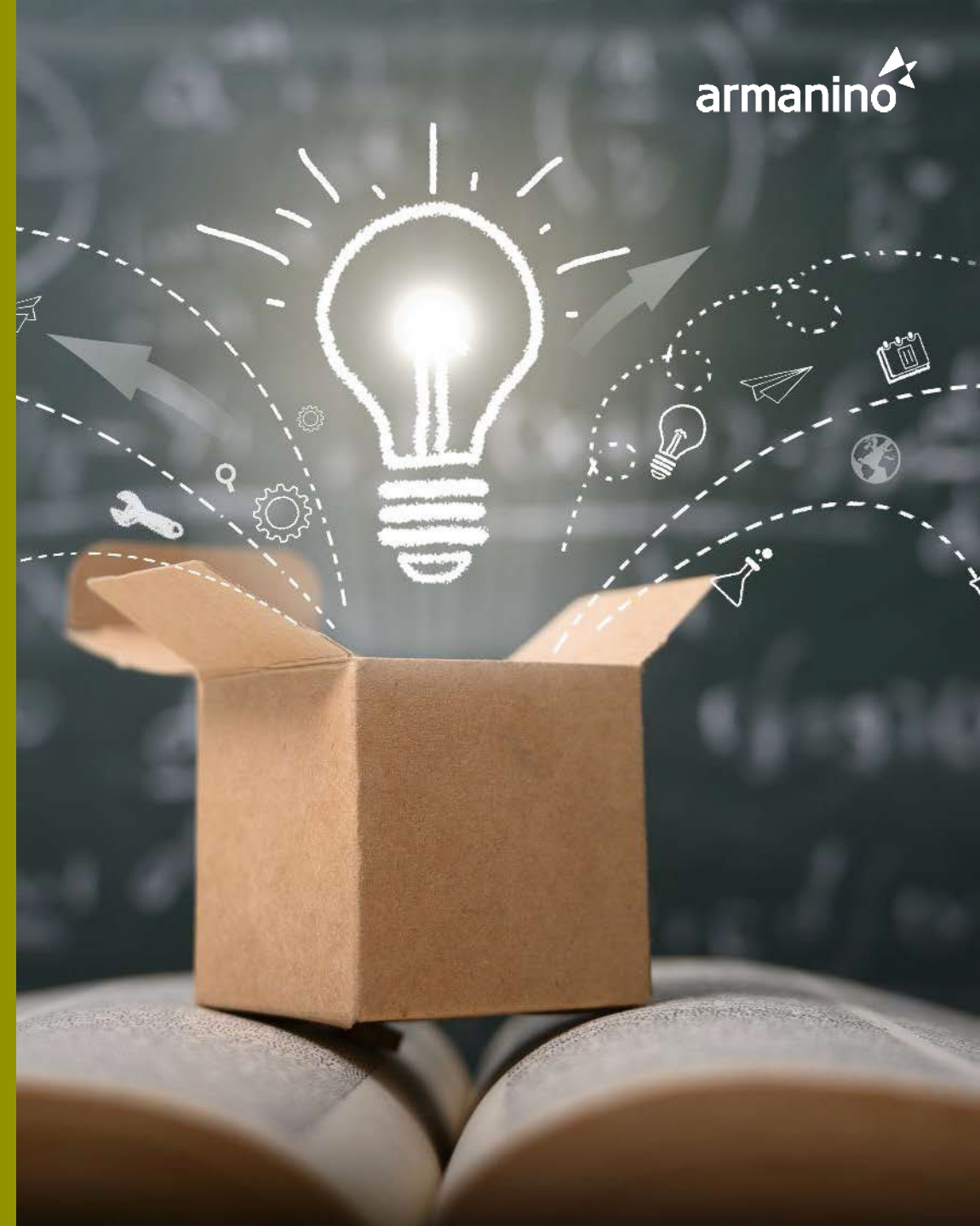


# 7 Ways to Survive and Thrive in the New Normal



# Today's presenters are...



**Scott Schimberg**

- Partner, Armanino Advisory LLC



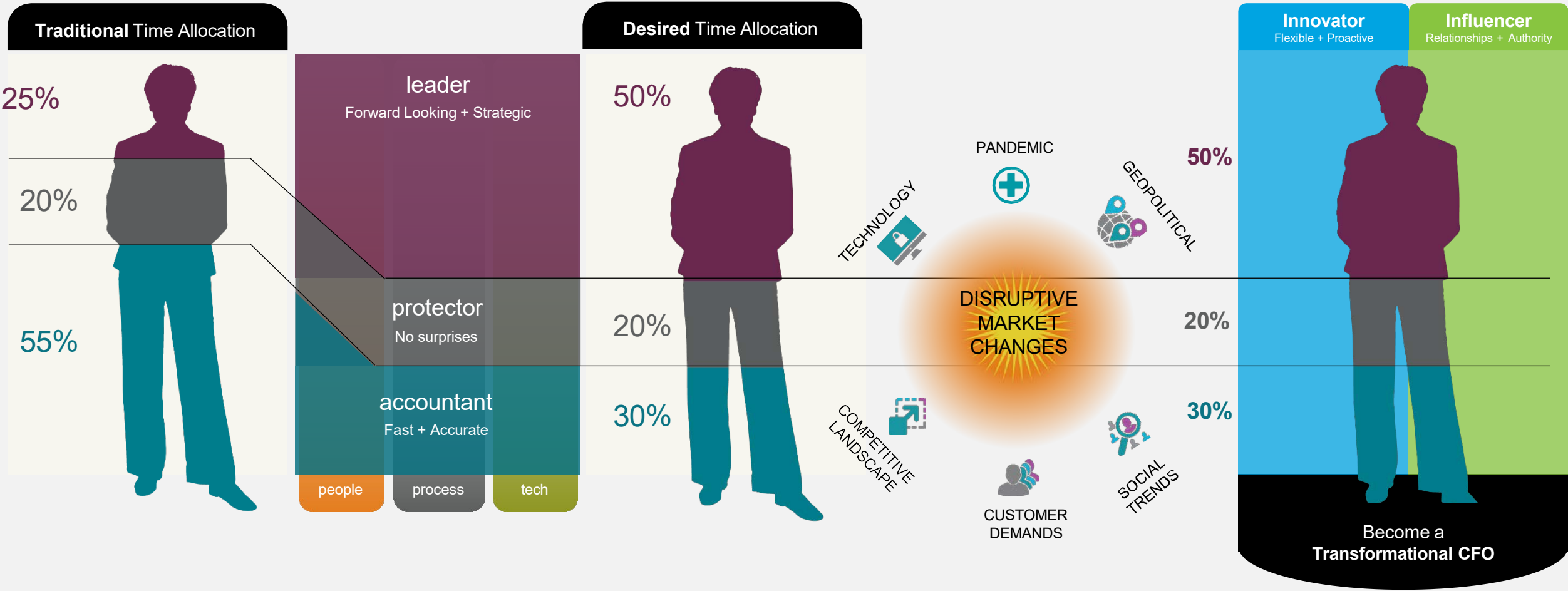
**Ryan Prindiville**

- Partner, Armanino Advisory LLC

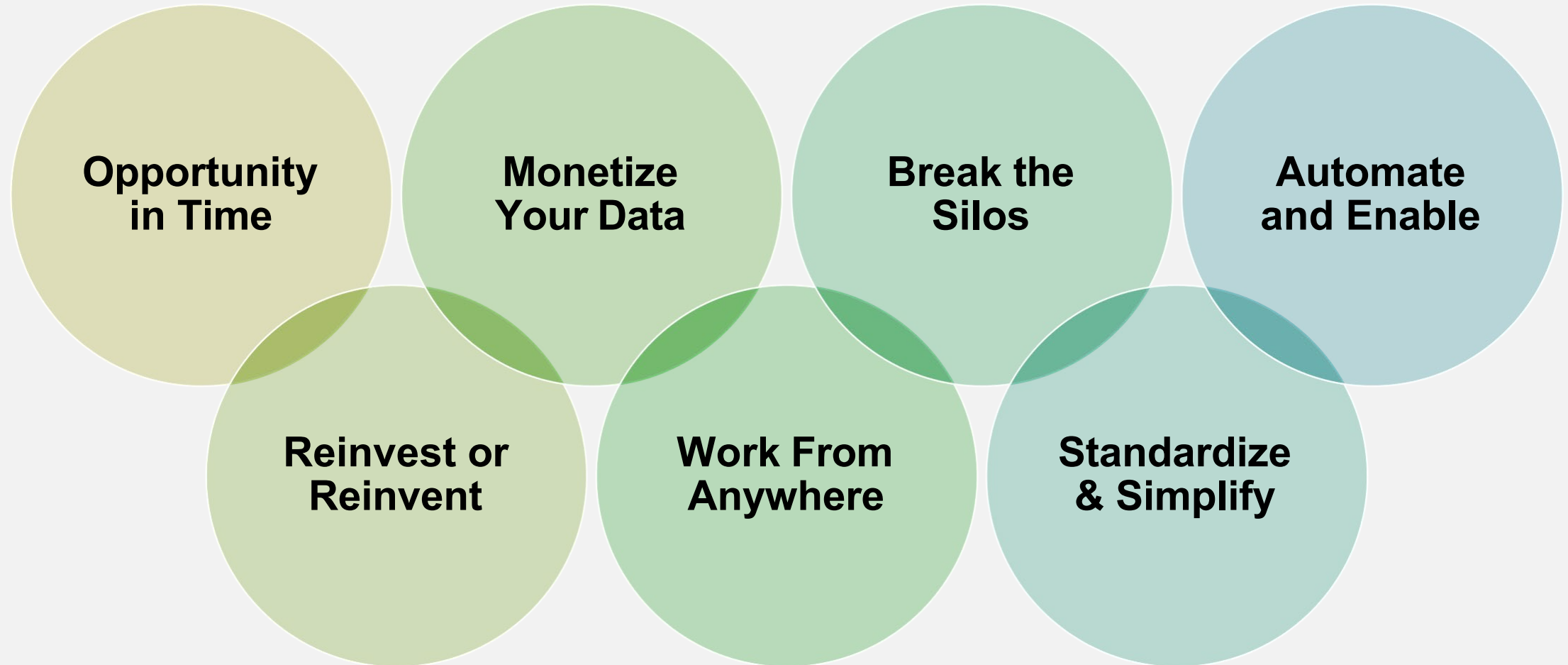


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# CFO Evolution



# 7 Ways to Survive & Thrive in the New Normal



# 1 Opportunity in Time

- Where you are today
- Right now is the time to evaluate your strengths and weaknesses
- Isolate and prioritize the biggest issues and opportunities and identify ways to address



# Examples

## Museums & Performing Arts

- Performing a strategic assessment
- Backed by foundations and benefactors



## Gyms

- Using time to upgrade capabilities
- Implementing Sage Intacct



# 2 Reinvest or Reinvent

- Implement new business models
- Utilize new tools and tech to stabilize and grow your business

# Examples

## Aquariums

- Touchless experience
- Moving experiences online or virtual



## Restaurants

- Shifting from in-building to outdoor
- Promoting more takeout w/safety (curbside pickup and delivery)



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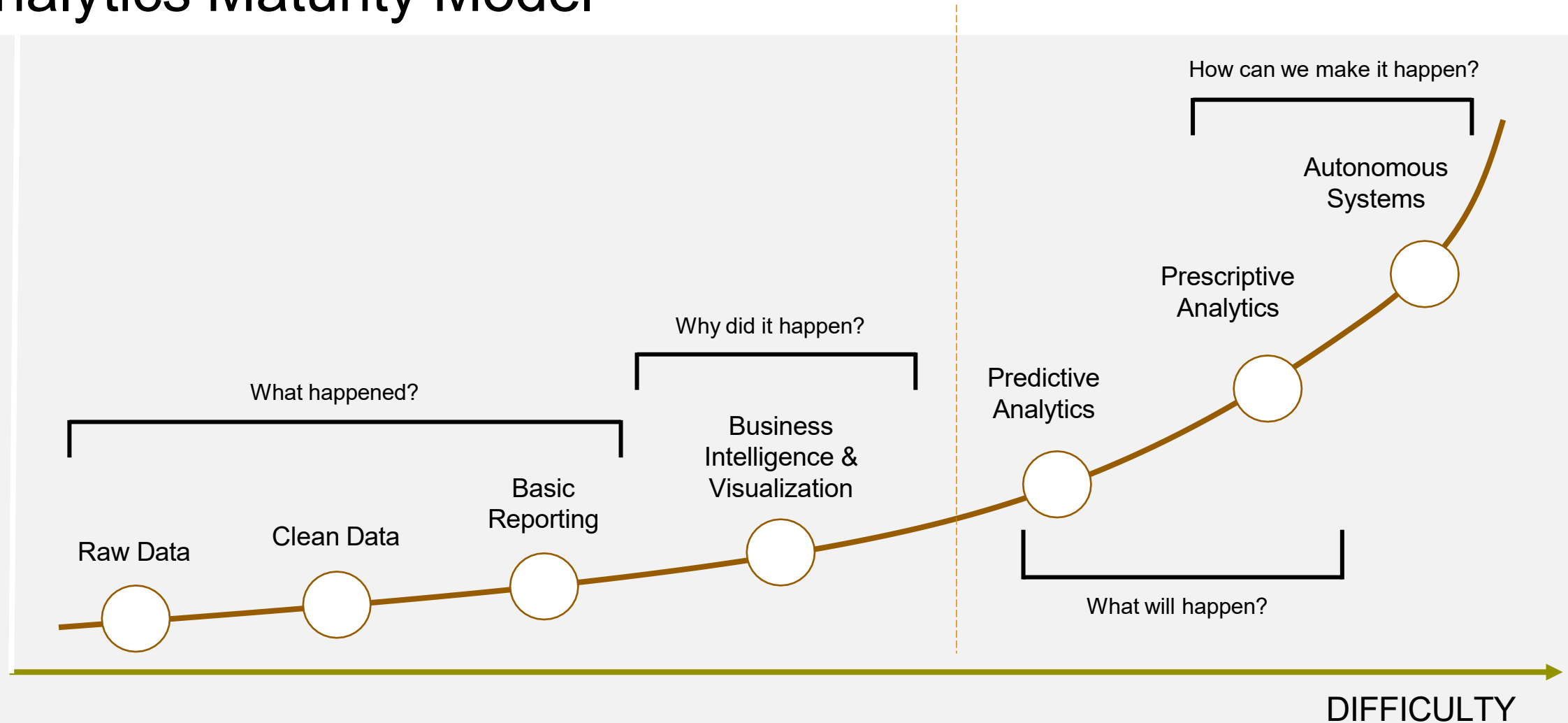


# 3 Monetize Your Data

- Integrate data into your offerings
- Set yourself apart from the competition

# Analytics Maturity Model

BUSINESS VALUE



# Example

## PODS – Mobile Storage Units

- Used data analytics to change and adjust to where the world was going fast
- PODS Isolation Units for Patient Care



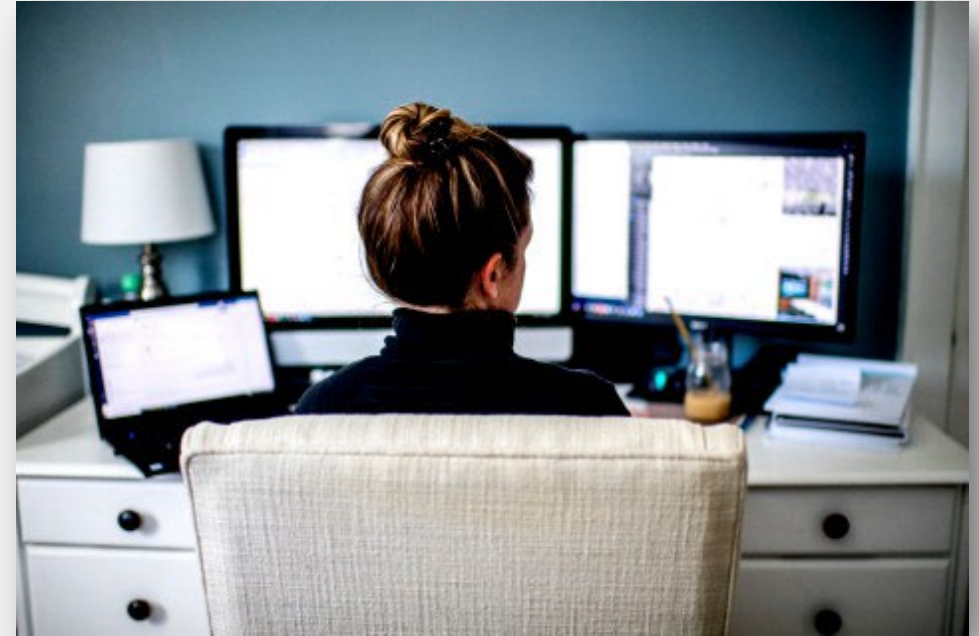
# 4 Working From Anywhere

- No longer optional
- Empower team to be productive
- Keep team connected

# Example

## Armanino

- Utilizing the Miro tool
- Adapting to remote services





# 5 Break the Silos

- Standardize and simplify
- Make key data accessible to all who need it
- Enable roles to collaborate

# Example

## Real Estate Technology Provider

- Updated technology
- Consolidated five companies to one
- Standardized their data across five entities



# 6 Standardize & Simplify

- Retire older tools & processes
- Implement change management
- Reduce redundancy across divisions

# Example

## Fire Alarm & Life Safety Technology

- Leverages Salesforce Service Cloud to automate across multiple divisions
- Integrates with Sage Intacct
- Sales, accounting and field service now looking at the same data with one source of truth



# Automate & Enable

- Streamline processes
- Electronic/outsource payments
- Make it simple to get paid
- Leverage tools at your disposal



# Examples

## ForgeRock (Digital Identity)

- Using technology to watch AR allows proactive and predictive behavior
- Automate collections management



## Residential Investment, Multifamily & Commercial Properties

- Started leveraging Sage Intacct tools and integrated with RPA capabilities
- Automated AP and Reconciliations
- Avoided hiring additional staff



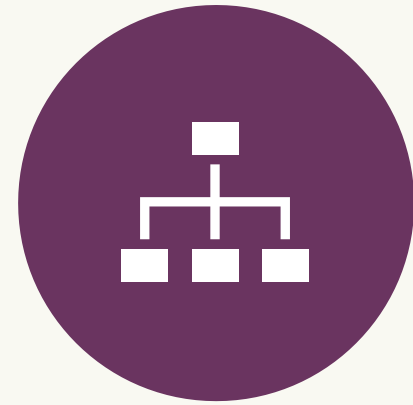
## Next Steps – Bringing it All Together



Review the 7 ways



Be the thought leader



Define how you will  
apply this to your  
organization.

# Thank you!

Have any Questions?

Email us: [experts@armanino.com](mailto:experts@armanino.com)

armanino



# Armanino Operates in an Alternative Practice Structure:

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