was critical to AgencyPort's sale. It allowed the acquiring company to confirm the data integrity of AgencyPort's financial reporting. Upon reviewing AgencyPort's operations in search of economies of scale, the purchasing company was extremely impressed by AgencyPort's financial efficiency. The company still uses Analytix Solutions to perform accounting and bookkeeping back office operations for the AgencyPort division.

- **Increased resources without the expense of hiring a CFO or additional bookkeeping staff**
- **Offsite data entry eliminated additional overhead and provided data integration**
- **Accurate financial reporting and forecasting allowed better growth management**
- **Annual growth rate over 5 years was 440% and positioned the company for acquisition**

Testimonial

“Initially, AgencyPort retained Analytix for bookkeeping. As we grew, Analytix became a division of our finance department and provided a scalable solution that saved us time and resources. We were 4% more profitable than we would have been if we had managed these functions in-house, and that’s assuming we would have performed those functions as well as Analytix Solutions.”

Gary Brach, CEO
AGENCYPORT

About Analytix Solutions

Businesses who are positioned for growth turn to Analytix Solutions for scalable, single source, business solutions. We provide small to mid-sized businesses with a full range of accounting services, ranging from bookkeeping to CFO services, in addition to accounting systems automation and integration.