



CASE STUDY

dbSeer Delivers Financial Reporting Platform to Authority Brands

Ensuring data integrity and timely analysis

Financial Reporting Platform Ensures Data Integrity and Timely Analysis

AT A GLANCE

The Customer

Authority Brands is North America's premier home service franchisor.

The Opportunity

Integrate Oracle NetSuite® financial data with other data sources and automate key financial reports, ensuring accurate, up-to-date financial and operational data and timely analysis.

The Solution

The dbSeer team designed and delivered a financial reporting platform that incorporates data from NetSuite and other data sources into a data warehouse. Based on serverless architecture, the platform processes data and automates generation of key financial reports for efficient report delivery and improved analysis.

The Results

- Authority Brands can now deliver improved analysis to customers via dashboards, key metrics, and visualizations from all relevant data sources.
- Authority Brands customers have timely access to data that is up-to-date, validated, and secure.

The Customer

Founded in 2018, Authority Brands is North America's premier home service franchisor. With more than \$1.5 billion in revenue, they offer their growing network of 1,200+ franchise owners across the USA and Canada marketing services, cutting-edge technology, best-in-class training, and strong operational support. Their family of home service franchise brands are industry leaders who provide customers world class home services from the property line to the roof line.

The Opportunity

The Authority Brands (AB) Finance organization needed to automate generation of key financial reports and datasets used for analysis and investor reporting. Their current process of generating custom, ad-hoc reports was inefficient and slow. Also, making sure that reports included the most up-to-date financial and operational data was time-consuming and potentially error-prone.

AB sought a solution that would help them get timely source data updates with minimal delays and to free up resources to focus on accounting and financial analysis rather than on report compilation. The solution would need to integrate NetSuite financial data with operational data from other systems and apply different account hierarchies and categories without constraints from the accounting system. Their goals were to increase flexibility for generating timely and actionable reports while minimizing labor-intensive and error-prone processes.

“A key pain point for our finance team was the manual, time-consuming process of consolidating data and reporting for multiple brands. We now have a standardized reporting solution that helps us respond to our investors in a more timely fashion.”
~Ali Tafreshi, Chief Information Officer

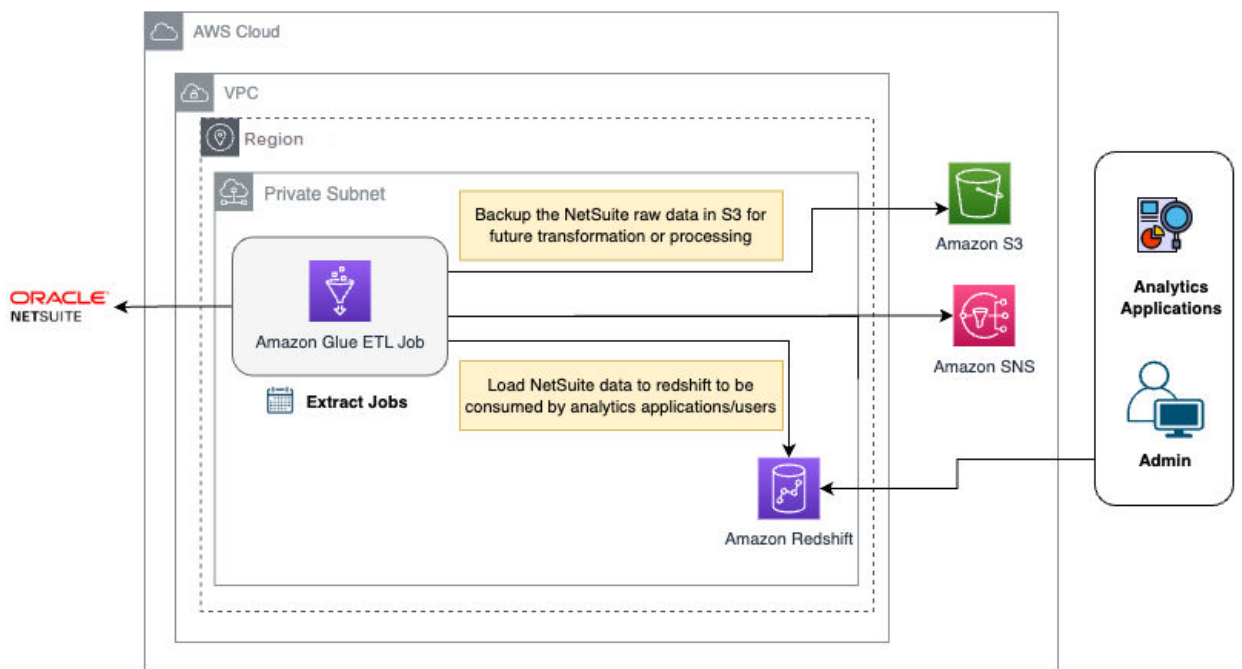
The Solution

The dbSeer team designed a reporting platform that incorporates financial and accounting data from NetSuite and other data sources into a data warehouse. Based on serverless architecture, the platform processes data and automates generation of key financial reports for more efficient report delivery and improved analysis. Future integration of other third party data sources is also easily supported as needed.

Identifying and Processing Key Data

The dbSeer team identified source data and mapped that data to required reporting outputs. For the data warehouse, they incorporated only the key data needed to enrich financial reports and created synthetic transactions for historical data not included in NetSuite so that all relevant data was addressed. In addition, reports required joining financial data from NetSuite with operational data from third party sources, such as FranConnect.

The team built an extract, transform and load (ETL) process based on Amazon Glue to reduce time in processing large data tables and transactional data based on defined business rules. Further processing included incorporating NetSuite raw data into an S3 data lake for later transformation, loading NetSuite data into the data warehouse for analytics applications and users, creating a job framework to track load activity and job execution, and automating notifications to be sent to relevant teams about successful (or unsuccessful) jobs.



Delivering Reports Efficiently and Enabling Improved Analysis

Once data was prepared, the dbSeer team produced sophisticated reports and dashboards using Power BI. The datasets joined NetSuite financial data with FranConnect operational data for custom summarization, tailored for different audiences.

Traditional financial reports such as Balance Sheet, Income Statement, and standardized third-party output reports can now be generated using account labels, hierarchies, and categories not historically maintained in NetSuite. Incorporating the latest NetSuite and FranConnect data into a single dataset has enabled Key Performance Indicator (KPI) reporting and tracking for corporate and franchisee use.

Ensuring Data Integrity

As part of discovery, development, and testing efforts, dbSeer uncovered issues with data consistency and completeness. Data Validation reports were created to highlight potential issues with source system data, enabling timely investigation and correction to ensure reporting accuracy.

Subject matter experts have been able to investigate and address data issues quickly. A job monitoring schedule and metrics are now in place to aid in maintaining data integrity. Also, scheduled jobs reload data and refresh reports so that data is up-to-date.

The Results

dbSeer carefully and quickly designed and delivered a financial reporting platform that has helped AB to ensure data is validated, up-to-date, and secure, while maintaining data integrity. Dashboards, key metrics, and visualizations are now available that incorporate NetSuite financial data and other data sources to enable more sophisticated analysis and empower timely business decisions.

As a result of dbSeer's solution, Authority Brands can now:

- **Minimize the amount of time spent** generating recurring customized and ad-hoc reports for current/potential investors and lenders.
- **Automatically generate timely, actionable reports**, tailored for different audiences.
- **Ensure data integrity** to reflect the most up-to-date and accurate financial and operational data in reports.
- **Support future integration** of other third party data sources.

"The dbSeer team was professional, flexible, and patient in working with our schedules. Because of their extensive background with data warehouses and deep data and analytics expertise, we could trust them to make progress and deliver without oversight from us."

~Ali Tafreshi, Chief Information Officer