

MAXIMIZE YOUR VALUE THROUGH OUTSOURCING INDEVIA ACCOUNTING, INC.



INDEVIA ACCOUNTING

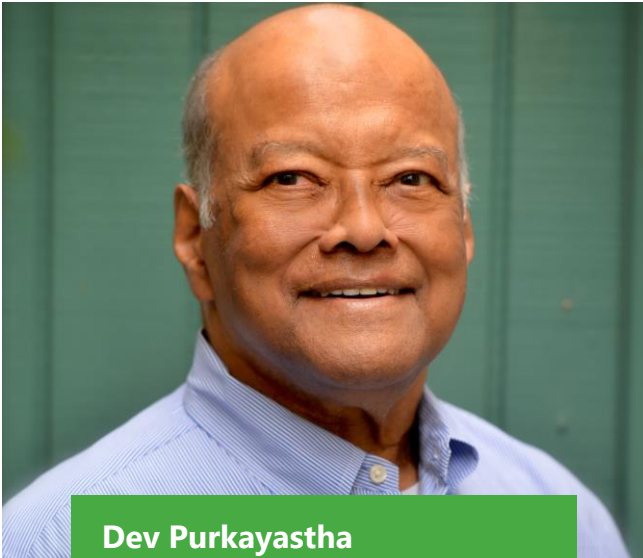
The Trusted Accounting Solution

www.Indevia.com

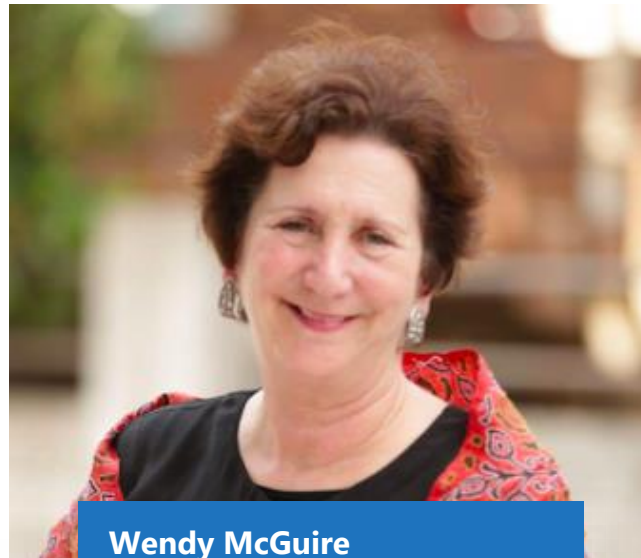
Talking points

- About Indevia
- Re-tooling in the new normal
- How CPA firms can benefit
- Our services
- Case studies

Company Overview



Dev Purkayastha
Founder & CEO



Wendy McGuire
Founder & Co-President



Avijit Paul
EVP Innovation



San Diego, CA
Corporate Office

200+

Years
Experience

30+

Brands

Company Overview



Mumbai, India
Operations

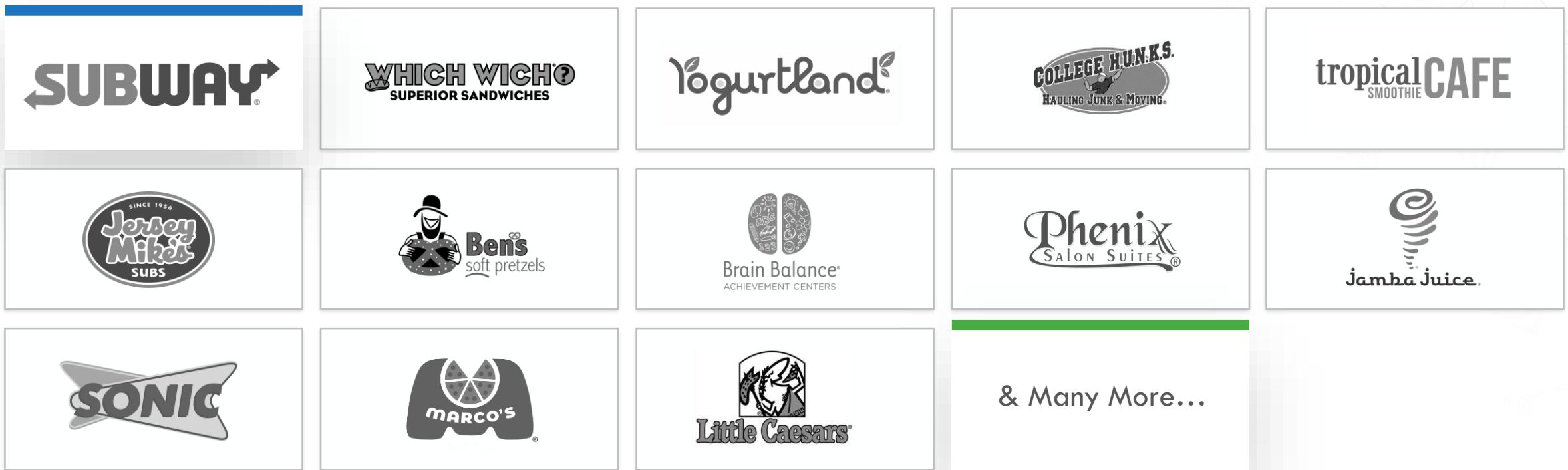
600+

Locations

200+

Clients

A Few of our Clients



Retooling in the new normal



Modern day challenges for CPA firms

Staffing concerns

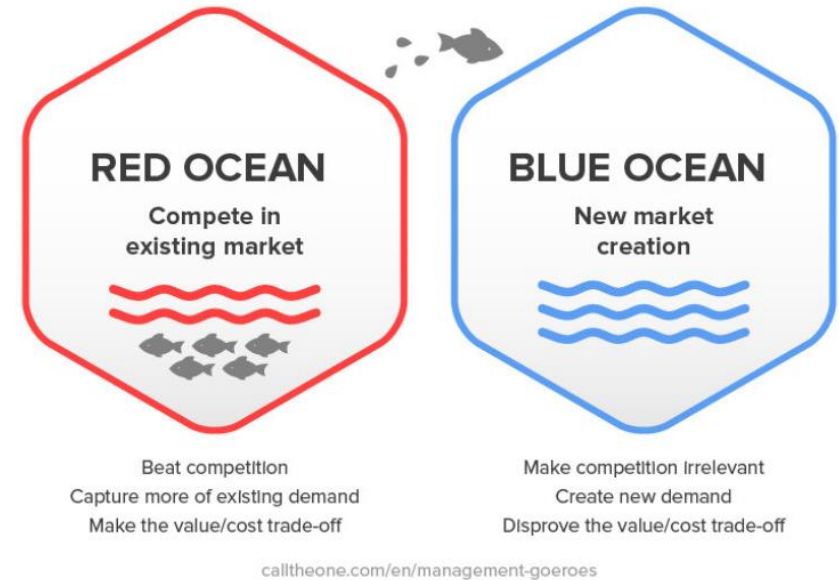
Downward price pressure on services

Commoditization of services

Cloud computing

Automation/artificial intelligence (AI)

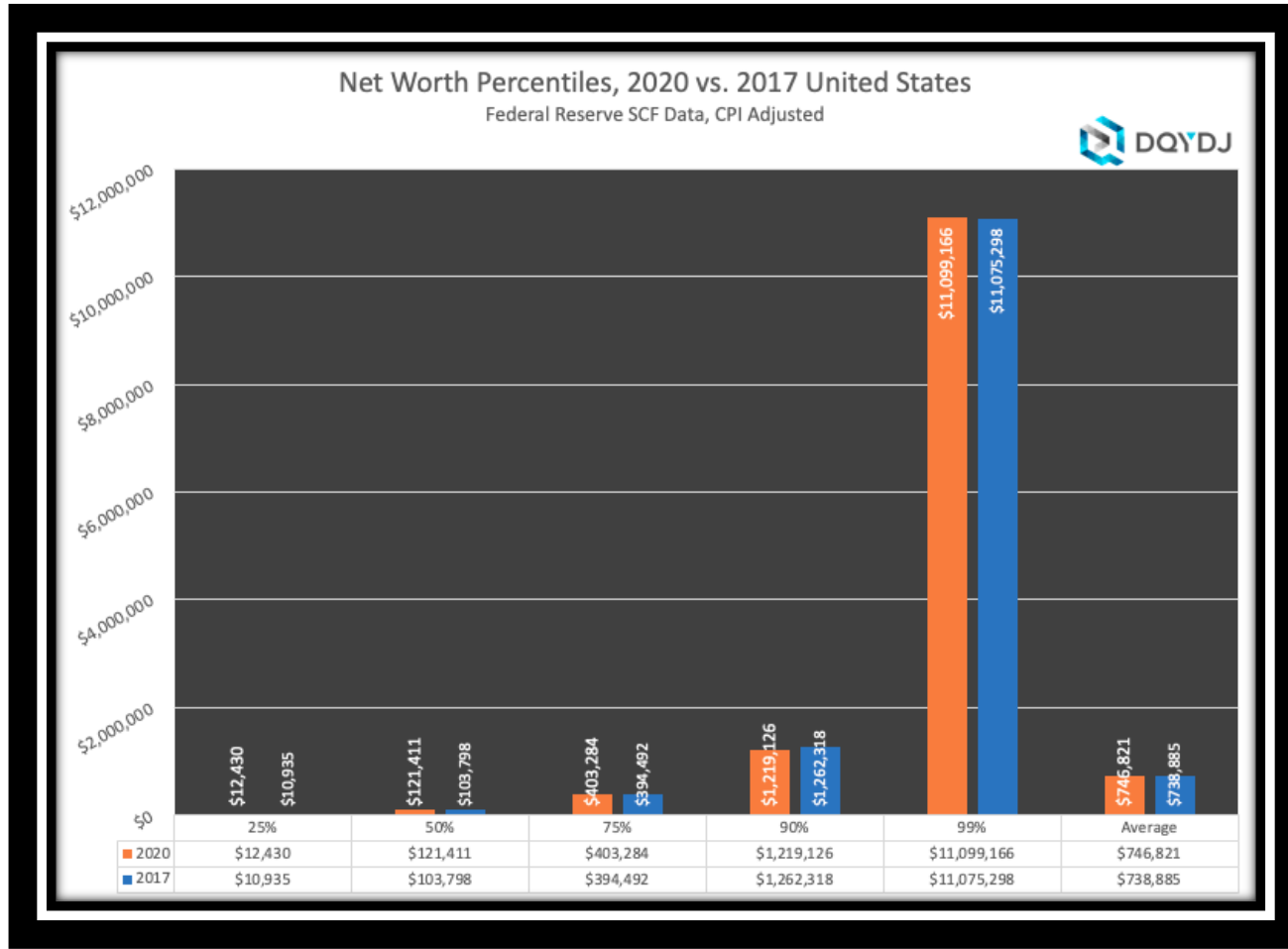
Attracting new clients



Blue Ocean Opportunity

- There are 1.00 million households with a net worth of \$10 million to \$100 million.
- They need virtual family office/CFO services
- The services they need include: Accurate and timely books of accounts, high level financial planning, Tax planning, protecting their estates, communicating and planning with the next generation, divorce and remarriage, cash management
- We started Indevia to meet our family's bookkeeping needs, and our books have been done by Indevia for the last twelve years
- Our strategic partnership with Sage Intacct includes Family Office suite

The Big Picture



Facts

- In 2020, **\$121,411** was the median household net worth in the United States. This is up from \$97,225.55 in 2017.
- The average household net worth in 2020 was **\$746,821**. It was \$692,100 in 2017.
- To be top 1% in 2020, a household needed a net worth of **\$11,099,166**. \$10,374,030 was the 1% threshold in 2017.
- To be top 0.5% in 2020, a household needed a net worth of **\$17,557,208**.
- The top .1% bracket started **around \$43,207,732**.

WHY OUTSOURCE TO INDEVIA?



LEVERAGE OUR SERVICES TO PROVIDE MORE VALUE TO YOUR HIGH NET WORTH CLIENTS



WE INVEST IN ACCOUNTING PROCESSES, PROFESSIONALS AND TECHNOLOGY SO YOU DON'T HAVE TO



DEDICATED IT TEAM PROVIDES HIGH LEVEL INFORMATION SECURITY



ON-TIME, ACCURATE FINANCIALS EVERY MONTH



FULL SERVICE ACCOUNTING, INCLUDING PAYROLL AND BILL PAY

How Indevia can help CPAs

Our Focus Areas

CPA's focus areas

- Business advice
- Tax planning
- Estate planning
- Retirement planning
- Business succession planning

Timely accurate data

Advisory and Automation Services

- Custom Dashboard Development
- KPI Analytics
- Robotics Process Automation
- Process Improvement Services
- IT Infrastructure & Cybersecurity Audit
- Process Migration

Bookkeeping and Accounting Packages

Gold

Diamond

Platinum Preferred Partner

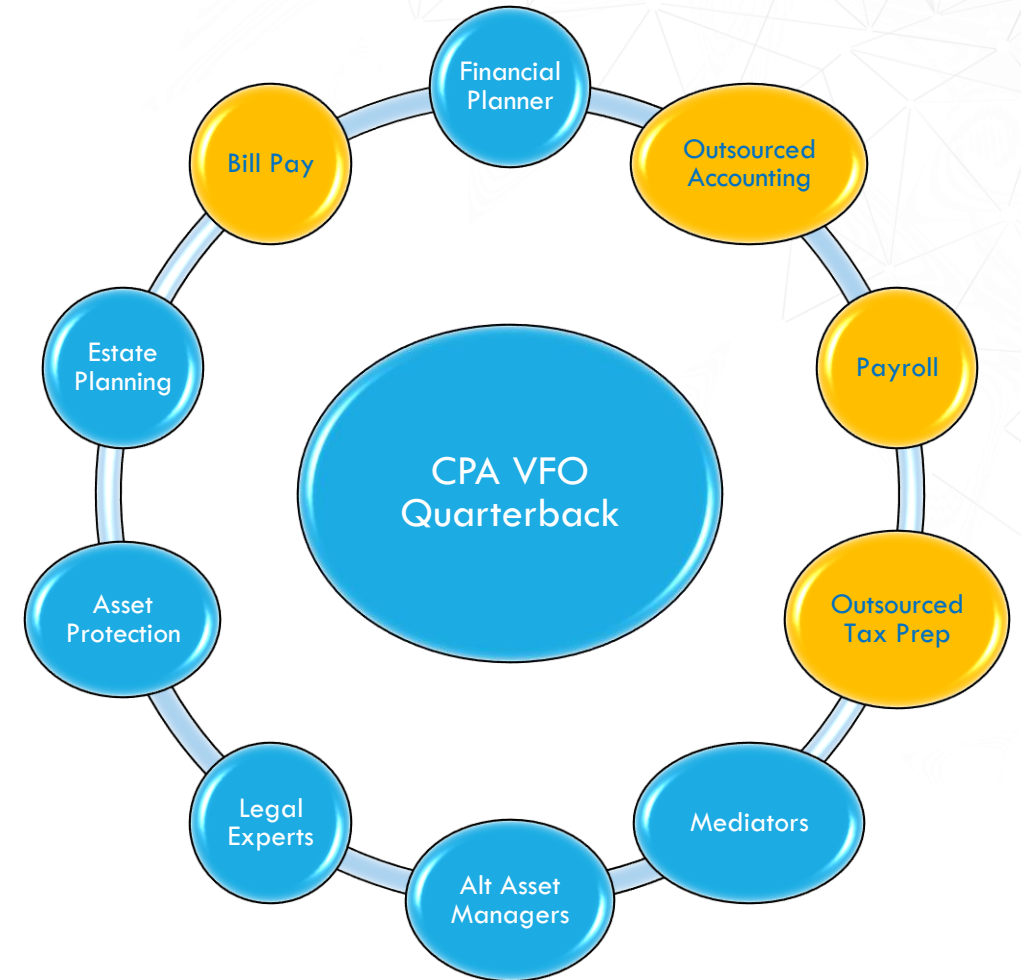
Franchisor Preferred Services

Payroll Services

Bill Pay

WHY OUTSOURCE ACCOUNTING ?

- Accounting, while essential, is rules-based and is a commodity
- A good provider will document the rules, improve, and automate processes
- A good provider invests in quality control, staff development, and technology
- Benefits of outsourcing include specialization, lower cost, and continuity of service
- The Big Four accounting firms now employ over 160,000 people in India (about 15% of their global workforce)



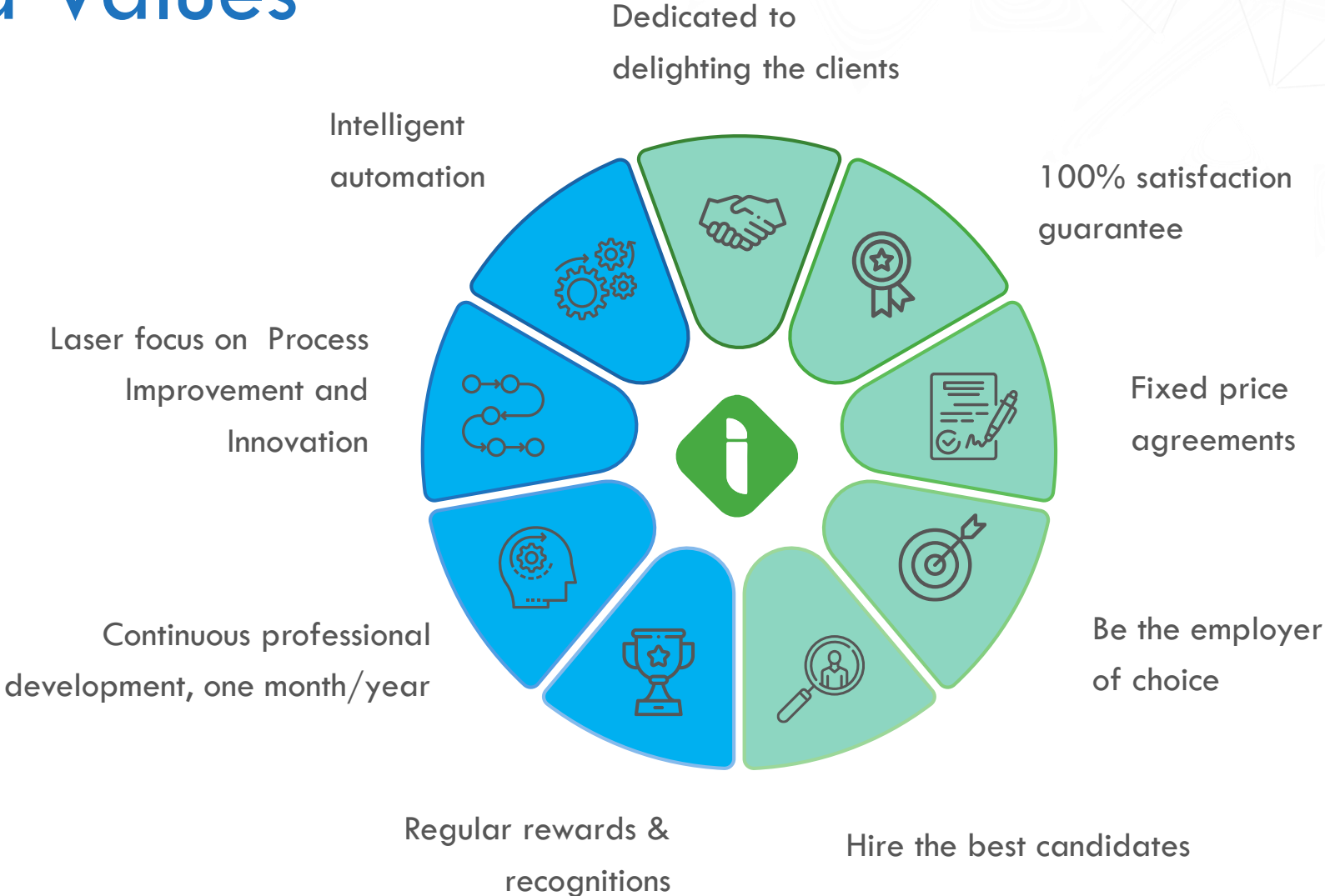
How can Indevia help



INTENSE FOCUS ON CLIENT SATISFACTION

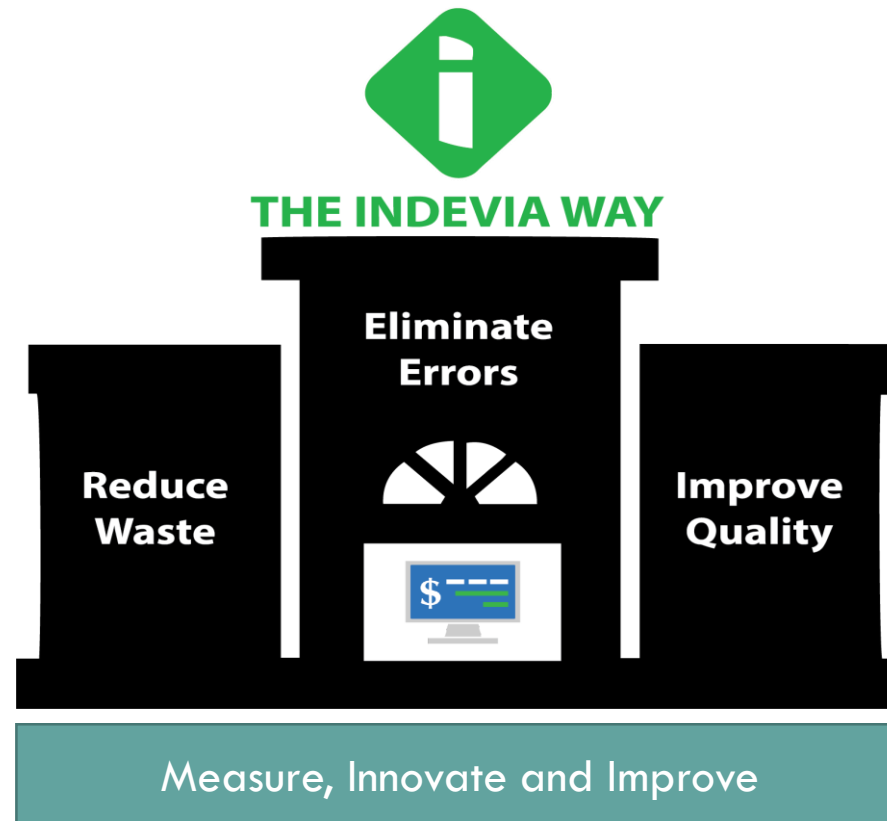
- A recent survey showed that Indevia clients are 80% likely to recommend our service to friends and colleagues
- We are always taking steps to improve client satisfaction
- Regular surveys and highly engaged staff helps refine processes
- In 2020, we introduced employee empowered innovation
- Our corporate culture rewards and supports professional development
- Improving is a never-ending journey for us.

Indevia Values



WE TREAT ACCOUNTING AS A PROCESS

(Inspired by Toyota Way)



In 2020, we saved* over \$160,000 for our clients

* Documented savings

Our transition process is fast and structured



Link : <https://vimeo.com/453242077/b7a0155dd7>

We support major accounting software for our clients

sage Intacct

 PROFITKEEPERSM
BY PRIMEPAY

 Restaurant365


intuit
quickbooks®

PATRIOT
 SOFTWARE

 xero

Our Strategic Partners

sage Intacct

Includes Family Office Solution



The Leader in Digital Business Payments.



Indevia Services at a glance

Key Features

- All our Client files are on Amazon Web Server (AWS) using VPN connectivity
- We are ISO 27001 certified with a dedicated IT team carrying out regular surveillance audits
- All advisory projects get special attention from our CEO and EVP of Innovation
- Robust workflows, documented processes and dedicated Account teams

Advisory and Automation Services

- Custom Dashboard Development
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Bookkeeping and Accounting Packages

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Diamond

Platinum Preferred Partner

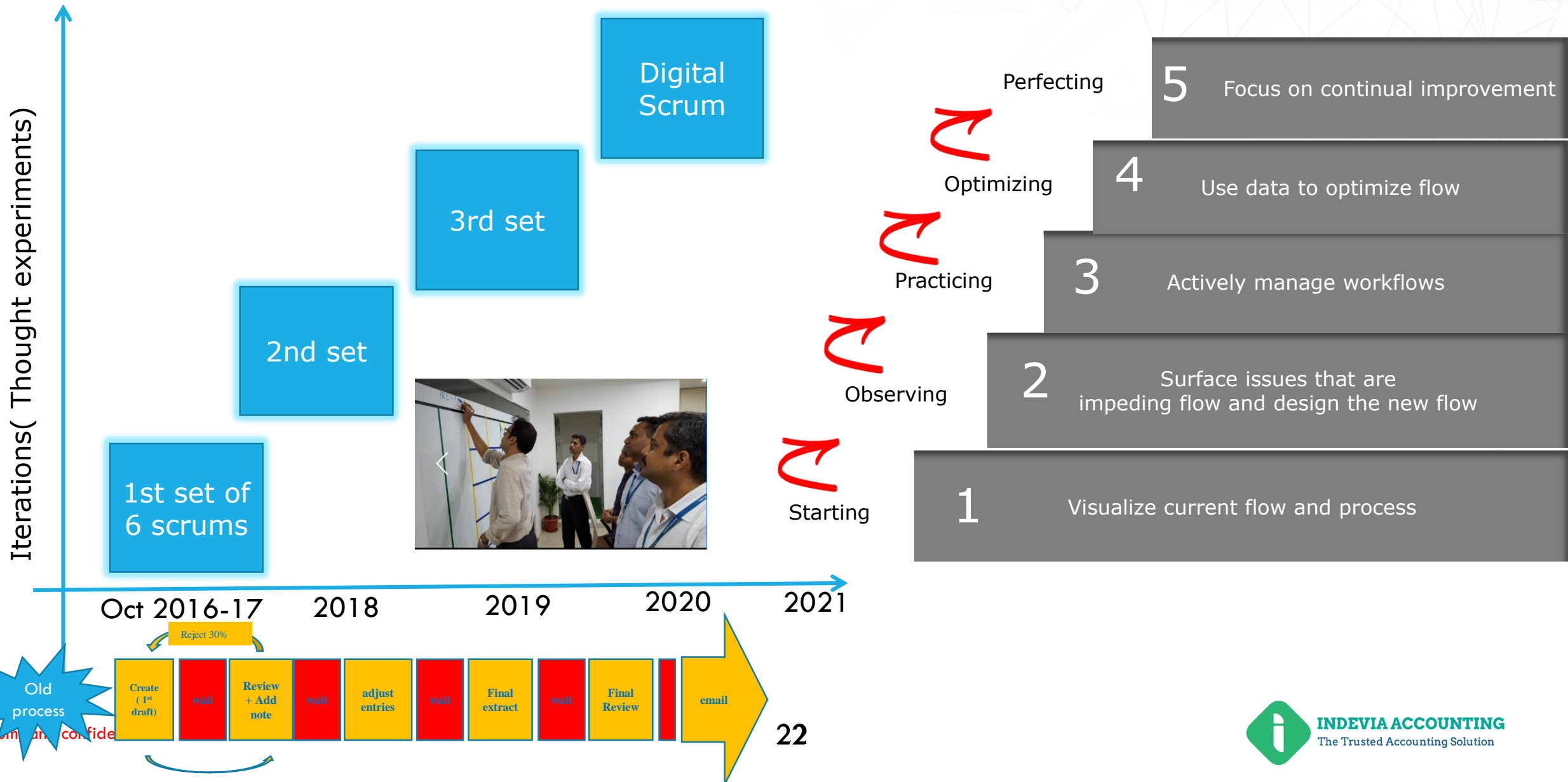
Franchisor Preferred Services

Payroll Services

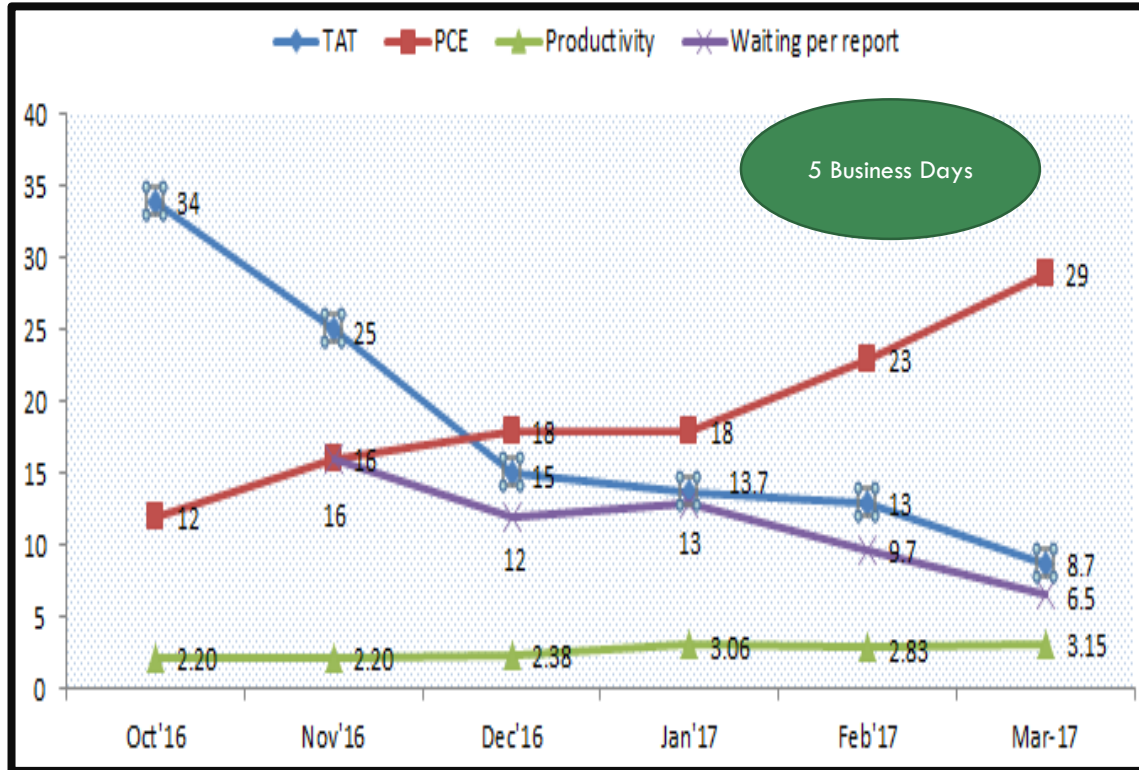
Bill Pay

Case Studies

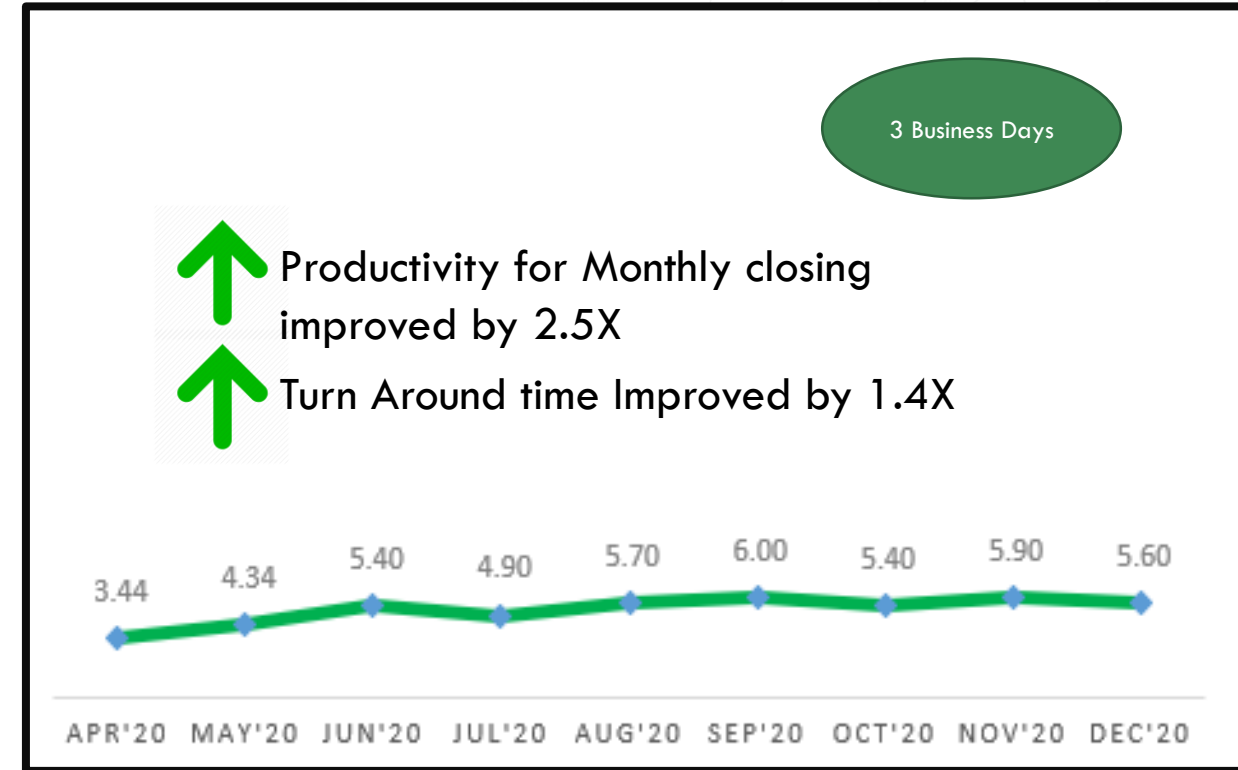
Using Lean to improve our Monthly close process



Result : More Monthly Close in fewer days



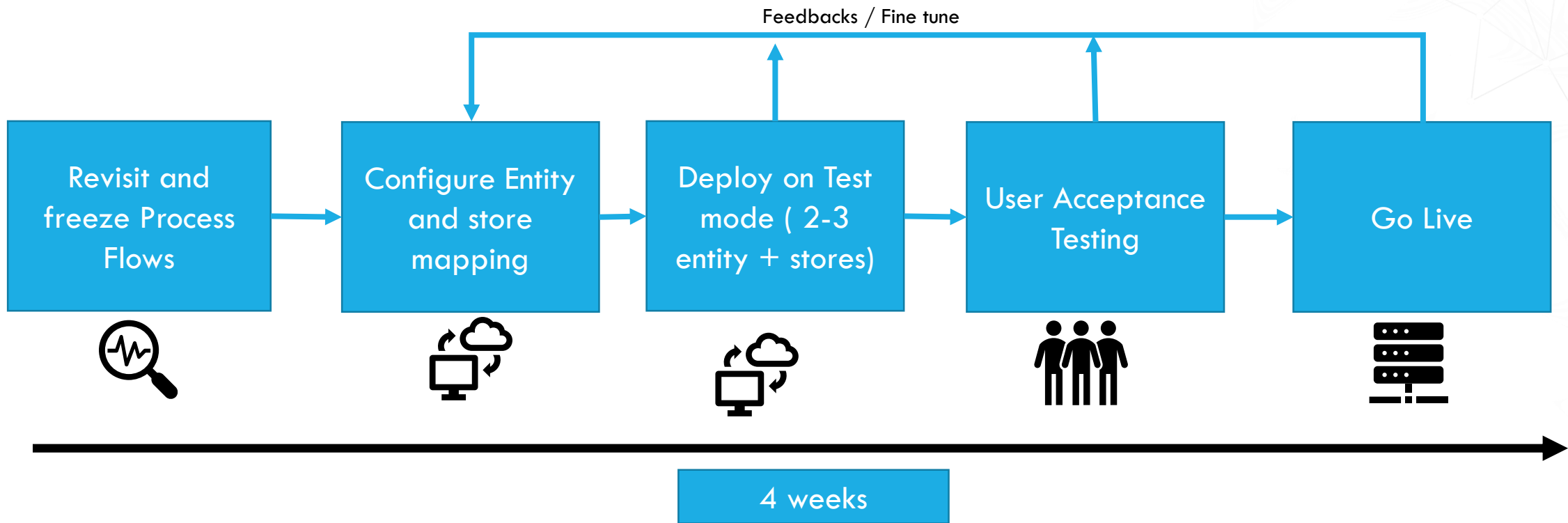
Learning Phase : First 6 scrums 2016-17



Now : Last 9 scrums 2020

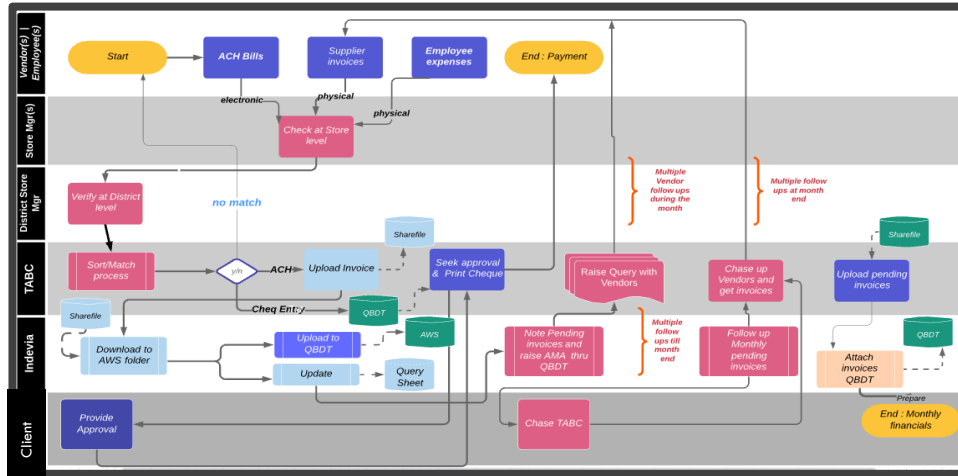
Accounts Payable Automation for a Major Client

(15 entities, 55 Locations, 4 Brands)



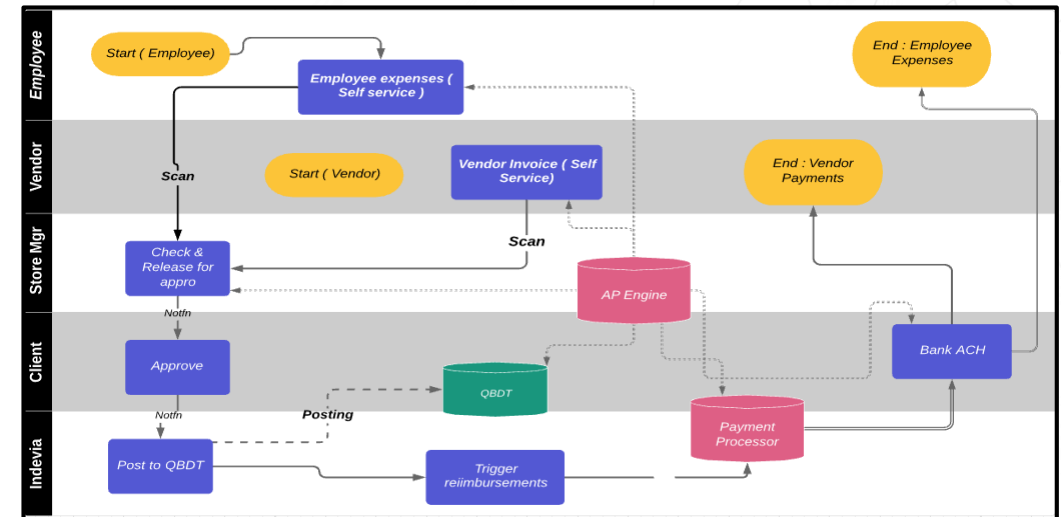
Complete move of expenses and invoices to Cloud

From a Push System



- 6 Lanes
- 4 Systems
- Hand scans, manual tracking
- Fragmented Book of records
- 13 steps
- “Hidden factory” of rework/re-loops/chase-ups
- Multiple touches and hand offs

To a Pull System



- 5 Lanes
- 2 Systems
- 5 step straight-thru processing
- All Transactions on Cloud
- 2.5X reduction in effort
- Go live within 4 weeks

Purpose built dashboards for clients



Test Link

<https://tinyurl.com/indeviaSubway>

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FULL SERVICE ACCOUNTING, INCLUDING PAYROLL AND BILL PAY

WORKING WITH INDEVIA

- The average client transition time is less than 2 hours
- Secure file sharing portal (Sharefile)
- Dedicated IT team focused on data security
- We require online access to all necessary data
- Our team is available by phone until 1 pm Eastern time
- We deliver financial reports by the 10th business day of each month



What our clients saying about us



"Indevia has saved us \$ 250,000 over the last 5 years in accounting fees and we get better service"
— **Steven B., Multi-Unit Franchise Owner**

Jessica Johnson

They have not missed a beat! I feel I can rely completely on their expertise and rest assured my business accounting is in good hands.



"Indevia Accounting is awesome accurate worry free accounting allowing me to concentrate on building my business. Indevia is using the latest Technologies and bridging them with Quick Books Online. The results are accurate and up to date data on the health my business. Including a Dash Board with all my Financial Metrics all on one screen. I highly recommend Indevia Accounting"

— **Pat Knight, Multi-Unit Franchise Owner**



I have been a client for over 4 years now. The services I have been receiving from the team have been great and I would like to bring that to the attention of your office

- **Isaias G. Tesfamichael**

This is to let the team know how satisfied Silicon Valley Accountants is with the service from Indevia Accounting. They are always very polite and quick to respond to any communication requests

Colleen Timmins CPA



Thank You

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