

FORECASTING VISIBILITY HAS COMPANY SEEING BLUE SKIES

Summit was able to save the client money on their 401K administration and develop a forecast to plan for merit increases for employees.

Inception Year: 2019



- The Summit team discussed the client's business metrics to ensure they're making wise business decisions and truly understanding their financial positions. We use the forecast to learn things that we need to understand.
- For example, the client was paying too much for their 401K administration. Since Summit has extensive experience in the digital agency space, the VCFO knew from her work with other agencies that Pixo was paying too much and helped them avoid overpaying for that service.
- Summit was able to teach the Pixo team the value of a forecast and illustrate the visibility to understand how to make educated decisions.
- In terms of metrics, the forecast helped create visibility so they could navigate compensation increases because there was a big push at that time from employees requesting a raise.

Industry: Digital

No. of Employees: 21-30

PY Annual Revenue: \$3.5M

Client Pays: \$59,280

Service: Controller

- Controller with Taxes-Simple Financial Statement
- Forecast
- Bank Reconciliation
- Credit Card Reconciliation
- Business Taxes
- Individual Taxes
- Multi-state Taxes



Melinda Miller
CEO and Co-owner, Pixo

I don't know where we'd be without Summit. We struggled for a long time with homegrown metrics and trying to understand the future. However, there were too many variables, and we had extremely limited forecasting abilities. But now, after seven years of Summit's partnership, we have so much more visibility about our future. The resources and tools, like the dashboard, that Summit provides makes it so easy to access and understand the information we need to stay informed and make sound business decisions."

- Summit's insight enabled them to chart that out, ensuring they could cover the merit increases.

BENEFITS TO THE IMPLEMENTATION/SOLUTION

The experience of the Summit team and their ability to teach the client value in the forecast helped Pixo save money and budget for employee compensation.