

FaaS Solution Helps Professional Services Agency Integrate Two Acquisitions in One Year

Consero's Finance as a Service (FaaS) solution saved PixelMEDIA \$85K-\$120K on the Finance Function and ERP implementation, while helping the new CFO complete two acquisition integrations and three cash-to-accrual transitions in Year One.

Consero Impact

90-Days

Finance Tech Stack Transformation from QuickBooks Enterprise to an Accrual-based ERP



Two

Completed Acquisition & Integration in under 12 months



Three

Cash-to-Accrual Transition in under 12 months



\$85K-\$120K

Cost savings in Year One



Company Background

PixelMEDIA (now RafterOne) helps lifestyle brands launch, manage, and grow their ecommerce business on Salesforce.

Profile	
Industry	Professional Services
Annual Revenue	\$15-20 Million
Employees	80+
Ownership	Private equity-backed
Growth Strategy	Acquisitions + Organic Growth

Pre-Consero Challenges

Preparing for multiple acquisitions, Pixel’s new in-seat CFO Ashley Honeyman needed a robust finance and accounting (F&A) infrastructure to unify disparate systems, accelerate time to market, and support a future exit.

Immature Financial Systems	Limited Processes & People	Funding Events
<ul style="list-style-type: none">• Outdated ERP and Accounting Setup: Relied on QuickBooks Enterprise on a cash basis.• Multiple Instances & Entities: Legacy systems for each acquired company would require significant manual consolidation.	<ul style="list-style-type: none">• Limited Finance Staff: No dedicated finance employees; billing and AP handled by HR.• No FP&A Function: No forecasting, budgeting, or structured financial analysis in place.• Manuel Processes: Spreadsheet-driven month-end close procedures, billing, and revenue tracking.	<ul style="list-style-type: none">• Imminent Acquisition: Required immediate purchase accounting and integration.• Potential Future Exits: Audit-ready financials and robust documentation needed for PE investors.

Building in-house vs. Outsourcing

Pixel’s CFO was used to building finance functions internally. However, in assessing the situation, she weighed two options:

Building In House	Consero’s FaaS
Hiring 2-3 full-time employees	Full team including VP, Controller, Staff
9–12 month ERP implementation	2–3 month implementation timeline
Separate consultant fees	One free for technology and people
Higher total cost	\$85-120K year one savings



Honeyman determined that Consero was more cost-effective and efficient than hiring multiple in-house roles and third-party consultants to handle complex ERP transitions.

“

Consero was the cheaper alternative because they leverage resources in India and have better technology rates with their partners. They also committed to an accelerated timeline that I wouldn't have been able to match in-house”

Consero's FaaS Implementation

The implementation, **completed in just 90 days**, included:

Rapid ERP Deployment



- **Cash-to-Accrual Conversion:** Within 90 days, Consero transitioned PixelMEDIA's finances to **Sage Intacct**, performing a full cash-to-accrual overhaul.
- **Unified Systems:** Bill.com, Nexonia, and BlackLine were integrated to handle AP, T&E, and account reconciliations across all entities.

Ongoing Controller & VP Support



- **Dedicated Consero Team:** A Consero Controller oversaw day-to-day accounting, while a VP of Finance provided higher-level guidance.
- **Weekly Check-Ins:** Regular meetings allowed Ashley to align on deliverables, business objectives, and investor requirements.

Documenting Processes & Policies



- **Month-End Close Checklists:** Consero created formal close procedures with clear deadlines, enabling consistent accruals and journal entries.
- **Standardized Chart of Accounts:** Streamlined consolidation across PixelMEDIA, Docmation, and GearsCRM.
- **Purchase Accounting Expertise:** Consero's team managed the technical components of integrating newly acquired subsidiaries into the centralized ERP.

Acquisition Integration Playbook



- **Two Acquisitions in One Year:** The first new acquisition went live on Consero systems within months; the second followed shortly thereafter.
- **Consistent Policies & Procedures:** Ensured new entities were quickly and seamlessly added to the established finance infrastructure.

Results: F&A Maturity in Under 90 Days

By partnering with Consero, PixelMEDIA built a best-in-class finance operation that supported multiple acquisitions and positioned the company for a potential exit.

1 Accelerated Month – End Close

Consolidated processes and clear documentation helped close books faster, often by Business Day 5-10.

3 Scalable Finance Organization

Integration playbooks for new acquisitions ensured alignment with standard policies and chart of accounts.

2 Audit-Ready Financials

US GAAP compliance, accurate revenue recognition, and robust reporting enabled smoother investor due diligence.

4 Strategic CFO Focus

Freed from day-to-day accounting tasks, CFO focused on investor relations, synergy planning, and growth.

System & Technology Transformation

Before	After
❌ QuickBooks Enterprise (cash basis)	✅ Sage Intacct ERP (full accrual)
❌ Manual, spreadsheet-driven consolidation	✅ Automated multi-entity reporting
❌ Minimal AP/T&E tools, high manual effort	✅ Integrated Bill.com, Nexonia, Blackline
❌ Limited real-time visibility	✅ SIMPL dashboard provider complete, real-time financial visibility

Process Improvements

Before	After
❌ Disparate teams and inconsistent steps	✅ Standardized month-end close checklists & policies
❌ No dedicated finance staff	✅ Full F&A team (VP of Finance + Controller + Staff Accountants)
❌ Manual billing & limited forecasting	✅ Automated billing and FP&A support via Consero
❌ Lengthy close timelines (BD 10+)	✅ Streamlined to BD 10

“

We modernized the financial stack for all three companies and did cash-to-accrual transition for two of them in a year – at least twice as fast as building in-house. ”

*Ashley Honeyman, CFO
PixelMEDIA*

Long-Term Success

With Consero's upgraded technology, standardized processes, and expert finance leadership, Pixel:

1

Accelerated two successful acquisitions

2

Transformed a fragmented finance function into a unified, modern, and scalable operation

3

Positioned itself for continued growth and future exit readiness

About Consero Global

Consero disrupts the way companies set up and scale their finance departments. The Finance as a Service (FaaS) model combines cutting-edge technology, processes, and people in a fully-managed solution to deliver precise financial visibility and improved operational scalability, plus a lower and more predictable cost structure.

For companies facing similar challenges with revenue recognition, manual processes, or investor expectations, Consero's Finance as a Service model offers a proven path to rapid transformation and long-term finance excellence.

[Request a consultation at conseroglobal.com](https://conseroglobal.com)