

# CLIENT ACCOUNTING & ADVISORY SERVICES

## AN EXTENSION OF YOUR TEAM

Whitley Penn's Client Accounting & Advisory Services (CAAS) team handles the details of monthly accounting functions, financial reporting & advisory and provides the technology infrastructure required for these services. Staffed by skilled and experienced professionals who are chosen for both their financial skills and client service focus, our CAAS group is a cost-effective alternative to hiring and training your own in-house team.

## OUTSOURCING BENEFITS



COST  
EFFECTIVE



TURN-KEY  
SOLUTIONS



ACCOUNTING  
& TECHNOLOGY  
ADVISORS



SCALABLE  
SOLUTIONS



STAFF ACQUISITION  
& RETENTION  
MANAGEMENT

## CAAS SOLUTIONS

We can guide the onboarding process, quickly handling the transition and the details for any or all of the following functions:

- » Monthly accounting functions
  - » Bank reconciliation
  - » Accounts payable processing
  - » Expense reporting management
  - » Month-end close
- » Assessment & selection of various accounting technologies
- » System implementation & managed support services
- » Tax compliance
- » Financial reporting including metrics & KPI's
- » Fractional or outsourced Controller & CFO services
- » Cash flow forecasting
- » Budget planning



### CAAS ENERGY

The CAAS Energy group specializes in the Oil & Gas sector and has experience advising and executing Accounting & Consulting, Land Administration and Mineral Management solutions. We provide valuable solutions to private and public clients within the energy industry and have successfully guided companies from inception, through development and acquisition, and to a successful divestiture process.



### CAAS FUND ADMINISTRATION

The Whitley Penn Fund Administration team offers an array of fund accounting services for clients in the investment funds space. Our focus is primarily accounting-based, preparing financial reporting and calculating distribution waterfall allocations, but we can also serve as your investor relations team, managing communications with your limited partners. Whatever your service requirements, our Fund Administration team addresses the unique needs of an investment fund.



### CAAS OUTSOURCED ACCOUNTING

Whitley Penn can provide a cost-effective alternative to hiring and training in-house professionals or supplementing the current team. This includes all aspects from transaction processing to monthly close and financial reporting.



## CAAS CONTROLLERSHIP & INTERIM ADVISORY

Financial leadership in an organization is a critical component to its success. Whitley Penn can provide an experienced fractional Controller to oversee the close process, perform financial analysis, budgeting and forecasting, or help with other advisory projects. These projects include audit preparation and support, Initial Public Offering (IPO) readiness, Securities Exchange Commission (SEC) reporting, generally accepted accounting principles (GAAP), and International Financial Reporting Standards (IFRS) consulting, technical accounting guidance, management and board reporting, controller and CFO support, and staff augmentation.



## CAAS TECHNOLOGY

In today's environment, having the right technology infrastructure for the finance and accounting teams is of paramount importance. The CAAS Technology team at Whitley Penn can assist you with System Design, Implementation, Integrations and Managed System services for QuickBooks Online, Sage Intacct, Acumatica and integrated solutions that are part of these accounting systems.



## CAAS DATA ANALYTICS & TRANSFORMATION SOLUTIONS

Whitley Penn's CAAS Data Analytics & Transformation Solutions practice spearheads technology consulting engagements, focusing on building data integrations and implementing Financial Planning & Analysis (FP&A) planning tools for the office of the CFO. Our team is comprised of experienced practitioners in the Enterprise Performance Management (EPM) space who are committed to our clients' success. We serve to implement cloud-based solutions, enabling our clients to continually close books, run scenario forecasting, and complete budget cycles in an efficient and integrated manner, offering elevated value in areas such as consolidations, budgeting, forecasting, and reporting.

