HOW AI STREAMLINED AN ACCOUNTING FIRM

MESHA

Accelerating Accuracy and Efficiency at GITPAC Accounting Through Mesha's AI-Powered Automation

GITPAC Accounting is a mid-sized accounting firm serving a diverse portfolio of small and medium-sized businesses. Their core offerings include bookkeeping, tax preparation, financial consulting, and compliance reporting. While GITPAC has a history of providing reliable, high-quality service, the firm faced increasing pressures related to operational efficiency, accuracy, and staffing costs. As the volume of client transactions grew and regulations became more stringent, traditional manual processes struggled to keep pace. Recognizing the need for an innovative solution, GITPAC engaged Mesha, an AI-as-a-Service provider specializing in building bespoke automations that streamline accounting processes.

Mesha employs a consultative approach, working closely with clients to identify pain points, design tailored AI workflows, and implement robust automation solutions. In GITPAC's case, the goal was straightforward yet ambitious: reduce manual labor in bookkeeping, speed up data processing and reconciliation, eliminate errors, and ultimately create a more scalable, profitable business model. By harnessing Mesha's technology, GITPAC aimed to transform its operations into a lean, data-driven, and client-centric powerhouse.

With Mesha, GITPAC was able to:

- Automate invoicing and bookkeeping
- Automate chasing after clients for documents and payments
- Reduce overdue payments
- Optimize cash flow
- Increase client satisfaction

About mesha

Who We Are

Mesha is an AI company that specializes in providing AI-powered solutions to streamline financial and operational processes for businesses. With a strong focus on innovation, Mesha aims to help companies enhance their efficiency and improve their financial health through intelligent automation.

We build AI products for businesses.

At the core of Mesha's offerings is Mesha's AI Studio, an AI billing agent designed to take the hassle out of invoicing and payment follow-ups. Marcus uses advanced LLMs to automate the generation of invoices, track payments in real-time, and send reminders to clients, ensuring that businesses maintain a steady cash flow without the need for manual intervention.

What We Do

AI as a Service	AI Consulting	Software

GITPAC's Challenge

Prior to partnering with Mesha, GITPAC experienced several operational bottlenecks:

1. **Inefficient Bookkeeping Processes:**
   GITPAC's core accounting team spent an estimated 40% of their time manually entering, categorizing, and reconciling client transactions. This labor-intensive effort slowed the turnaround time for delivering financial statements and delayed critical financial insights for clients.

2. **High Personnel Costs and Overtime:**
   To maintain quality during peak tax seasons and quarterly reporting cycles, GITPAC needed to employ additional staff or pay overtime to current employees. Seasonal spikes in demand meant sustained periods of increased labor costs and burnout risks for the accounting team.

3. **Quality Assurance Concerns:**
   While the firm prided itself on accuracy, human error was inevitable. With over 10,000 transactions processed monthly, even a modest 2-3% error rate could lead to costly discrepancies, unhappy clients, and potential compliance risks.

4. **Limited Data Insights and Delayed Reporting:**
   Manual bookkeeping often left GITPAC's analysts with less time to focus on interpreting data and providing strategic guidance to clients. In turn, clients sometimes had to wait several days or even weeks to receive in-depth financial analysis, putting them at a disadvantage in making timely business decisions.

The Solution: Mesha's AI-driven Automation

Mesha's approach began with a thorough consultation to map out GITPAC's current workflows, identify data sources, and understand performance metrics. Through collaborative workshops and interviews, Mesha developed a tailored AI solution comprised of three core components:

1. **Automated Transaction Categorization and Data Entry:**
   Mesha's machine learning models were trained to recognize and accurately categorize recurring transactions with minimal human intervention. Leveraging optical character recognition (OCR) and advanced natural language processing (NLP), the AI extracted data from invoices, receipts, and bank statements at a rate five times faster than the manual process.

2. **Real-time Reconciliation and Validation:**
   The AI engine continuously monitored bank feeds and accounting software ledgers to match transactions, flag anomalies, and recommend corrections. By cross-checking each entry against known patterns, the system reduced inconsistencies and provided a first layer of quality assurance before human review.

3. **Predictive Analytics and Reporting Dashboards:**
   With foundational bookkeeping tasks automated, Mesha enabled data-driven dashboards that

provided GITPAC's analysts and clients with real-time insights. These dashboards delivered automatically generated monthly reports, KPI summaries, and financial trend analyses, significantly shortening the reporting cycle.

Implementation and Training

Deploying the Mesha solution took roughly six weeks from initial consultation to full operation. Key steps included:

- **Data Onboarding:** Uploading three years' worth of historical transactions allowed the AI models to learn GITPAC's unique accounting patterns and client-specific nuances.
- **Staff Training:** Mesha's consultants conducted remote training sessions, ensuring GITPAC's personnel could effectively interpret the AI-driven outputs, override automated categorizations when needed, and make the best use of the new dashboard tools.
- **Pilot Phase and Iteration:** The solution underwent a four-week pilot, processing a subset of client transactions. The Mesha team incorporated feedback, fine-tuned algorithms, and calibrated the models to ensure accuracy and reliability.

- Reduced manual work by 60%
- Reduced error rates by 90%
- Improved turnaround times by 50%

Results & Impact

Within three months of deploying Mesha's AI-driven automation, GITPAC experienced transformative improvements across key operational metrics:

1. **Reduced Manual Labor by 60%:**
   Previously, four full-time bookkeepers devoted approximately 40% of their work hours to data entry and reconciliation. With Mesha's automation, the equivalent of 2.5 full-time positions' worth of manual work was eliminated. This allowed GITPAC to redeploy staff to higher-value tasks such as client advisory services and strategic financial planning.
2. **Decreased Error Rates by Over 90%:**
   Before automation, GITPAC encountered a 2-3% error rate across its monthly transactions. Post-implementation, errors attributable to manual entry and categorization dropped to less than 0.2%. This significant accuracy boost increased client satisfaction and reduced the need for costly rework.
3. **Faster Turnaround Times by 50%:**
   On average, it took 5-7 business days to deliver finalized financial statements to clients. Following Mesha's implementation, GITPAC shortened this to 2-3 business days. Real-time reconciliation ensured that client accounts were always up-to-date, improving responsiveness and client confidence.
4. **Cost Savings and Increased Profit Margins:**
   By reducing the dependency on seasonal hires and overtime pay, GITPAC saved an estimated

25% in labor-related expenses annually. In addition, enhanced accuracy and quicker reporting contributed to improved client retention and helped GITPAC acquire new business.

5. **Enhanced Client Value and Advisory Capabilities:**
Freed from repetitive bookkeeping tasks, GITPAC's accountants could spend more time interpreting data and advising clients on their financial strategies. This shift from a reactive, manual operation to a proactive, advisory-focused practice elevated GITPAC's competitive edge, allowing it to position itself not merely as a service provider, but as a strategic partner to its clients.

Long-Term Strategic Impact

The adoption of Mesha's AI solutions has positioned GITPAC Accounting for sustainable, long-term growth. Key strategic benefits include:

- **Scalability:** GITPAC can now easily scale its services to handle additional clients and transaction volumes without a proportional increase in staffing costs.
- **Innovation and Differentiation:** By demonstrating a commitment to cutting-edge technology, GITPAC stands out in a crowded marketplace, attracting tech-savvy and growth-oriented clients.
- **Continuous Improvement:** Mesha's AI models are self-learning and continue to refine their accuracy. Over time, GITPAC anticipates further improvements in processing speed, categorization precision, and analytical insights.

Conclusion

GITPAC Accounting's collaboration with Mesha exemplifies how AI-driven automation can address critical challenges in efficiency, accuracy, and cost management. By leveraging Mesha's consultative implementation and advanced technologies, GITPAC transformed its bookkeeping processes, dramatically reduced errors, and freed its staff to focus on advisory work that adds value to clients.

The result: a more profitable, resilient, and client-centric organization ready to thrive in an increasingly competitive accounting landscape.

Contact

For feedback, partnerships, or further information, please feel free to contact us at sales@mesha.club

Mesha

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