

## Success Story

# AutoClaims Direct, Inc. graduates from basic accounting to world-class ERP

AutoClaims Direct, Inc.

“Sage Intacct is fully capable of supporting our continued revenue growth without any additional finance staff over the next 5-7 years. In fact, as we’ve scaled, we’ve transitioned two team members to more customer-focused tasks so that we’re providing better insight for our clients’ businesses.”

**Kristy Facchini**

CFO, AutoClaims Direct, Inc.



### Company overview

AutoClaims Direct, Inc. links insurers with the best technology and service providers in the auto and property claims industry. AutoClaims Direct, Inc. has processed over \$3 billion dollar in assessed damages, servicing over 225 insurers including 11 of the Top 25 national carriers. AutoClaims Direct, Inc.'s mission is to digitize and connect the claims industry by focusing on simplifying processes and increasing transparency in a highly fragmented business sector.

### Results with Sage Intacct

- Improved customer experience through value-added reporting.
- Saved 45 hours/month on manual A/R and A/P processes.
- Cut A/R aging dramatically.
- Kept finance team lean during continued revenue growth.

**Company**  
AutoClaims Direct, Inc.

**Location**  
California, US

**Industry**  
Insurance

**Sage Products**  
Sage Intacct



Sage



Sage Intacct's flexible invoicing workflows let AutoClaims Direct, Inc. prepare and schedule bulk invoices that meet each customer's specific requirements.

### **Graduating from basic accounting to world-class ERP**

AutoClaims Direct, Inc. is an entrepreneurial company working to change the traditional approach to auto claims processing by combining user-friendly claims management technology with quality network vendor service solutions. Named to the Deloitte Technology Fast 500 of North America for four years, the company decided to replace QuickBooks and bring its outsourced basic accounting function in-house in preparation for continued growth. AutoClaims Direct, Inc.'s finance team went looking for a scalable ERP solution that could automate several manual processes and integrate with its internally developed claims management front end system.

"After evaluating Acumatica and NetSuite's complex systems, we loved how straightforward yet sophisticated the Sage Intacct solution was — it fit right in line with our own software development philosophy," said Kristy Facchini, chief financial officer at AutoClaims Direct, Inc. "Sage Intacct brings us tremendous reporting and dashboard flexibility, which lets us understand relationships between business activities so we can think more strategically. In addition, Sage Intacct's robust APIs allow us to speed processes and ensure data accuracy by linking directly to our other business systems, even proprietary ones," Kristy added.

### **Driving competitive differentiation through custom invoicing**

AutoClaims Direct, Inc. got up and running on Sage Intacct quickly, seamlessly integrating the new system with other business applications to eliminate unnecessary data entry from its accounts receivable (A/R), accounts payable (A/P), and reporting processes. Some of the finance team's biggest efficiency gains came from automating A/R management. Claims data from AutoClaims Direct, Inc.'s front-end system is now updated in Sage Intacct's A/R module in near real-time, and up-to-date payment history information is sent back to the customer portal.

Rather than invoicing claim adjusters for every single claim that comes through the system, Sage Intacct's flexible invoicing workflows let AutoClaims Direct, Inc. prepare and schedule bulk invoices that meet each customer's specific requirements. Sage Intacct's dimensions capability makes it easy to add specific details — such as vehicle or owner name, or unique claim numbers — to invoices as needed. Previously, the company spent around two days each month on just a handful of custom invoices, but now the team can offer these more detailed reports to any client because they take just minutes to produce.

By leveraging Sage Intacct to deliver more accurate, timely information, AutoClaims Direct, Inc. is able to enhance overall customer experience — ultimately driving competitive advantage for the business. In addition, Sage Intacct streamlined AutoClaims Direct, Inc.'s A/P process, saving at least four days each month that the team previously spent processing checks. Now, the whole process is integrated with ACH processing and takes less than an hour, resulting in a vendor network that's more loyal because it can count on getting paid on time.



### **Operationalizing financial insight**

Sage Intacct significantly improved AutoClaims Direct, Inc.'s financial transparency, allowing the company's leadership to monitor key trends such as profitability and revenue by customer by month. Kristy built a personalized Sage Intacct dashboard for the company's CEO, with Sage Intacct Performance Cards he monitors daily to track indicators like year-to-date revenue measured against prior results and current targets.

"When compared with the limited data we had before, the level of information we can access in Sage Intacct is like night and day," commented Kristy. "Now, we have key information such as gross margins by customer and business line at our fingertips. Since these crucial business metrics are no longer a mystery, we can create more realistic projections and make better day-to-day decisions. Our board has been impressed by the new business insight we provide to them," said Kristy.

AutoClaims Direct, Inc.'s finance team is also able to manage its receivables better with Sage Intacct's customer aging reports. As a result of this visibility, the company has shortened its average invoicing and payment cycles by more than 25 days and achieved healthier cash flow.



Sage

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