

Consero seamlessly integrates new acquisitions and supports due diligence for a profitable exit



Case Study



Background

Merging three companies with granular data into a single entity is challenging, especially when there are multiple systems and no single-source-of-truth. Insurity needed better data organization and realigned priorities so they could spend less time on data creation and more time on analysis.

Before Consero, Insurity suffered from:

- ◆ NetSuite not optimized and Order to Cash inefficiencies
- ◆ Turnover in accounting team
- ◆ Time-consuming data distillation with vaguely defined recurring revenue KPIs
- ◆ Lack of analytical views for two distinct functions: Corporate (CRO, G&A) and product levels and owners
- ◆ Preparing for sale by PE firm

The Consero Solution

Consero's Finance as a Service (FaaS) provides experienced finance professionals, customized operational processes and robust software needed to support the daily financial operations and strategic decision making.

The Client's Results

Rollups Made Easy: Consero developed a systematic, repeatable process to onboard acquisitions quickly and get a clear understanding of the true financial and operational status of the business.

Realigned KPIs: Consero defined KPIs and delivered accurate hardline data with targeted analysis so critical decisions could be made.

Successful Exit: From initial discovery to final exit of the portfolio company, Consero provided readily available financial information for corporate, product owners, and interested buyers. Consero seamlessly supported the sale process of Insurity to GI Partners.

Increased Enterprise Value: The 37% cost reduction over its previous in-house solution maximized returns upon the exit.

Client: Insurity
Revenue: \$200M
Employees: 775
Industry: Software and Services

PE Backed by:
TA Associates

Acquired by:
GI Partners

"Consero seamlessly supported the sale process of our portfolio company. Financial information was readily available and Consero quickly addressed the buyer's due diligence requests. This resulted in a smooth process and helped maximize the value of the business."

Kevin Masse,
Chief Portfolio Officer



CONSERO FINANCE AS A SERVICE (FAAS) | PRICING COMPARISON

Software and services that support your daily business operations, allow you to understand company performance at a glance, and strategically grow your business

IMPACT

	IN-HOUSE (Optimized)	CONSERO
Business Continuity	No	Yes
CFO Focused on Strategic Activities	Less	Yes
Due Diligence / Audit Ready	Less	Yes
Scalable Platform for Growth and Add-Ons	No	Yes
Reporting Requirements Met	Less	Yes
EBITDA Improvements & Value Creation	No	Yes
Forward-Looking Metrics and KPIs	Less	Yes
Speed to Optimization	12-18 months	90 days

COST

	IN-HOUSE (Optimized)	CONSERO
Accounting Staff	\$606,000	Included
Technology*	\$132,600	Included
Implementation	\$150,000	\$104,270
Year 1 Cost Summary	\$888,600	\$562,645
Ongoing Annual Cost Summary	\$738,600	\$550,050



*Assuming 5-year \$663,000 NetSuite Assuming 5-year \$663,000 NetSuite® contract; in-house payroll responsibilities