

# OUTSOURCED FINANCIAL SERVICES

## SOLUTIONS IN ACTION

These examples demonstrate how, with the guidance of an experienced financial resource, we have helped businesses attain and maintain strong financial health. When you need fractional or interim support, know that we've got your back.

**TRUSTED ADVISORS  
YOU CAN COUNT ON**

We've Got Your Back.



### Restaurant



**SITUATION:** Need for an interim Controller, while seeking to fill open position.

**SOLUTION:** CironeFriedberg assessed and established financial processes and controls, assured proper and timely financial recording, and also streamlined monthly financial reporting to improve workflow efficiency. The owner was able to maintain critical banking relationships and meet weekly and monthly reporting requirements. The office staff's skills improved with mentoring on best practices for financial record keeping and reporting. The owner also received support and assistance with recruiting, hiring, and training for a new Controller to champion the new processes.

### Medical Practice



**SITUATION:** A busy medical practice needed a cash flow analysis to determine how PPP funding would be used and to forecast a cash position in 12 months.

**SOLUTION:** CironeFriedberg created a cash projection template spanning 12 months with assumptions that can be changed allowing for the impact of those changes to flow through the projections. The result was a template that the client can maintain and update with a few key assumptions to make sound, necessary decisions regarding the operation and growth of the practice. The flexibility of the projection model enables the Practice Manager to maintain optimum oversight of the practice and anticipate how various scenarios might affect the business situation (e.g., COVID-19 disruptions).

### Professional Services Business



**SITUATION:** A professional services business needed help to customize QuickBooks to produce meaningful financial reporting and processes, which they lacked.

**SOLUTION:** CironeFriedberg created monthly financial reporting for management, structured their financial statements to enable reporting of key metrics. The client now has meaningful budgets and the ability to report on and track budget vs. actual results for the business overall and by department. This guides the decision-making process by providing visibility into the impact of past decisions on the business and identifying areas for cost savings and improved efficiencies.



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