

## Success Story

# Family-owned company gains a data-driven outlook with Sage Intacct

“Sage Intacct gave us a 25% efficiency gain, which means I can take on some of the work our owners used to do, as well as assign more things to our senior accountant to help her develop new skills.”

### Jason Maurice

CFO, YSTA Services, Inc & Payless Power

YSTA Services, Inc. is a family-run, shared services company that manages 20 legal entities, including a residential real estate portfolio and estate planning entities. Its major operating business is Payless Power, which was formed following Texas' 1990s deregulation of energy to connect the state's residents and businesses to simple and affordable sources of postpaid and prepaid electricity service.

A few years ago, YSTA's owners decided to modernize the technology they used to run the business. They started by investing in a CRM solution and a new customer billing system called GridLink. But their previous accounting software,

Intuit QuickBooks, didn't integrate easily with either system, and required multiple separate instances for each entity. To improve finance efficiency and automate tedious workflows, the company went looking for a modern financial management solution.

### Key Outcomes

- Improved finance team efficiency by 25%.
- Freed up more than 8 days per month by automating manual tasks.
- Gained granular visibility into the business, uncovering strategic investment opportunities.



**Company**  
YSTA Services' Payless Power

**Location**  
Texas, US

**Industry**  
Energy & Utilities

**Sage Products**  
Sage Intacct

**Sage Partner**  
Madken Advisors



**About Payless Power**  
Payless Power is a utility that connects Texas residents and small businesses to simple and affordable sources of electric power, regardless of income or credit history.



**About YSTA Services, Inc.**  
YSTA Services Inc. is a management services company providing in-house management and executive oversight services.





Payless Power was formed to connect Texas residents and businesses to simple and affordable sources of postpaid and prepaid electricity service.

### **Modern financial management for a complex organization**

YSTA considered Sage Intacct, FinancialForce and NetSuite, and after a demo of Sage Intacct, the owners knew that its easy-to-use, multi-entity, multi-dimensional capabilities were exactly what they needed. As a result of upgrading from QuickBooks to Sage Intacct, the company's two-person finance team improved efficiency by 25%; saved over a week each month on intercompany transactions, expense management, and bank reconciliations; and gained important visibility into the performance of different business lines and investments.

### **25% efficiency boost frees up time for finance team**

After working with Sage Intacct partner Madken Advisors to implement the solution, YSTA improved its end-to-end financial processes and internal controls across all entities. With accounts receivable and accounts payable automated in Sage Intacct, the finance team saved multiple days of toggling between QuickBooks files to balance intercompany transactions each month. Jason Maurice, YSTA's CFO, said, "We streamlined our chart of accounts for all entities by over 60%, yielding a very efficient, much faster month-end close. And with a simple upload from our bank, those reconciliations went from taking six hours to just two."

The finance team successfully integrated Sage Intacct with GridLink to better manage utility customer billing and broker commissions. Jason explained, "Sage Intacct connects with GridLink every night to check whether any commissions were paid out, and if there's a commission that was paid, it posts all those bills to our general ledger automatically."

They also added Nexonia from the Sage Intacct marketplace, which improved expense management. "Submitting expense reports is now a simple process, in which users code their expenses to our pre-set dimensions on their own, we have someone review it to make sure everything went to the right entity or location, and then Nexonia links it to the appropriate credit card statement," Jason said. "After that, Sage Intacct instantly posts those reports as bills with PDF receipts attached. The whole process has gone from a 10-hour ordeal to just an hour and a half."

All of these productivity gains allowed YSTA to spread its finance work more efficiently across a lean team. "Sage Intacct gave us a 25% efficiency gain, which means I can take on some of the work our owners used to do, as well as assign more things to our senior accountant to help her develop new skills," noted Jason. "I don't have to prepare the sales tax return, for example, because she can handle it. I've also been able to shift all the real estate accounting over to her."

### **Key insights spark better decision-making**

Sage Intacct's flexible approach makes it easy for YSTA to effectively track diverse operational revenue streams. With the system's multi-dimensional capabilities and customizable dashboards, the finance team can analyze the business in a variety of ways. Jason explained, "We have one set of tailored dimensions and reports for our holding company, another set for our power company, and another set for our real estate holdings."





“Our owners can see the return on investment for each of their partnership holdings to understand if they should keep investing in specific types of assets or consider other sectors. They can get this info any time, without having to ask me.”

**Jason Maurice**

Jason Maurice, CFO, YSTA Services, Inc & Payless Power

“I’ve built highly valuable dashboards that monitor each of them, including cash inflows and outflows, contributions and distributions, different types of customers, and more.”

Sage Intacct’s dashboards also allow stakeholders beyond the finance team to access reports and information on their own. “The main impact of the dashboards is the timely visibility it gives people — more than just once a month,” shared Jason.

Sage Intacct is particularly helpful in managing the company’s residential real estate portfolio. “We’re currently experiencing a housing boom, and with Sage Intacct’s dashboards, we know which houses we should consider selling based on their appreciation, value, and profitability. We’ve been able to sell five or six houses — to great returns — in the last 18 months because of this knowledge,” Jason said.

With such information at their fingertips, the company’s owners can now make more informed decisions about putting income into other parts of the business. Jason explained, “One thing I’ve encouraged them to do with their real estate portfolio in particular is to diversify a bit more, such as from residential to commercial and industrial. The data-based insights we have in Sage Intacct help us make these decisions with confidence.”





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