OPULENT BOOKKEEPING SERVICES

Empowering Businesses with Financial Clarity

SOFTWARE AS A SERVICE CASE STUDY

FROM TOTALS TO INSIGHT - PROFITABILITY BY LOCATION

OVERVIEW

This client provided data management and Software-as-a-Service services across multiple locations. Their bookkeeping and core financial structure were already in place, but leadership did not have the reporting needed to evaluate revenue, expenses, or profitability by location.

Everything rolled into one consolidated Profit & Loss statement. That gave ownership a high-level view of the business, but it did not show which locations were performing well, which services were most profitable, or where operational issues were affecting margin.

The business had data but what it lacked was visibility.

CHALLENGE

A single roll-up P&L can tell you whether the company is profitable overall, but it cannot tell you where profit is being created or lost. A single company-wide P&L showed the overall picture, but it did not provide the detail needed to manage performance at the location, service, employee, or project level.

1. Revenue and expenses were not tracked by location
2. Leadership could not clearly compare profitability across locations
3. Customer/Project profitability was difficult to evaluate
4. Operations managers lacked financial visibility for location-level decisions

WHAT WE FOUND

Once reporting was reviewed at the location level, patterns became clear that were not visible in the consolidated P&L. The numbers showed that performance was not consistent across locations, employees, or service types. Some locations were stronger in specific areas, while others had process gaps that affected output, timelines, and profitability.

1. Certain locations performed specific services more profitably than others
2. Employees with the same job descriptions had widely different output levels
3. Process gaps existed across locations, creating inconsistent project flow
4. Some locations were overloaded while others had available capacity

OUR APPROACH

Opulent Bookkeeping implemented a reporting structure that aligned the financials with how the business actually operated. Revenue and expenses were tracked by location and customer/project, giving leadership the ability to compare locations, evaluate service-line performance, and identify where margin was being protected or lost. This allowed the client to review the numbers at a location lovel and connected the financial results back to staffing, workflow, service mix, and operational consistency.

- **We identified portions of the workflow that could be moved to a third-party vendor and created an immediate opportunity to improve margin.**
- **Instead of automatically assigning work to the nearest location, they began routing work to the location best equipped to perform that service profitably.**
- **Employee output was measured to set benchmarks, coach underperformance, and support staffing decisions.**
- **Standardized practices and cross-training created a more consistent, flexible operating model—improving project flow, workload balance, and delivery reliability.**

RESULTS

The improved reporting gave leadership a clearer view of where the business was strongest, where margin was being lost, and what needed to change. Instead of relying on assumptions, the client could use the numbers to guide work routing, staffing decisions, outsourcing opportunities, and process standardization across locations.

- **Improved visibility into profitability by location and customer/project**
- **Identified outsourcing opportunities that could increase margin**
- **Shifted work routing toward the locations best equipped to perform profitably**
- **Established a stronger basis for employee benchmarks, process consistency, and workload balancing**

Key Metrics

OVERVIEW

LOCATION LEVEL	LOCATION TRACKING	CUSTOMER/PROJECT	IDENTIFIED GAPS
0%	100%	100%	100%
VISIBILITY	IMPLEMENTED	TRACKING ADDED	ADDRESSED

Future Plans

The next phase is to use the new reporting structure as an ongoing management tool to strengthen profitability, consistency, and capacity across all locations.

- **Monitor location-level profitability on a recurring basis**
- **Continue routing work based on performance strength and available capacity**
- **Use employee benchmarks and standardized processes to reduce variance across locations**

Ready to see what your numbers are really telling you?
Schedule Your Complimentary Consultation

Clean books are only the starting point. The real value comes when your financials are accurate, organized, and clear enough to support better decisions.

During your complimentary consultation, we'll discuss your current bookkeeping process, where reporting may be unclear, and what it would take to create a stronger financial foundation for your business.

What We'll Review

- Current bookkeeping system and reporting challenges
- Cleanup, catch-up, or monthly close needs
- Profitability visibility and margin concerns
- Recommended next steps based on your business stage and complexity

Scan to Schedule

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Confidentiality-First - A Pre-Engagement NDA is available upon booking so you can share sensitive financial details comfortably and securely.