

whitleypenn

# Your Financial Close Process Simplified

PRESENTATION BY:  
WHITLEY PENN +  
TRINTECH



# Naveed Salman

Managing Director

CAAS Analytics – Whitley Penn

Naveed was founder of Cogenics Consulting and now Managing Director of Client Accounting & Advisory Services (CAAS) Analytics at Whitley Penn, Naveed brings to his clients significant experience in development of financial solutions primarily as a lead architect and developer of multi-phased cloud implementations. Naveed has deep expertise in serving global SaaS, Retail and Biotech clients, driving business transformations, creating enterprise value by focusing on improving standardization of processes and systems, enabling an integrated and consolidated approach across organizations and locations. Naveed's specialization on core analytics complements his technical skill sets, clearly demonstrated by him in delivering various strategic business initiatives such as space and price optimization, product rationalization, vendor and product profitability.



**Naveed Salman**

*Managing Director,*

*CAAS Analytics*

# Jon Sykora

## Director of Partner Enablement Trintech

Jon has over 17 years' experience in the Finance & Accounting space, with experience in public accounting audit practices, as well as finance and accounting applications and software alike. Jon has been with Trintech for over 7 years, and has served as a product manager, and now serves as Director of Partner Enablement to support resellers and implementation specialists such as Whitley Penn, by supporting the partner ecosystem and its customers and prospects with understanding the scope of solutions under the Trintech umbrella to solve for common pains and improve efficiencies.



**Jon Sykora**  
*Director of Partner Enablement - Trintech*

# About Whitley Penn

Whitley Penn is the 37th largest firm in the nation based on 2023 rankings in *Accounting Today*, 39th in the nation based on 2023 rankings in *INSIDE Public Accounting's* “Top 100 Firms”, and one of the fastest growing firms in the nation. We have an extensive team of experienced audit, tax, consulting, and valuation professionals that we draw upon as needed.



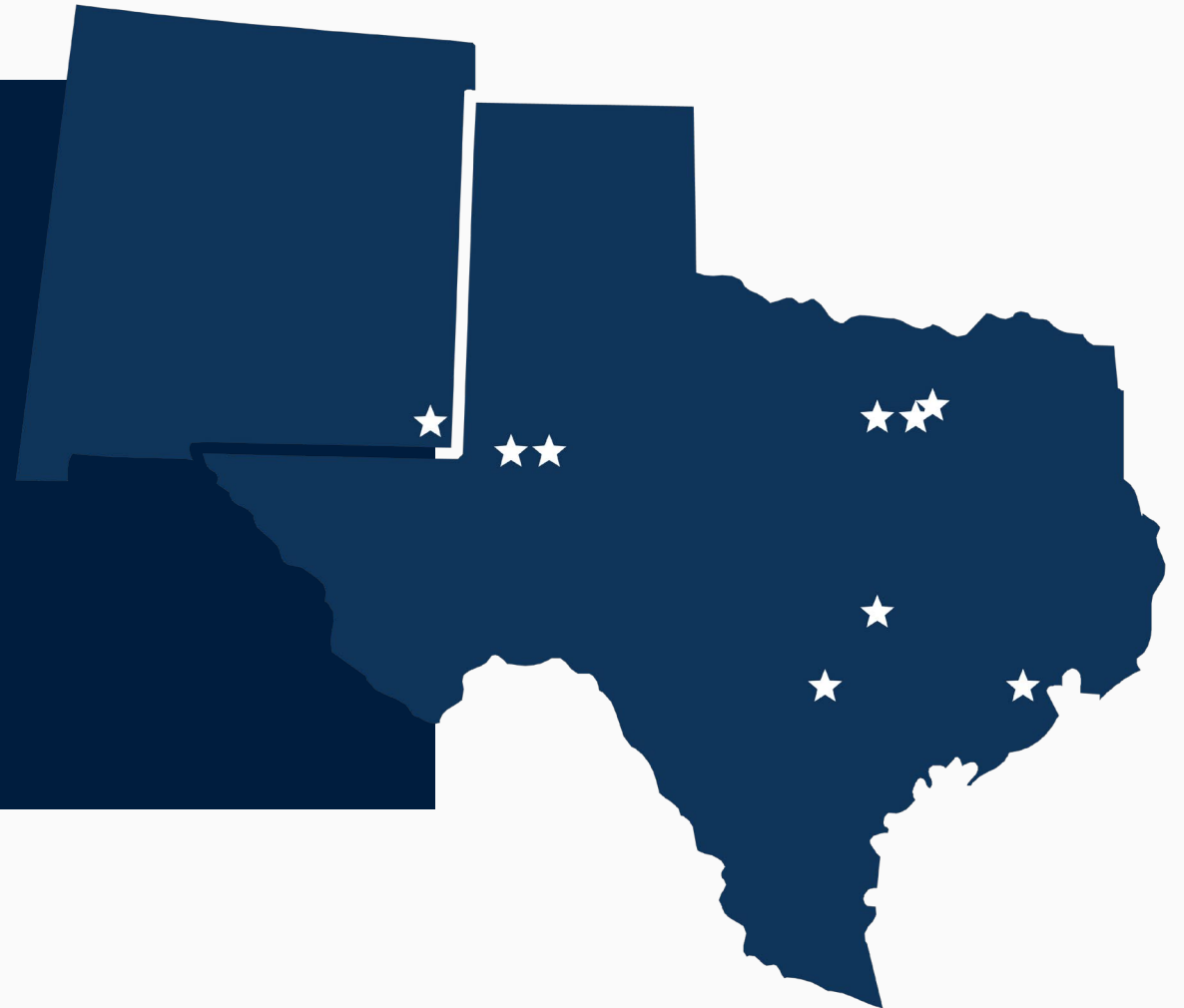


## Founded in 1983

9 Office Locations

90 Partners

800+ Professionals



# Industries



- Agriculture
- Construction
- Employee Benefit Plans
- Energy
- Estate & Gift Planning
- Family Office & High-Net-Worth Individuals
- Financial Institutions
- Healthcare
- Manufacturing, Distribution & Logistics
- Nonprofit
- Private Equity & Investment Funds
- Professional Services
- Public Sector
- Real Estate & Construction
- Restaurant, Entertainment, Retail & Hospitality
- Technology
- Transportation
- Veterinary Medicine

# Our Services

## ■ Audit & Assurance

- Privately - Owned
- SEC Filings: 10k and 11k
- Non-profit Entities
- Benefit Plans
- Risk Advisory Services
- Cybersecurity

## ■ Consulting

- Strategic Consulting Services
- Transaction Advisory Services (TAS)
- Forensic, Litigation and Valuation Services (FLVS)
- Wealth Management (WPWealth)
- Client Accounting & Advisory Services (CAAS)
- Bankruptcy & Restructuring

## ■ Tax

- Federal
- International
- State and Local Taxation (SALT)




The title 'HLB International' is written in a large, white, sans-serif font on a dark blue background. An orange triangle points to the left from the top left corner of the slide.

Whitley Penn is an independent Member of HLB international, a global network of advisory and accounting firms. HLB refers to the HLB international network and/or one or more of its member firms. For more information on HLB international and its legal structure, please visit [www.hlb.global/legal](http://www.hlb.global/legal)

A white circle with a teal border containing the text '1,030 GLOBAL OFFICES' in teal, connected to the other circles by a white line.

**1,030  
GLOBAL  
OFFICES**

A white circle with a teal border containing the text '25% NETWORK GROWTH' in teal, connected to the other circles by a white line.

**25%  
NETWORK  
GROWTH**

A white circle with a teal border containing the text 'US \$4.08B GLOBAL REVENUE' in teal, connected to the other circles by a white line.

**US \$4.08B  
GLOBAL  
REVENUE**

WE ARE AN  
INDEPENDENT  
MEMBER OF




THE GLOBAL  
ADVISORY AND  
ACCOUNTING  
NETWORK





# Solutions and Capabilities





# OUR CLOSE CONSOLIDATION OFFERING



# An End-to-End Unified Financial Close and Consolidation Solution



Financial Consolidation  
and FP&A



Financial  
Close Management

## Consolidate Ledgers

Perform GAAP/IFRS consolidation across multiple entities as well as driver-based scenario analysis

## Analyze and Report

Integrate financial data and analysis for connected reporting/filing with real-time data flow

## Close the Books

Centralize and streamline the close to get to a fully reconciled, audit-ready trial balance



# OUR INTEGRATION CAPABILITIES



# Data integration and automation



## Finance Transformation

- Data driven decision making process
- Connect and Integrate Financial and Operational data
- Real-time data integration and automation
- Eliminate the manual process of extracting, transforming and loading the data
- Seamlessly integrate various sources

# Sources we have Integrated



WE ARE AN INDEPENDENT MEMBER OF  
THE GLOBAL ADVISORY  
AND ACCOUNTING NETWORK

# Data integration - Offerings



## Services Engagement

- Master data management, API Management, Workflow Management, Scheduling & Notifications
- Data Integration, Automation and Analytics
- ETL, Data Warehouse Management

## Managed Services

- Ongoing Support, Best Practices, End User Adoption

## Health Checkup

- Review existing processes and provide detailed overview on value generation



# WHY WE PARTNER WITH TRINTECH





# Modern Close Platform



- Centralized Architecture
- Automated Processes
- Full Workflow Management

# Market Alignment



- Trintech target market
- Trintech's customer centric approach
- Time to value – Implementation ROI
- Long-term sustainability factor



Welcome, Jon!



# TRINTECH | Best-of-Breed Software for the Office of the CFO

We power the financial close process and automate reconciliations for over **4,200 customers** across **100+ countries**.

## Trintech Trusted By

Majority of the Fortune 100	
5 of the Top 10 Global Banks	
#1 Global Investment Bank	Morgan Stanley
World's Top Food & Beverage	
World's Top Retailers	
3 of top 5 Global Apparel Mfg and Retailers	
3 of top 5 Defense Contractors	
2 of top 5 Insurance Brokerages	
#1 Global Hospitality Brand	
2 of top 5 IT companies	

Backed by leading Private Equity firms

## Key Business and Customer Highlights <sup>(1)</sup>

	<b>4,200+</b> Customers		<b>\$1T+ in Cash, AR, and Prepaid Accounts <sup>(2)</sup></b> Reconciled by our customers
	<b>300,000+</b> Users		<b>23B+ Transactions</b> Processed Annually
	<b>85%+ automatically matched</b> saving over 46 million hours/yr. compared to competitors match rate <sup>(3)</sup>	<p>Note:</p> <p>(1) Values are proforma and include acquisition contribution</p> <p>(2) Values obtained from public filings from a subset of customers</p> <p>(3) Based on minimum average for a manual transaction match in Trintech solutions vs published Blackline match rates in November 2022</p>	

Trintech is a **Financial Software Leader** on G2 Crowd

# What Does Trintech Do? | Core Accounting Benefits

## ACCOUNT RECONCILIATION

### TRINTECH VALUE

1. Reduction in manual intervention during reconciliation process
2. Early risk identification and effective risk management and prioritization
3. Workflow enforcement and visibility

**90%** in number of accounts to be manually reconciled  
REDUCTION

## TRANSACTION MATCHING

### TRINTECH VALUE

1. Business driven match rules reduces menial work and improves speed of reconciliation
2. Automated workflow management reduces the need for manual intervention
3. System agnostic and data transformation capabilities enriches poor data and reduces preparation time

**99%** in preparation time needed on reconciliations for reconciler  
REDUCTION

## CLOSE TASK MANAGEMENT

### TRINTECH VALUE

1. User defined workflows drives accountability and enforces ownership
2. Reduce risk and gain confidence with early identification of bottlenecks and escalation routing
3. Enhanced collaboration allows for distribution and realignment of workload, reducing key man dependency

**30%** in time needed to complete close tasks  
REDUCTION

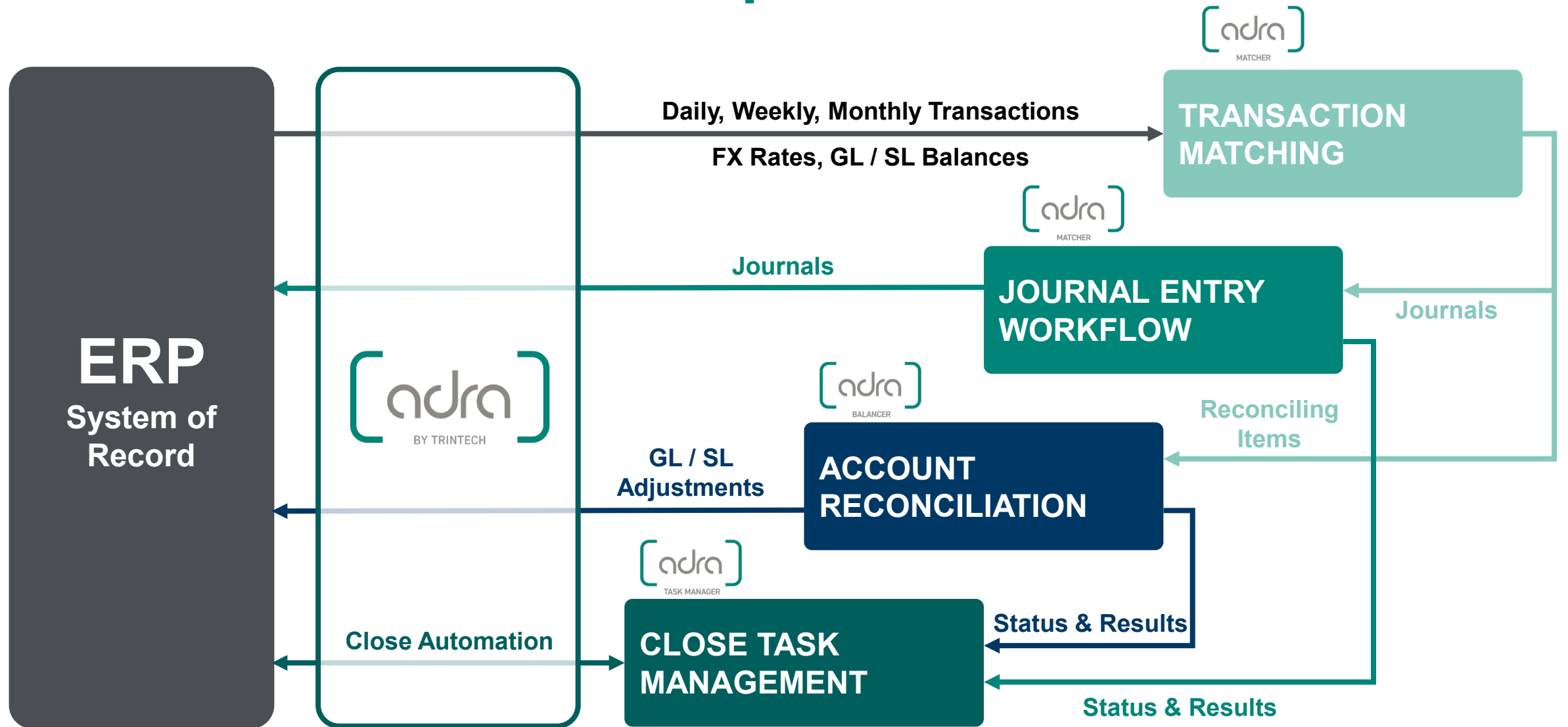
## JOURNAL ENTRY WORKFLOW

### TRINTECH VALUE

1. Gain confidence and control through visibility and approval routings of manual journal postings
2. Templates and risk indicators ensure standardization and increase quality of manual journals
3. Increased audit readiness through audit trails approval routing

**50%** in time needed to review JEs (for approvers and reviewers)  
REDUCTION

# The Financial Close. Simplified.



# THE ADRA SUITE



**Transaction Reconciliation**  
Matches transactions between multiple data sources. Examples: Bank Reconciliation, Credit Cards, AR, AP, Payroll and HR.



**Task Management**  
Manages all recurring tasks within the Finance department. Ensuring a compliant and controlled period end, each step of the way.



**Balance Sheet Reconciliation**  
Accurate and audit-ready balance sheet reconciliations. Improved consistency, compliance and visibility.



**Analytics**  
Enables finance departments to report on and conduct data analysis to ensure that full understanding of the close is achieved.



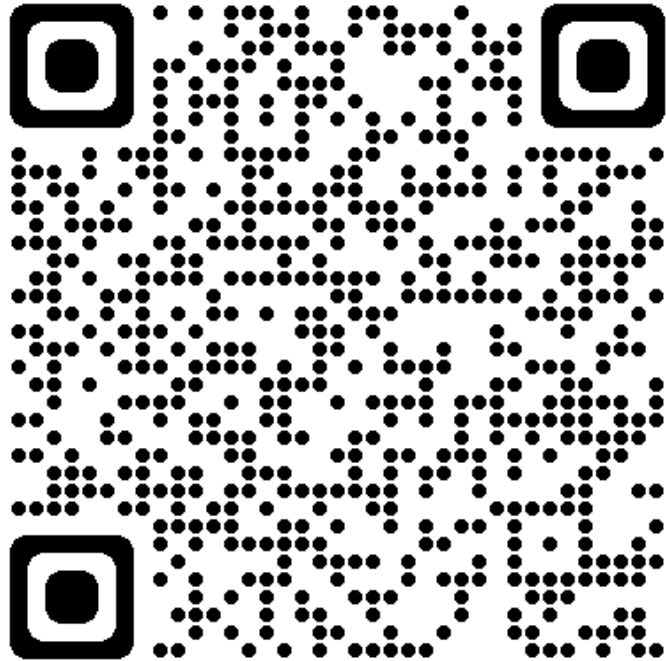


# Demonstration





**Book Your  
Complimentary  
Consultation:**



# Q&A

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**Use the chat or Q&A feature to submit  
your questions.**

**You will receive a follow-up with a  
recording & a copy of the presentation.**

**Thank you for joining us!**