

1440 Security | IT/MSP Hurdles and Solutions

Preparing for Strategic Growth

1440 Security is a computer and network security company operating in Dallas, Texas. Like many other emerging and established IT security providers, 1440 wasn't getting adequate functionality from their existing Quickbooks platform. "Quickbooks didn't handle the deferred revenue requirements of our business well and we did not have the (internal) expertise to produce good financials," said Brian Bilodeau, President of 1440 Security. Further, their financial team lacked the experience and knowledge of the IT industry to create their ideal system.

Working with Next Level Now, Brian and 1440 were able to move to a cloud-based, user-friendly interface that could accommodate their financial reporting needs, including deferred revenue requirements, as well as receive consistent and concise reporting. On top of this, their trusted CFO advisor was there through every step and could offer analytical interpretation of their financials to create actionable change.

Proactive Reporting

Clear, concise information is critical for growth-oriented IT owners to spend less time managing financial issues and more time on operations and service delivery. With financial information delivered by a CFO-led accounting partner, owners and managers receive:

- Income statements and balance sheets that summarize and compare financial metrics over time.
- Attention to the exceptions—results that stand out from the norm—to help leaders focus on issues that need immediate attention.
- Financial and cash flow projections that provide deeper analysis to navigate the challenges and opportunities of the business.
- Providing more precise metrics allows them to fine tune operations.
- Reporting across multiple lines of service to give owners a clear view of performance throughout the business.
- Information delivered to devices, providing easy access to information where and when it is needed.

Executive Summary

Previous Software:

QuickBooks

Results with Next Level Now, using Intacct Software:

Streamlined operations and delivered key insights

Handled deferred revenue requirements

Outsourcing to Next Level saved the company \$15k annually

Software paid for itself quickly as it allowed the company to scale up

"It comes down to trust and confidence. Outsourcing our financials was a decision not taken lightly and it was a great move."

B. Bilodeau

President 1440 Security

“ Once we outsourced to NLN they easily set up the new system and eliminated our manual, error prone processes, and saved us valuable time every month.”

B. Bilodeau

President 1440 Security

Beyond the Spreadsheet

Accounting isn't just recording transactions and creating reports. Regardless of title—bookkeeper, accountant or financial manager—the organization needs an interpreter of the numbers to monitor performance and guide the financial aspects of growing the company.

Outsourced accounting partners such as Next Level Now using cloud-based business management systems will not only provide a more cost-effective solution, but also the tools and guidance to streamline operations and deliver deep insights.

A Trusted Partner

The growth of a company is never without surprises—some welcome, some not. The leadership team of every growing IT service organization will be faced with decisions outside of their comfort zone. Those organizations working with an outsourced financial management partner have a team of experts to call on when they need advice.

Working with accounting professionals who know the industry can provide advice and guidance when the MSP needs:

- An objective point of view to provide advice untainted by internal politics or agendas.
- Guidance from a financial professional who has navigated similar situations.
- Risk reduction through the experience of people who have seen similar challenges and opportunities.
- Connections to valuable resources.

It's easy for business leaders to get bogged down in the small tasks that take focus off the big picture. By partnering with an outsourced accounting firm, owners can focus on strategic, client-led growth with the confidence that their financials—and financial team—can and will support the road ahead.

About Next Level Now

Next Level Now offers strategic, high-level financial solutions for growth minded businesses.

Our SOAR Program, provides strategic outsourced accounting resources, guided by a CFO at the top. Next Level Now has a proven track record of helping clients create the strategies, infrastructure, and standardized processes needed to run successful, scalable organizations.