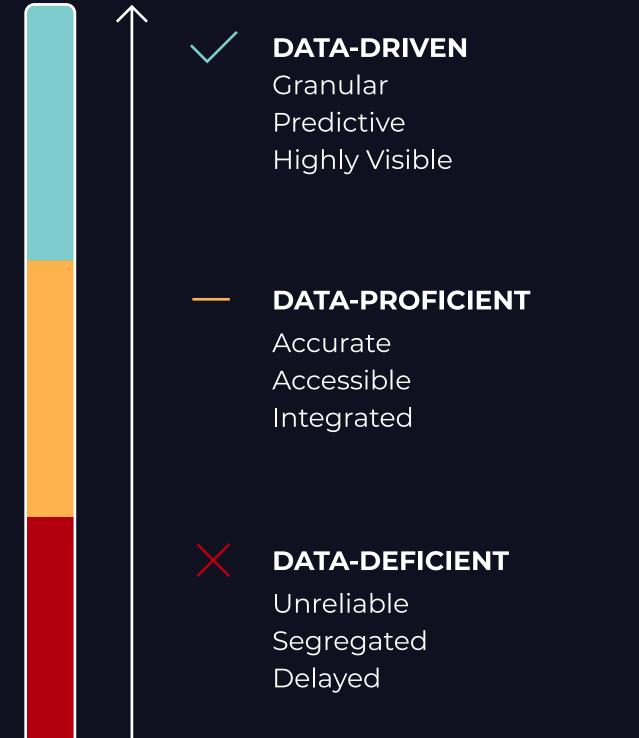


# **4 Ways** to Know You're a Data-Driven Business

Data is at the foundation of a competitive business. Companies that embrace, maintain and analyze their data efficiently stay one step ahead in their decision making. Here are 4 signs you're maximizing your potential with data.

# The Data Health Meter



## COMPETENCY 1

My company frees up time from repetitive tasks and creates efficiencies that enable higher level analysis and informed decision making.

### METHODS



Experienced accounting team leadership



Established data collection and process controls



Automated accounting workflows



Manual, paper bookkeeping

## THE COMPANY

110-year-old general contractor

## CHALLENGE

Financial analysis curbed by inefficient use of talent and technology

### + SOLUTION

Established procedures and practices to make financial data available faster

### = COMPETITIVE EDGE

**50% less time** on month-end close & more time to evaluate financial statements and acquire capital

## COMPETENCY 2

My company integrates data across team functions to eliminate information silos and work toward a common goal.

### METHODS



Customized ERP implementation



Accounting information systems



Cloud migration



Patchwork spreadsheets

## THE COMPANY

Acquired CPG Startup

## CHALLENGE

Fast growth increases accounting complexity and workload compression

## + SOLUTION

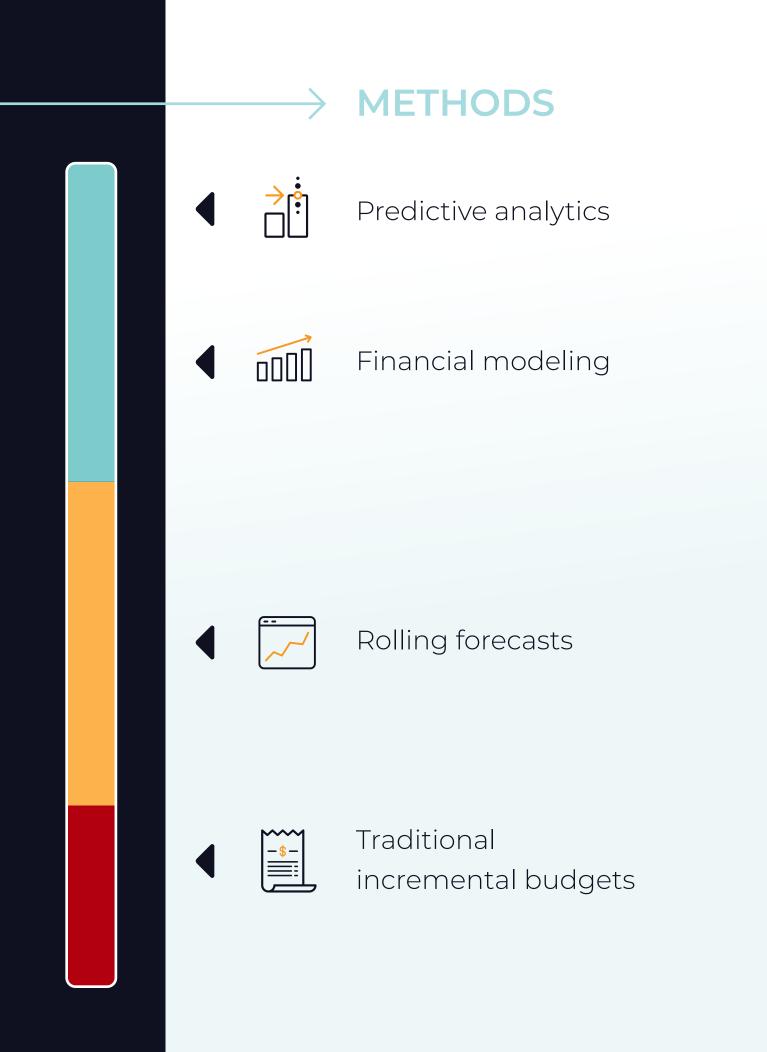
New (SAP) ERP system to connect workflows

### = COMPETITIVE EDGE

**Greater bandwidth** and efficiency to expand accounting team and scale

### COMPETENCY 3

My company uses data to understand growth drivers & risks with greater predictability in order to empower proactive decision making.



## THE COMPANY

**Digital Agency** 

## CHALLENGE

Lack of a confident roadmap for the next stage of growth

### + SOLUTION

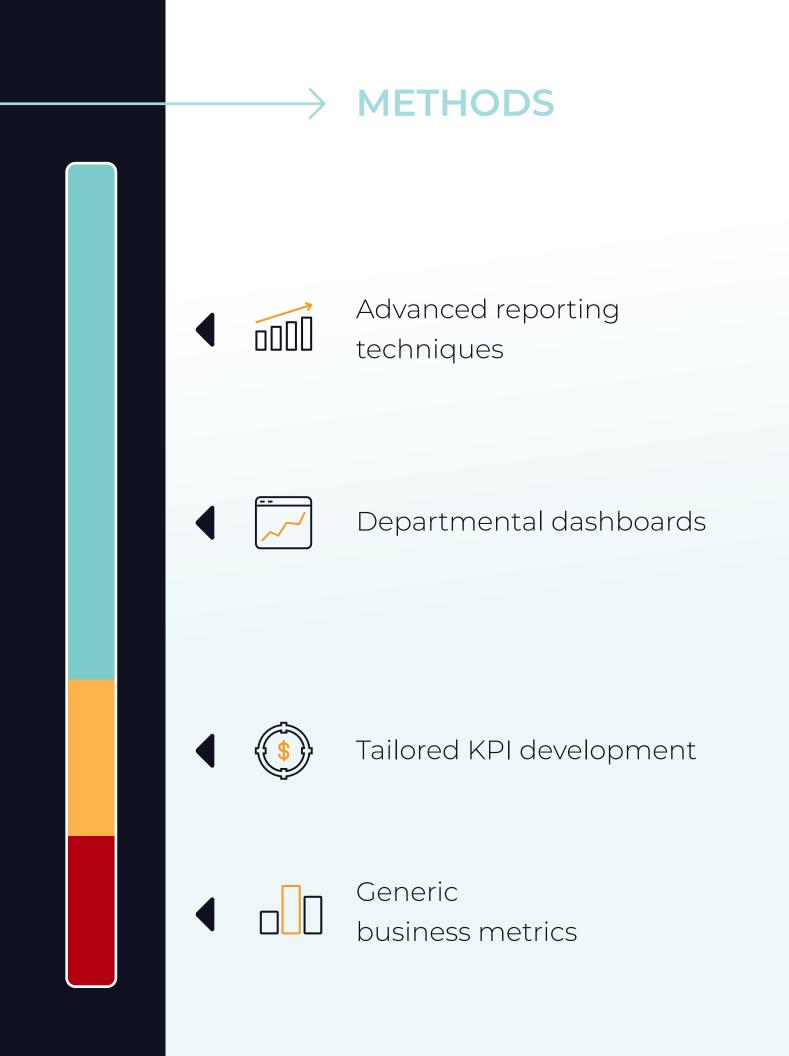
Test and analyze impact of scenarios on key growth drivers

### = COMPETITIVE EDGE

Gained insights to optimize cost, resources and time allocation for projects, ultimately increasing profit margins

## COMPETENCY 4

My company sees its health in real time to adjust strategy and goals with greater agility.



## THE COMPANY

Computer Product Reseller

### CHALLENGE

Declining profitability & valuation due to incorrect performance standards

## + SOLUTION

Tightly defined metrics + optimized KPIs

### = COMPETITIVE EDGE

More realistic and sustainable goals leading to **higher valuation** 

# Take control of your data with Paro's flexible finance and accounting solutions.

**FIND YOUR SOLUTION** 

