

Success Story

GoGuardian® achieves 800% ROI from Sage Intacct in first year

GoGuardian®

“Thanks to Sage Intacct, we reduced our monthly close from 31 days to five, while reducing days sales outstanding (DSO) from 59 days to 29 and pulling in an additional seven million dollars in operating cash. These significant improvements allowed the company to invest in headcount for product development, push out fund-raising by eight months, and further develop a reseller channel to reach more schools. By automating our full range of accounting workflows, Sage Intacct helped us scale easily even as our sales doubled.”

Elliot Woo

Director of Accounting, GoGuardian®



Company overview

GoGuardian® is an award-winning cloud-based software suite providing educators with unprecedented control over their school district's 1:1 technology programs. With GoGuardian®, school leaders can keep the internet as open as possible — but as safe as needed — empowering students to discover, learn, and grow while helping them stay focused and learn digital citizenship.

Results with Sage Intacct

- Shortened monthly close by over 80%.
- Slashed DSO by half and increased operating cash flow by \$7M.
- Scaled effortlessly with 2X revenue growth.
- Software ROI of more than 800% in the first year alone.

Sage

Company
GoGuardian®

Location
California, US

Industry
Technology & Software

Sage Products
Sage Intacct

 GoGuardian®



With Sage Intacct, GoGuardian® is able to close its A/R in a single day at the end of each month.

Robust financial management for rapid scale

On a mission to transform education, GoGuardian® provides Chromebook management solutions that keep students safer online and make teaching easier. Following its founding in 2014, the company experienced tremendous growth in K-12 schools and already serves over 4 million students and 120,000 educators in all 50 US states. However, it was difficult for the organization to keep up with this rapid pace of growth while relying on cumbersome processes that slowed the receipt of revenue, prolonged month-end close, and delayed visibility into GoGuardian®'s cash position. Its sales operations team had to tediously convert opportunities into contracts, then manually invoice those contracts and send payments to a third-party accounting firm, which posted them to the general ledger in QuickBooks and put them into an Excel-based revenue recognition tracker.

Elliot Woo recently joined GoGuardian® to bring the company's accounting operations in-house, and he quickly decided they needed to replace their QuickBooks software with a more efficient solution that could provide insight into SaaS financial and operational metrics. "We wanted a robust system that could automatically process contracts as purchase orders are received, bill customers, accept payments, post to the general ledger, do revenue recognition, and produce financial reports," said Elliot, director of accounting at GoGuardian®. "After evaluating Oracle NetSuite as well, we found that Sage Intacct's user interface was superior, along with being more affordable. We were pleased with the software's tight Salesforce integration, quick implementation, and helpful training offerings," Elliot added.

Automated order-to-cash increases cash flow by 50%

Working with Sage Intacct partner, RKL eSolutions, GoGuardian® deployed Sage Intacct as the core of a best in-class financial ecosystem, and automated its entire order-to-cash process. Elliot noted, "With Sage Intacct, we were able to eliminate a giant 5,000-line spreadsheet that kept track of all our contracts and revenue data across varying licensing terms. Instead, we rely on technology to streamline our accounting processes and make us scalable."

Sage Intacct now seamlessly converts closed/won opportunities from GoGuardian®'s Salesforce CRM system into contracts, invoices customers, closes accounts receivables (A/R), and generates revenue recognition schedules that post to the general ledger automatically. As a result, the company is able to close its A/R in a single day at the end of each month. Additionally, Sage Intacct Collections drives a painless, configurable process that sends customers reminders, assigns owners to collection cases, and centrally records all activity to provide real-time visibility into customer histories, aging balances, and more.

Finally, the cloud-based financial management system syncs GoGuardian®'s accounts payables (A/P) from Bill.com and employee expense reports from Expensify, so that all financial transactions are paperless and recorded centrally in Sage Intacct. Next, the company plans to further accelerate its order-to-cash cycle by integrating Sage Intacct with an EDI solution from B2B Gateway in order to enhance the process of invoicing its channel partners, such as CDW and Dell, which bundle GoGuardian®'s software with their hardware.



Timely financial insight steers continued growth

GoGuardian®'s finance team delivers more value to the business because Sage Intacct offers a flexible foundation that lets them track and report on financial data. They simply tag transactions with the relevant dimensions, such as customer, vendor, employee, location, or project, which adds business context to the company's data and makes it easy to find fast answers to a wide range of business questions. And with hundreds of pre-built financial reports in Sage Intacct, the team can provide GoGuardian®'s management with accurate metrics to inform key decisions that continue to steer the company's 100%+ year-over-year growth.

In addition, Sage Intacct helps the finance team provide useful insight to outside investors in a timely manner with little effort. "Our investors are very happy and confident about our plans because we can be transparent about our financial results on a monthly basis, which ensures more productive board meetings," shared Elliot. "Now, we spend more time reviewing financials and analyzing data, and we're able to instantly answer ad hoc financial questions from anyone," Elliot concluded.

