



prodigy

WHITE PAPER

How Prodigy Helps Finance and Accounting Teams Succeed

Why Salesforce is a CFO's Best Friend

Designed to bring companies and their customers closer together, Salesforce uses cloud-based technology to provide real-time access to revenue data.

With a clear view of your organisation's most important data and trends, you'll save a shed load of time on forecasting. Even better, the financial predictions you provide as CFO will be more accurate.

With predictions you and your company can rely on, your teams can create hyper-targeted plans, and you'll all win together.

Here are four ways in which Salesforce is tailored for finance.

1 One source for revenue data

Salesforce simplifies data consolidation by providing a single, up-to-date view of business data. With a unified system for all data, including expenses, you'll have instant access to real-time revenue data, supporting accurate forecasting and revealing new insight for decision making that helps your company focus on what's really important.

2 Facilitate customer focused strategy

Salesforce's suite of tools empower customer-centric buyer journeys. And that same process helps CFOs also take a customer-centric approach by supporting intelligent analysis of customer retention and churn. With access to real-time data, your financial predictions are accurate, helping you better identify those investment opportunities with long term growth potential, both reducing the cost of customer acquisition and improving customer retention.

3 Coordinate sales and finance activity

Salesforce addresses the challenge of coordination between sales and finance departments by enabling finance and sales teams to collaborate seamlessly. Empowered with this information, you will be able to budget better, forecast outgoings, and easily make data-led choices about company activity.

4 A scalable solution for finance

As a unified cloud-based platform, Salesforce promotes efficiency. With no need to enter data across multiple systems, members of your finance and sales teams can access data remotely. This flexible platform can be tailored to your finance department by seamlessly adding pre-built apps such as [AccountingSeed](#) to your system.

Make magic with Salesforce. Introducing our team.

Salesforce is the SaaS tool behind the world's most focused companies, but we'll let you in on one more secret: the most successful teams aren't running their revenue ops alone.

They partner with Salesforce experts like Prodigy for easy-as implementation and next-level optimisation.

The Prodigy team are Salesforce experts who help organisations like yours make magic with Salesforce with minimal effort from your teams. With Prodigy, anything is possible.

Donal DePaor

FOUNDER & CEO OF PRODIGY

With a strong head for product and a specialty in finance ERPs, our founder Donal DePaor founded Prodigy with one simple goal: to build a world-class Salesforce consulting firm that puts the customer first and helps them understand that the technology vital for growing their business doesn't have to be complicated or expensive. Donal has over 15 years' experience as a Product Manager for finance in ERPs across the US, Canada, Australia and beyond in companies such as Sage.



Katie Kampmann

PROJECT MANAGER

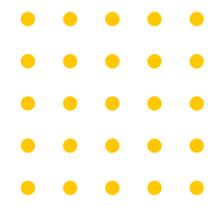
Katie Kampmann is an experienced project manager and a whiz in the world of finance ERP implementation. With a specialty in Salesforce and Accounting Seed, she not only helps deliver Salesforce's full capabilities to your business but she continues to support as you grow in your knowledge. Salesforce is an investment, and Katie helps you make that investment work best for you.



Robin Mukuka

TEAM LEAD

Robin Mukuka is the driving force behind your technical implementation. As a software consultant with 7+ years of technical support experience and a specialist in cloud-based projects, he lays down over the bumps in the road to ensure your transition from your current solution to Salesforce goes as smoothly as possible.



Challenge

PBS12 used an accounting software that was no longer fit for purpose. Having opted for Accounting Seed as the right move, they faced the momentous challenge of migrating their data between solutions without impacting their operations.



Solution

Prodigy helped PBS12 with lightning-fast implementation, so PBS12 could get the results they needed from Accounting Seed. With their new system up and running in under six weeks.

The Impact



Prodigy was key in helping us dissect financial information on Accounting Seed. They understand finance and why I need the information I'm asking for. They are expertise you can rely on.

KIM WHITE
DIRECTOR OF FINANCE
COLORADO PUBLIC TELEVISION

Case Study

CLIENT

PBS 12

LOCATION

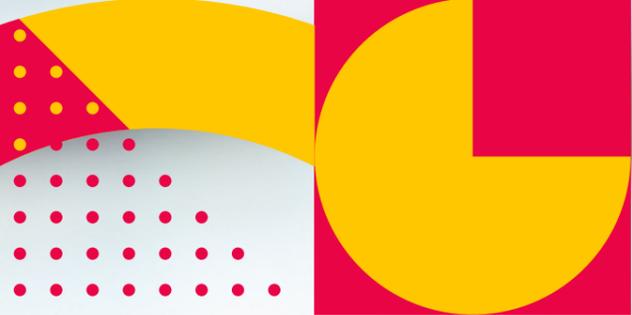
Colorado, USA.

SOLUTIONS

Accounting Seed

Client Introduction

PBS12 is a unique civic resource and one of the United States' first alternative public television services. They provide important local, national and international programming services that champions diverse voices, celebrates community, delights audiences, and expands perspectives.



Case Study

CLIENT
VTSL



LOCATION
UK & Ireland.

SOLUTIONS
Accounting Seed

Client Introduction

VTSL is a fast-growing SMB selling hosted telecoms and offering connectivity to the UK and Irish markets. VSTL joined Salesforce over ten years ago and already took great advantage of tools like the Sales Cloud and Experience Cloud. The team wanted to take their experience to the next level with a 360 view of their finances and sales for the ultimate 'lead to ledger' experience.



Challenge

Their existing software couldn't support their goals, and spreadsheets were out of the question. Accounting Seed offered everything VTSL's existing software couldn't, which was at best 'not fit for purpose' and at worst messy, error-prone, and an all-around headache. VTSL needed help migrating their data out of their existing solution and into Accounting Seed — and they needed to do it ASAP.



Solution

The Prodigy team worked hard and fast to get VTSL live and ensure a seamless transition in line with the accounting deadline. Our team not only went live but provided training to their users simultaneously, so VTSL's time to value was less than two weeks.

The Impact



Accounting being fully native to Salesforce was a must for us. A trusted partner recommended Prodigy to us to guide us on that journey. They did the heavy lifting and put no barriers in front of us.

DAVID WALTON
FOUNDER & CFO
VTSL LIMITED



Why accounting seed?

- ✓ **Built on Salesforce**
Accounting Seed gives your finance team a view of the same data as other teams, in real time
- ✓ **Reputable**
Accounting Seed is used by over 1,000 finance teams 60 countries worldwide
- ✓ **Flexible**
Accounting Seed is high customisable. Prodigy knows this first hand as it has done many enterprises level tailored implementations.
- ✓ **Cutting-edge**
Accounting Seed is constantly releasing new features from its innovative roadmap based on the feedback of its users and partners.
- ✓ **International Accounting**
Built to easily handle multi-currency business and equipped with a 'Making tax Digital' (MTD) module to make your account function global.

PARTNERSHIP

Accounting Seed



Our partnerships with SaaS providers enable part of the 'wow' factor that we deliver to the client experience.

Prodigy partners with Accounting Seed, the number one accounting solution filled natively on the Salesforce platform. Salesforce customers choose Accounting Seed because it's an all-in-one solution that also has the added benefit of being highly configurable. Those two powerful features

make it easy for customers to perfectly mirror their accounting processes in the SaaS platform.

The partnership gives Prodigy's teams and customers a huge competitive advantage. When combined with Prodigy's problem solving prowess, the knowledge sharing our partnership enables means that Prodigy's team can get deep into the weeds of custom development and implementation, creating an experience for small businesses that was previously reserved only for businesses with big digitalisation budgets.

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From our perspective, it was a marriage made in heaven. There is no problem they can't solve. Anything to do with implementation and custom development, Prodigy can solve it

SHANE DEACON, VP SALES EMEA, ACCOUNTING SEED



prodigy

Prodigy works with all types of companies who are seeking to advance and deepen their use of Salesforce.

We help radically simplify and improve how a business operates by challenging and shaping process and through a world class ability to tailor Salesforce to a particular need. We have a particular expertise in financial solution.

GET IN TOUCH

Let's Talk

If you would like to hear more get in touch with one of our senior consultants today.

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