

# How Consero Clients are Transforming the Finance Function with Finance as a Service



Consero recently hosted a virtual event in which two of our clients shared their experiences and insights on they transformed their finance functions into agile, cost-effective powerhouses using Finance as a Service (FaaS).

FaaS is an alternative to building an in-house finance and accounting team, delivering greater financial visibility and improved operational scalability along with a lower and more predictable cost structure. It includes a fully integrated software platform, transactional accounting, controller-level compliance and reporting, financial planning and analysis, and strategic CFO support.

## FaaS Helps Synacor Transition from Public to Private

Investors: Centre Lane Partners  
Industry: Software Development  
Revenue: \$65M  
Employees: 109

Ellen Purdy is a seven-time Privat Equity-backed CFO. When Ellen joined Synacor, a cloud-based software and services company, as CFO in 2021, the company was in the process of transitioning from public to private. During this process, they sold a product line that accounted for one-third of the company's revenue.

A new CEO joined Synacor at this same time who had experience working with Consero and FaaS. "This required a scalable accounting infrastructure to continue growth as a private company, along with new revenue recognition to improve accuracy and efficiency."



We realized that we needed to transition from the accounting and finance activities of a public company to those of a PE-backed private company

— CFO, Synacor

The decision was made to downsize Synacor's finance and accounting staff from eight people to two people, plus the CFO, and outsource finance and accounting to Consero. "I had never outsourced finance and accounting or done FaaS but I knew it made sense for us and I wanted to learn how to do it," says Purdy.

Purdy says Synacor had a plan for which functions and positions to retain and which ones to let go, but things didn't go according to plan. "Some employees left sooner than expected and some who we wanted to stay left, including the controller," she says. "Consero essentially trained me on the job and filled in all the pieces. The process has gone incredibly well."

In year two, they are tracking for even bigger savings. "Now it's just as much about optimizing, increasing efficiency and continuous improvement as it is about cost savings," says Purdy.

For example, Synacor originally continued using the expense reporting system and contract module it was using before moving to Consero. But they're now implementing a project plan to move these to the Consero module. "This will result in fewer human errors and also free up staff to spend more time on value-added tasks," says Purdy.



## 51% cost savings

Synacor realized a 51% overall cost savings during the first year after fully implementing the switch to FaaS.

## \$812,000

This included a significant payroll savings compared to building an in-house team

## \$165,000

F&A tech stack savings compared to in-house

## FaaS Helps RecoveryOne Build a New Finance Function Quickly

Investors: 7Wire Ventures  
Industry: Health, Wellness & Fitness Technology  
Revenue: \$6M  
Employees: 80

When he joined RecoveryOne, a digital health company, as CFO in 2019, John Araki says he walked into a finance function that was "virtually non-existent". The office manager was doing cash-based accounting using QuickBooks and month-end accounting was being done by the owner's personal accountant who had no corporate financial experience. "I was faced with building something that at least resembled a professional finance function in a short period of time", he stated.

RecoveryOne's goals and challenges at this time were to offload and outsource tactical tasks so strategic roles could enable and grow the business, professionalize the finance function for 606 compliance and set up departmental accountability, and get audit and due diligence ready for the next investment round.

Araki soon learned about Consero Global. "Finance as a Service scales with us in such an affordable way," he says. "Consero and FaaS put us on the map because we literally had no technology before. By outsourcing the finance and accounting function to Consero, we didn't have to buy an expense module or enterprise general ledger — it all came in one turnkey package. This turned us into a fully functioning finance organization practically overnight."

Regarding their cost savings with the Finance as a Service offering, John said, "I believe this figure is actually understated," says Araki. "The service we receive from Consero is way more valuable to us than you can quantify with numbers."

Araki especially appreciates the flexible ad hoc support he receives from Consero. "I find comfort in the additional capacity they offer," he says, "like if we need an additional one-time report. This might take us hours to do internally but we can tap Consero for things like this. They're a resource I know I can trust that's always available."

## Consero: Leaders in Finance as a Service

Consero specializes in providing Finance as a Service to companies that want to boost operational efficiency and reduce the costs by outsourcing their finance and accounting function. FaaS brings about a full finance transformation while helping companies prepare for audit, due diligence, bank covenant reporting and other value-added services needed to run the business more efficiently and cost-effectively.

To learn more about FaaS and how it can help you boost operational efficiency and reduce cost in your finance function. Let's start with a 20-minute consultative introductory call.

<https://conseroglobal.com/request-a-consultation/>



## 60% cost savings

RecoveryOne realized a 60% overall cost savings during the first year after fully implementing the switch to FaaS.

## \$99,000

This included staffing savings compared to building an in-house team

## \$25,000

F&A tech stack savings compared to in-house

