



Integrate Uses ART to Automate 22% of Accounts and Shorten Month-End Close

Implementation Cost	Implementation Timeframe	Externally Audited	Accounting System
Minimal	16 days	Yes	Intacct

How It All Started

Headquartered in Scottsdale, AZ, Integrate is a marketing software provider that helps marketers automate outbound demand generation campaigns. The company was founded in 2010 and works with over 2,000 customers globally.

While Integrate’s user base had undergone rapid growth, the company’s month-end process had not evolved as quickly and faced several challenges, including:

- Reliance on intricate Excel spreadsheets and complicated formulas
- Cumbersome paper files and folders
- Inconsistent review and sign-off processes
- Uncoordinated preparation methods
- Decreased accountability
- Untimely monthly submissions

After missing key deadlines, the Integrate accounting team sought a solution to centralize, automate, and provide stability to the company’s month-end close and reconciliation system.

The Controller and Accounting Manager were in search of a product that could lessen their dependence on Excel spreadsheets while offering an online approval process and a way to manage closing procedures.

After several product demos of ART, Integrate chose to partner with SkyStem to meet their close and reconciliation needs.

“Before using ART, we worked primarily in hard-to-follow spreadsheets. Our recs were not being reviewed or signed-off on a consistent basis.”

Kim R., Integrate Accounting Manager

Why ART?

Integrate chose SkyStem’s ART due to the software’s ability to meet the team’s requirements in the following areas:

- Robust Functionality:** Having both a centralized reconciliation repository and a task management feature to handle closing activities were crucial elements for Integrate. ART’s capabilities in these areas, along with the ability to download their work back to their internal system each month, gave the team increased control and visibility over their processes.
- True Automation:** Integrate sought a solution that eliminated their reliance on spreadsheets and manual processes. Through ART, the company has been able to system reconcile 22% of their balance sheet accounts.
- Quick Adoption:** The ability to implement ART within days, not months, was a key differentiator for Integrate. In addition, the cost of ART was well within the company’s budget threshold, thus making the purchase decision unproblematic to justify to senior management.

“ART’s Task Master feature helps keep us on track every month.

Over time, we’ve been able to make use of additional functionality and forms, most notably the amortization template, which has provided a lot of visibility into our reconciliations.”

Kim R., Integrate Accounting Manager

Implementation and Training

Prior to launching ART, Integrate’s dedicated implementation specialist met with the team to address their goals and objectives.

The company received hands-on training from a knowledgeable specialist at SkyStem, who guided Integrate’s users and administrators throughout the entire process; while detailed training documents provided step-by-step direction for future reference.

With minimal disruption to the team’s workflow, the Integrate accounting team was ready for their first automated month-end close cycle within two weeks.

“The cost was minimal for the benefit of automating our close and reconciliations.

For us, the decision to purchase ART was a no-brainer.”

Kim R., Integrate Accounting Manager

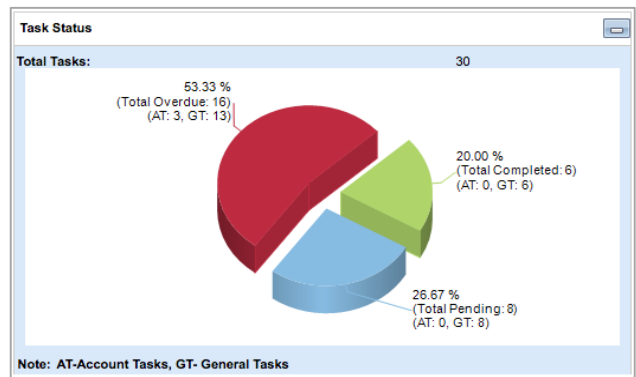
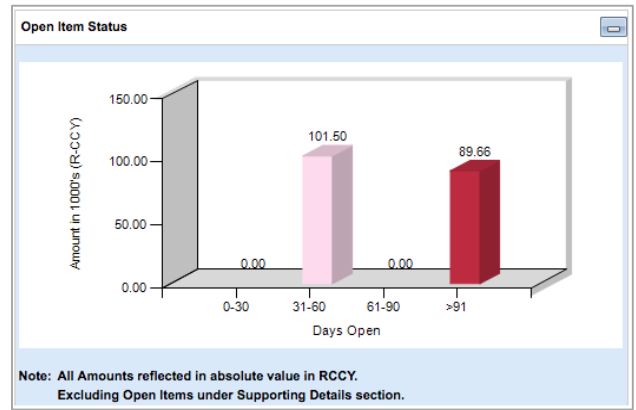
Task#	Task Name	Task Status	Description	Task Docs	Assignee Due Date	Reviewer Due Date	Due Date	Recurrence Type	Task Owner
Close Checklist									
1. U.S.									
0414T122	Tax Allocation	Pend. Approval	JE Support must be attached	(0)	5/3/2014	5/3/2014	5/3/2014	Every Rec Period	Jan
0414T123	Deferred Tax Entry	Pend. Approval	JE Support must be attached	(0)	5/4/2014	5/4/2014	5/4/2014	Every Rec Period	Jan
0414T124	Pension Analysis	Pend. Mod. Assignee	JE Support must be attached	(0)	5/5/2014	-	5/5/2014	Every Rec Period	Jan
2. International									
0414T131	Close AR Subledger	Not Started	Send notification to all parties 6 hours before cl...	(0)	-	-	5/1/2014	Every Rec Period	Min

Customer Support

The availability of a knowledgeable and responsive Customer Support team was a key determining factor in Integrate’s decision to partner with SkyStem.

Throughout implementation and beyond, SkyStem offers all customers the ability to connect with subject matter experts who are well-versed in ART and accounting best practices.

In addition to live support, all users have access to SkyStem’s online training courses, *The Genius Academy*, and virtual Help Center. These resources have been designed to engage both beginners and experts by offering a robust collection of FAQs, user guides, and videos, as well as training webinars throughout each month.



The Results

Since implementing ART, Integrate’s month-end close process has noticeably shifted, both in terms of speed and quality of the reconciliations. The team now has the bandwidth to fix processes that needed attention over time, and the technology to identify any issues early on.

Upon being audited, Integrate’s accounting team was able to easily download reports and supporting documentation for all periods selected for examination. According to the company’s Controller, “Our auditors were very impressed and pleased that we had moved off of error prone spreadsheets to an automated system.”

“The ability to attach supporting documentation, create risk thresholds, and save reconciliations onto our own servers has done wonders for our month-end process.”

Kim R., Integrate Accounting Manager

Schedule a demo: info@skystem.com or call us at 646-833-3177