



# FROM MANUAL TO MODERN AUTOMATING CORE FINANCE PROCESSES



# PRESENTER



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Tori is a Partner at Centri Business Consulting and the leader of the firm's Audit Support & Readiness Practice. She has more than 12 years of experience in accounting and audit readiness services. She joined Centri in October 2016 and assists clients across several industries with a variety of financial reporting needs, including financial statement preparation, pre-audit support preparation, sell-side and buy-side due diligence, acquisition accounting process integration, accounting transformation, and technical accounting research needs, including implementation of ASC 606 and ASC 842. This includes a strong focus on clients in the technology, fintech, healthcare, private equity, life sciences, and telecommunication sectors. In addition to accounting and audit readiness services, Tori has assisted companies with accounting for complex transactions, including business combinations and debt and equity analysis.

Prior to her time with Centri, Tori held multiple positions on the financial reporting team at Ascensus, Inc., a privately held financial services company. In those positions, she reported directly to the CFO, worked on M&A activities, and supported Board reporting and consolidated internal management reporting. While at Ascensus, Tori developed the internal financial reporting process for its college savings division post-acquisition and supported Broker Dealer reporting requirements to FINRA.

Tori received a B.S. in Accounting from Saint Joseph's University and is a member of the Saint Joseph's alumni group. She is a Certified Public Accountant in the state of Pennsylvania.



# PRESENTER



**Garrett Buckless**  
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Garrett is a Managing Director in the Accounting Transformation Practice at Centri Business Consulting. He has more than 15 years of experience in public accounting, consulting, and industry. He joined Centri in September 2022, where he assists clients with business transformation, accounting advisory, and financial reporting.

Prior to his time with Centri, Garrett was a Senior Manager with Cherry Bekaert, where he led the Accounting Transformation Practice. He assisted clients in a variety of areas, including accounting process transformation, business intelligence, and financial reporting. These projects were focused on operational design, process optimization, and digital controllership.

Additionally, Garrett was a Lead Associate at Booz Allen Hamilton, where he led projects on financial reporting, internal controls, controllership, audit readiness, and audit remediation. Before joining BAH, he was a financial management associate with KPMG LLP.

Garrett received a B.S. in Accounting from North Carolina State University and a M.S. in Accounting from the University of Virginia. He is a Certified Public Accountant.

# OUR FIRM

Centri is an **accounting and advisory firm** dedicated to providing quality expertise to help your business grow and succeed. Centri specializes in **financial reporting, internal controls, technical accounting research, valuation, mergers & acquisitions, and tax, CFO, and HR advisory** services for companies of various sizes and industries. We serve **domestic and global publicly traded and private companies**, ranging from pre-revenue to multi-billion in annual revenue.



FOUNDED IN  
2011



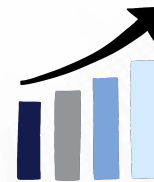
GLOBAL  
CLIENT BASE



900+ CLIENTS  
SERVED



EXPERTISE IN  
18+ INDUSTRIES



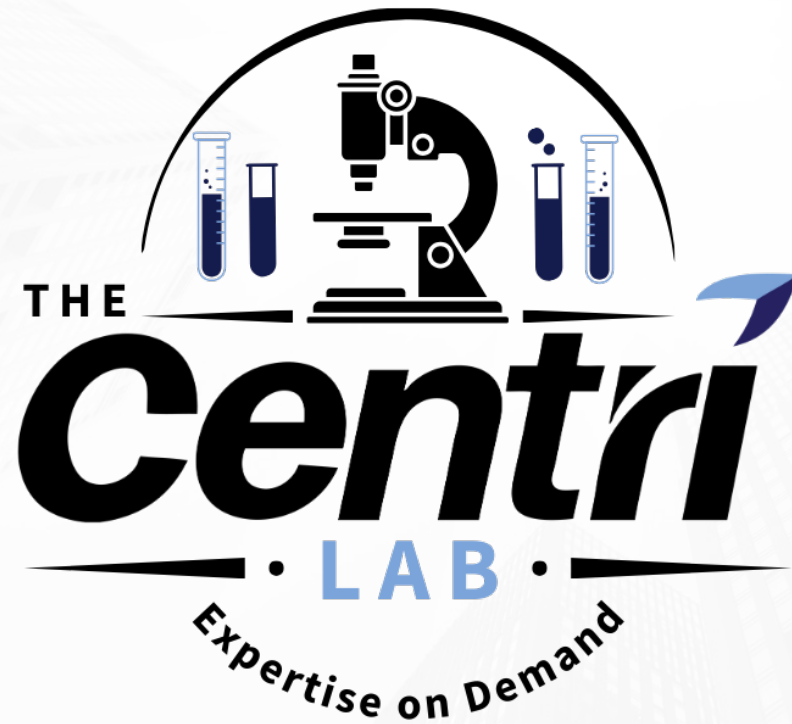
TOP RANKED  
FASTED  
GROWING FIRM  
- ACCOUNTING TODAY



PUBLIC  
ACCOUNTING  
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EXPERIENCE



TECHNICAL  
EXPERTISE





# AGENDA

- Overview
- Power BI
- Alteryx
- Hypothetical Scenarios



# OVERVIEW

# VERBAL CUES & WARNING SIGNS



## Verbal Cues

- “Accounting is slow and does not provide timely information”
- “[INSERT CYCLE/PROCESS] takes too long”
- “We don’t get good information from [INSERT CYCLE/PROCESS]”
- “Our [INSERT CYCLE/PROCESS] needs improvement”
- “...manual process...”
- “...inefficiencies...silos...dependencies...”
- “We are acquiring a Company”

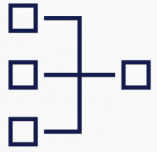


## Warning Signs

- Reliance on multiple complex and frequently interconnected spreadsheets
- A Month-End close of greater than 7-days
- Onboarding new staff is ineffective or presents too steep of a learning curve
- Open job requisitions for roles which could be done partially or completely through automation
- Frequent processing of transactions “outside the system”
- Reliance on Excel as the “system of record” for operational for commercial business cycles
- Issues with reporting and business intelligence accuracy and timeliness
- Acquisitive company with subsidiaries spread across multiple GL systems



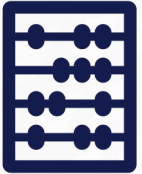
# COMMON ISSUES



**Incompatible Systems**



**Poor Data Quality**



**Manual Close**



**Limited Visibility**

# POWER BI

# POWER BI OVERVIEW

## Overview

- Interactive data visualization
- Capable of connecting with multiple data sources
- AI and machine learning features provide advanced analytics, predictive modeling, and insights
- Integrates best with Microsoft products

## Power Query

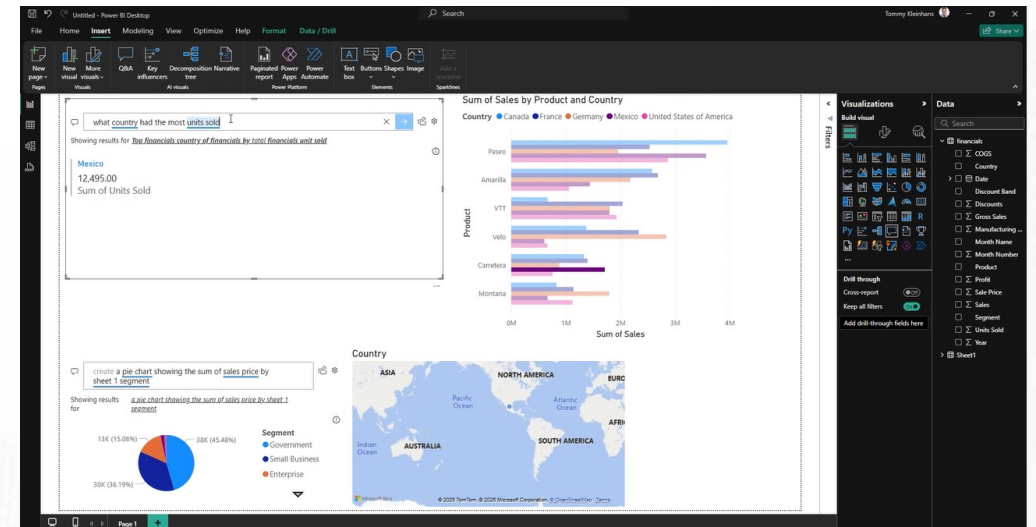
- Clean, transform, and load data from various sources

## Power Automate

- Automation of manual, rule-based tasks by mimicking human interactions with software systems

## Use Cases

- AP and AR management
- Cash forecasts
- Performance dashboards





# POWER QUERY CASE STUDY: PAYROLL

## Problem

- Our client had a multiple entities and complex allocation methodology for their payroll process
- Each employee had a unique allocation percentage across the entities
- The process to create the payroll entries was time consuming and inefficient

## Action

- Developed Power Query to join all activity and extracted relevant data
- All activity was manipulated to clean data, delete rows, replace blanks with zeros, fixed formatting issues, etc.
- Created lookup tables and joins
- Read in and appended multiple files into one master database
- Allocated expense amounts from the master database to each entity based on the allocation rates within the lookup tables
- Final output automated the recurring payroll entry and had the ability to drill down in transactional detail

# ALTERYX



# ALTERYX SUMMARY

## Overview

- Analytics automation platform
- Assists in the collection, preparation, and blending of data
- Can be used to automate processes and provide actionable business insights

## Automated Workflows

- Rule based logic to launch a series of tasks without intervention
- Once the model is tailored, it will transform the raw data into the visual necessary to find the solution
- Only small changes or adjustments are needed once workflow is completed

## Use Cases

- Reconciliation Assistance
- Reformatting Legacy System Reports
- Industry-related Reports
- Financial KPIs & Metrics
- Allocations



# KEY



**Input Tool: Connect to a file or database to bring data into your workflow**



**Output Tool: Use the Output Data tool to write results of a workflow to supported file types or data sources**



**Browse Tool: Displays data from a connected tool**



**Data Cleansing: Fix common data quality issues including nulls, unwanted characters, and modify case**



**Filter Tool: To filter data**



# KEY



**Formula Tool: Uses expressions to create and update columns**



**Unique Tool: Identifies duplicate records and groups all unique records together**



**Select: Used to remove columns and change data types**



**Sort: To sort data**



**Join: To join together two files based on common fields**



# KEY



**Find & Replace:** Used to find a specific value in one file and match to another (similar to a lookup)



**Union:** To combine multiple files together



**Summarize:** Used to pivot data



**DateTime:** Transforms DateTime data to and from a variety of formats



**Multi-Row Formula Tool:** Can interact with multiple records within a single formula



**Block Until Done Tool:** Used to stop datasets from moving downstream until the last record in the set has been processed by all previous tools. This is helpful for larger workflows and outputting multiple datasets into a single file.



# ALTERYX CASE STUDY: TB CONSOLIDATION

## Problem

- Our client had a manual process to consolidate five (5) entities all on separate ERP instances
- Each entity had a unique Chart of Accounts (COA)

## Action

- Developed Alteryx workflow to consolidate all sixty (60) trial balances
- All trial balances were manipulated, meaning sorting, concatenations, deletion of rows, replace blanks with zeros, fixed formatting issues, etc.
- All trial balances were then mapped to a consolidated financial statement line item
- Final output created an automated consolidated trial balance

# ALTERYX TB CONSOLIDATION DEMO

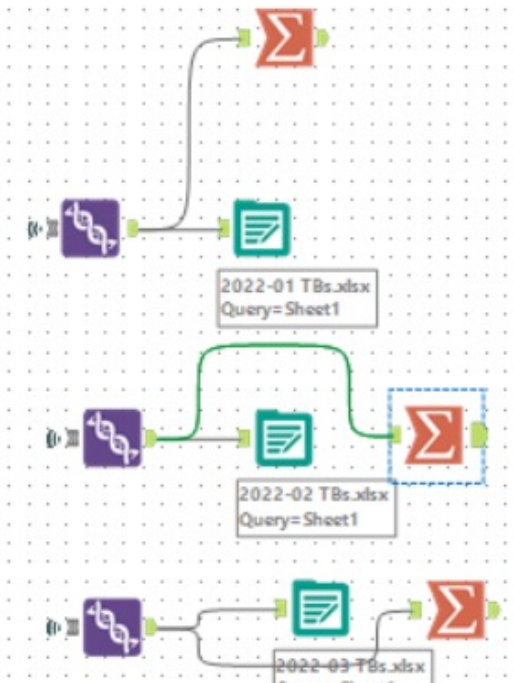
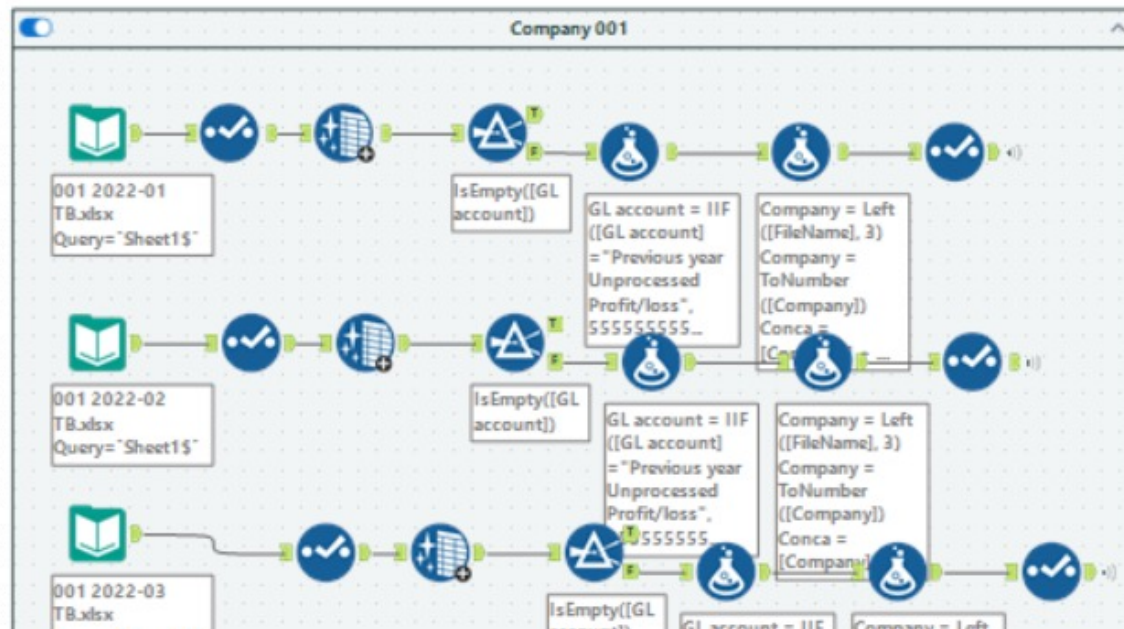
Import all monthly TBs

Company 002

Company 003

Company 004

Company 005





# ALTERYX CASE STUDY: BANK TO GL ACTIVITY

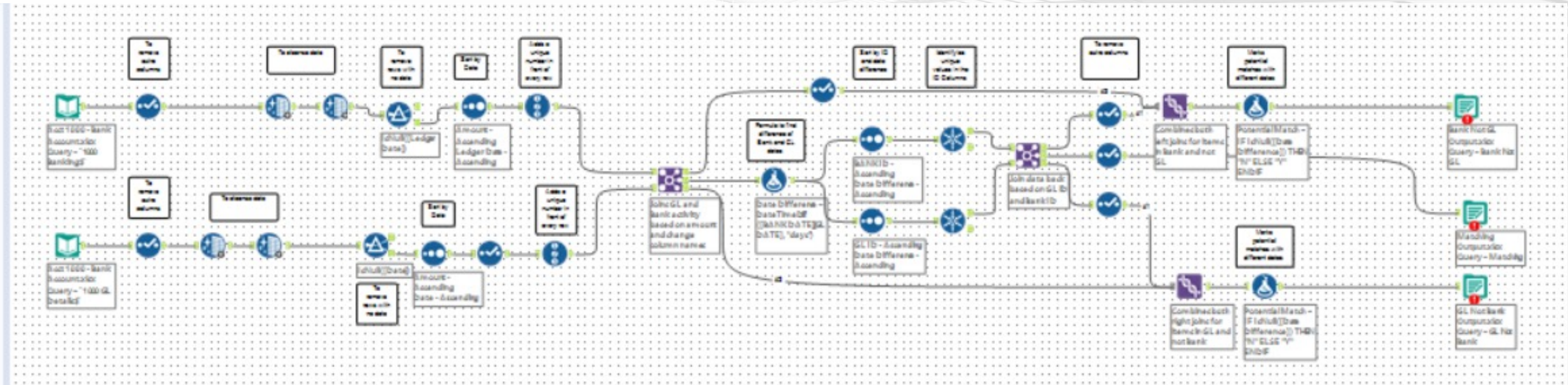
## Problem

- Our client had a thousands of unmatched transactions between the bank and general ledger
- There was limited confidence in the completeness or existence of transactions within the general ledger
- The only transactions with unique identifiers between the general ledger and the bank detail are the manual checks
- There are instances in which multiple bank accounts relate to one general ledger account

## Action

- Flowed GL and bank activity into Alteryx
- Activity was manipulated to remove any unnecessary columns and replace null values
- Transactions were joined together based on the total amount
- Remaining data was split into two categories: 1) GL transactions not found in the bank, and 2) Bank transactions not found in the GL
- Created a check for any potential matches that did not have a 1 for 1 match with amount and date.

# ALTERYX BANK TO GL ACTIVITY DEMO





# ALTERYX CASE STUDY: AP AGING

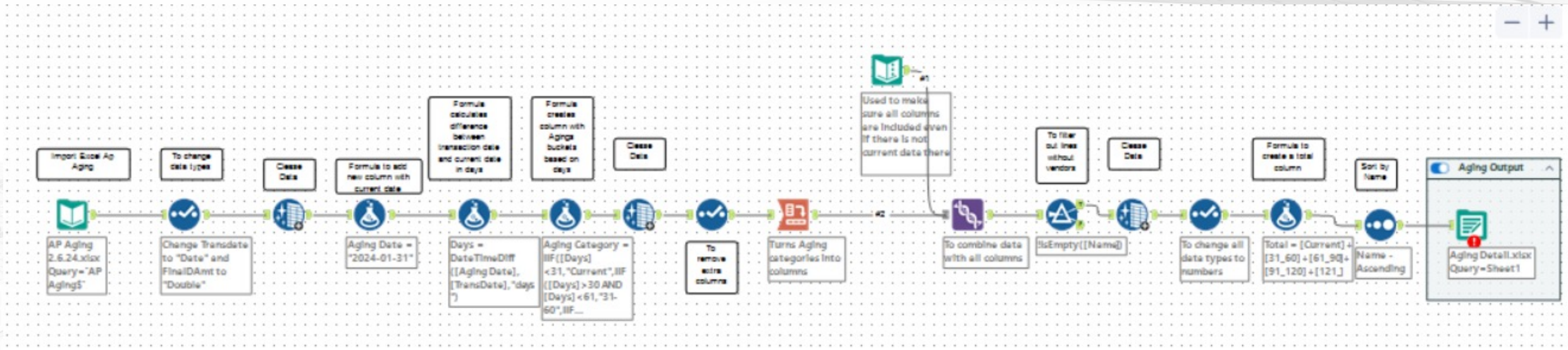
## Problem

- Our client's ERP system was not able to create an aging payables report
- At the transaction level, vendor name may be inaccurate since it is manually entered by different A/P clerks on a monthly basis
- Some vendors had requested to see outstanding payables within certain daily buckets

## Action

- Extracted the GL detail for AP accounts and flowed them into an Alteryx workflow
- Activity was manipulated to format data/columns and replace null values
- Created an "Aging Date" column
- Final output is a pivoted report to show each vendor, by invoice in aging buckets

# ALTERYX AP AGING DEMO





# ALTERYX CASE STUDY

## Problem

- Our client, a digital assets company, had a highly manual and time intensive intercompany reconciliation occurring outside of their GL system

## Action

- Using Alteryx, we created a look up table to assign accounts to specific entities
- Through automated transaction rules transaction types were assigned
- Final output created an automated report highlighting the transaction rational and the entities involved

## Resolution

- 95% decrease in time to reconcile

# HYPOTHETICAL SCENARIOS



# BOARD REPORTING

## Problem

- Each month, the finance team prepares board reporting in Excel by exporting data from the ERP and manually manipulating worksheets, lookups, and pivots
- The process is time-consuming, error-prone, and results in inconsistent metrics and version control issues

## Potential Solution

- Use Alteryx to build a repeatable workflow that pulls ERP exports
- Apply recurring transformation including removing extra columns, replacing blanks with zeros, fixing formatting, summarizing data into meaningful calculations, and joining data sets without manual VLOOKUPS
- Generate an Excel output that mirrors the existing template
- Feed the cleaned data into Power BI using Power Query dashboarding and KPIs



# JOURNAL ENTRIES

## Problem

- Each period, accounting prepares complex journal entries, such as revenue recognition, by separately pulling data from the ERP and external revenue system and manually assembling them in Excel
- Historic process was time-consuming, repetitive, and carries a high risk of error due to manual lookups, formula maintenance, and formatting

## Potential Solution

- Use Power Query to build a repeatable workflow to generate Month-end journal entries related to Revenue recognition and Bad Debt
- Workflow combines ERP and External Revenue reports, removing manual report joining
- Automate data preparation by removing extra columns, replacing null values with zeros, standardizing formats, enforcing data types, and validating key fields (dates, amounts, entity/cost center)
- Apply recurring business logic to classify each transaction to the correct revenue line (e.g., product/service mappings and allocation/recognition timing) without manual VLOOKUPS
- Automate bad debt expense entry by calculating reserve movements using rules tied to aging buckets and write-offs
- Generate journal entry outputs (Excel/CSV) that mirror the existing posting templates, including debits/credits, accounts, cost centers, descriptions, and balanced totals



# EXPENSE CATEGORIZATION

## Problem

- The company's monthly expense categorization is cumbersome and manual, each transaction is individually matched to an expense
- This leads to inconsistencies, user error, and poor scalability due to the very large dataset
- Cash transactions are hard to identify quickly, and posting-period organization requires additional manual effort

## Potential Solution

- Use Alteryx to build a repeatable workflow that pulls large ERP exports and bank files (CSV/XLSX/SFTP)
- Automatically identify cash transactions using rules on payment method, document numbers, bank GL accounts, and patterns (e.g., ACH/Wire/Card), flagging and segmenting cash activity
- Apply categorization rules to classify expenses into AP, COGS, SG&A, etc., based on vendor, GL/account mappings, cost center, description keywords, and thresholds
- Standardize and validate data (remove extra columns, enforce data types, replace blanks with zeros, deduplicate, reconcile totals to source), reducing error risk
- Generate a deliverable that mirrors the existing template, with separate tabs by posting period (e.g., by fiscal month) and pre-filtered views for AP vs. cash expenses
- Produce exception logs and review queues (e.g., "unclassified" or "rule conflict" items) to focus human review where it adds value



# FURTHER READING

[How Alteryx Can Streamline Your Tax Processes](#)

[Alteryx Case Study](#)

[Business Preparation Tips](#)



# THANK YOU

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