



Real-Time AI & Automation Solutions for Finance



PRESENTER



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Tori is a Partner at Centri Business Consulting and the leader of the firm's Audit Support & Readiness Practice. She has more than 12 years of experience in accounting and audit readiness services. She joined Centri in October 2016 and assists clients across several industries with a variety of financial reporting needs, including financial statement preparation, pre-audit support preparation, sell-side and buy-side due diligence, acquisition accounting process integration, accounting transformation, and technical accounting research needs, including implementation of ASC 606 and ASC 842. This includes a strong focus on clients in the technology, fintech, healthcare, private equity, life sciences, and telecommunication sectors. In addition to accounting and audit readiness services, Tori has assisted companies with accounting for complex transactions, including business combinations and debt and equity analysis.

Prior to her time with Centri, Tori held multiple positions on the financial reporting team at Ascensus, Inc., a privately held financial services company. In those positions, she reported directly to the CFO, worked on M&A activities, and supported Board reporting and consolidated internal management reporting. While at Ascensus, Tori developed the internal financial reporting process for its college savings division post-acquisition and supported Broker Dealer reporting requirements to FINRA.

Tori received a B.S. in Accounting from Saint Joseph's University and is a member of the Saint Joseph's alumni group. She is a Certified Public Accountant in the state of Pennsylvania.



PRESENTER



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Garrett is a Managing Director in the Accounting Transformation Practice at Centri Business Consulting. He has more than 15 years of experience in public accounting, consulting, and industry. He joined Centri in September 2022, where he assists clients with business transformation, accounting advisory, and financial reporting.

Prior to his time with Centri, Garrett was a Senior Manager with Cherry Bekaert, where he led the Accounting Transformation Practice. He assisted clients in a variety of areas, including accounting process transformation, business intelligence, and financial reporting. These projects were focused on operational design, process optimization, and digital controllership.

Additionally, Garrett was a Lead Associate at Booz Allen Hamilton, where he led projects on financial reporting, internal controls, controllership, audit readiness, and audit remediation. Before joining BAH, he was a financial management associate with KPMG LLP.

Garrett received a B.S. in Accounting from North Carolina State University and a M.S. in Accounting from the University of Virginia. He is a Certified Public Accountant.

OUR FIRM

Centri is an **accounting and advisory firm** dedicated to providing quality expertise to help your business grow and succeed. Centri specializes in **financial reporting, internal controls, technical accounting research, valuation, mergers & acquisitions, and tax, CFO, and HR advisory** services for companies of various sizes and industries. We serve **domestic and global publicly traded and private companies**, ranging from pre-revenue to multi-billion in annual revenue.



FOUNDED IN
2011



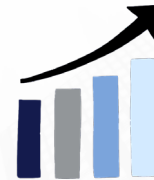
GLOBAL
CLIENT BASE



900+ CLIENTS
SERVED



EXPERTISE IN
18+ INDUSTRIES



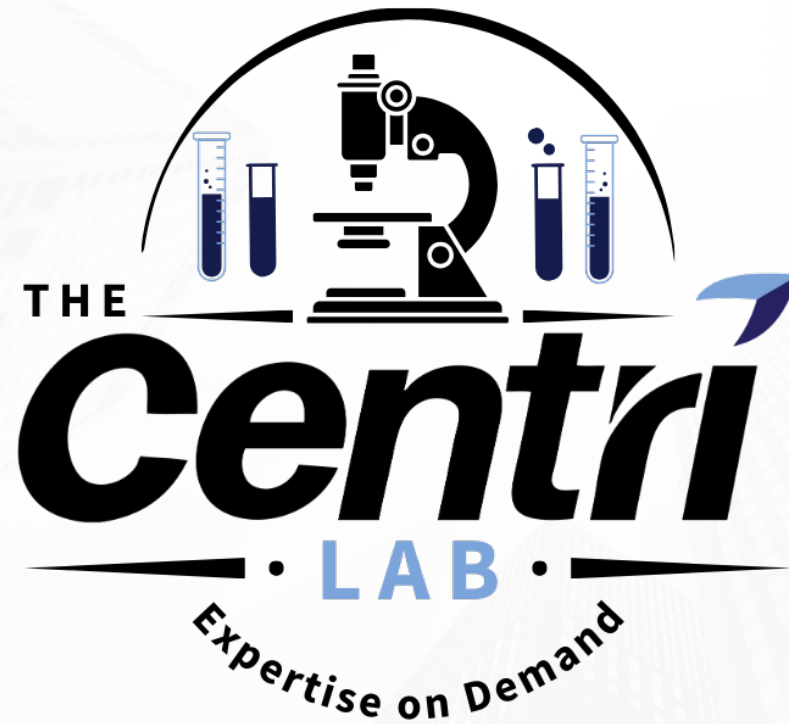
TOP RANKED
FASTEST
GROWING FIRM
- ACCOUNTING TODAY



PUBLIC
ACCOUNTING
& INDUSTRY
EXPERIENCE



TECHNICAL
EXPERTISE





AGENDA

- Overview
- Data Quality
- Timeliness
- Inefficiencies



OVERVIEW



AUTOMATION

Automation:

- Execute pre-defined, rule-based tasks automatically and without deviation.
- Best used for simpler tasks following a "if-this-then-that" logic.

Robotic Process Automation:

- Utilizes optical character recognition, screen scraping, and direct interaction with the Graphical User Interface ("GUI") to automate repetitive processes.
- Practical Applications in Accounting: bank reconciliations, applying cash receipts, invoice automation, and sales and use tax (SUT) calculation .

Examples:

- Alteryx
- UiPath
- Power BI (Power Automate & Query)



BUSINESS INTELLIGENCE

Business Intelligence:

- Broadly defined as the applications and technology used to collect, integrate, analyze, and present business data.
- Goal is to provide actionable insights.

Components of BI:

- Collection and integration; Known as Extract, Transform, & Load (ETL)
- Analysis
- Visualization
- Reporting

Examples:

- Power BI
- Tableau
- Qlik
- Datasnipper



ARTIFICIAL INTELLIGENCE (AI)

Artificial Intelligence:

- Simulation of human intelligence in machines.
- Perform tasks that typically require human intelligence, such as visual perception, speech recognition, decision-making, and language translation.

Generative AI:

- It responds to user prompts to generate high-quality outputs.
- Use deep learning models to identify and encode patterns in large datasets, enabling them to produce new content based on learned patterns.
- Reactive to user inputs, generating content based on the data it was trained on. It does not make autonomous decisions but rather creates outputs in response to specific requests.

Agentic AI:

- Designed for non-deterministic tasks, meaning the outcome is not entirely predictable, that require flexibility and reasoning.
- It can handle open-ended tasks and adapt to changing conditions.
- Autonomy focused on making intelligent decisions based on context and data analysis.



ARTIFICIAL INTELLIGENCE (CONTINUED)

Overview

- AI is currently being utilized by 42% of enterprise-level companies; Another 40% of companies reported exploring AI usage or experimenting with it
- 83% of companies claim that AI is a top priority in their business plans
- 60% of AI subscriptions are discontinued before the end of the first year.
- None of this works if the software and infrastructure isn't continually updated and changing.

Types of AI

- Narrow (Weak): Designed and trained for a specific task.
- General (Strong): Ability to perform any intellectual task that a human can do.
 - This type of AI is still theoretical and not yet realized.
- Superintelligent: Even surpasses human intelligence in all aspects.
 - This is a hypothetical concept and remains a topic of speculation and research.

Generative AI Tools:

- ChatGPT
- Microsoft Copilot
- Gemini (Bard)
- Scribe
- Amazon Q

Agentic AI Tools:

- UI Path
- Relevance AI

ARTIFICIAL INTELLIGENCE (CONTINUED)

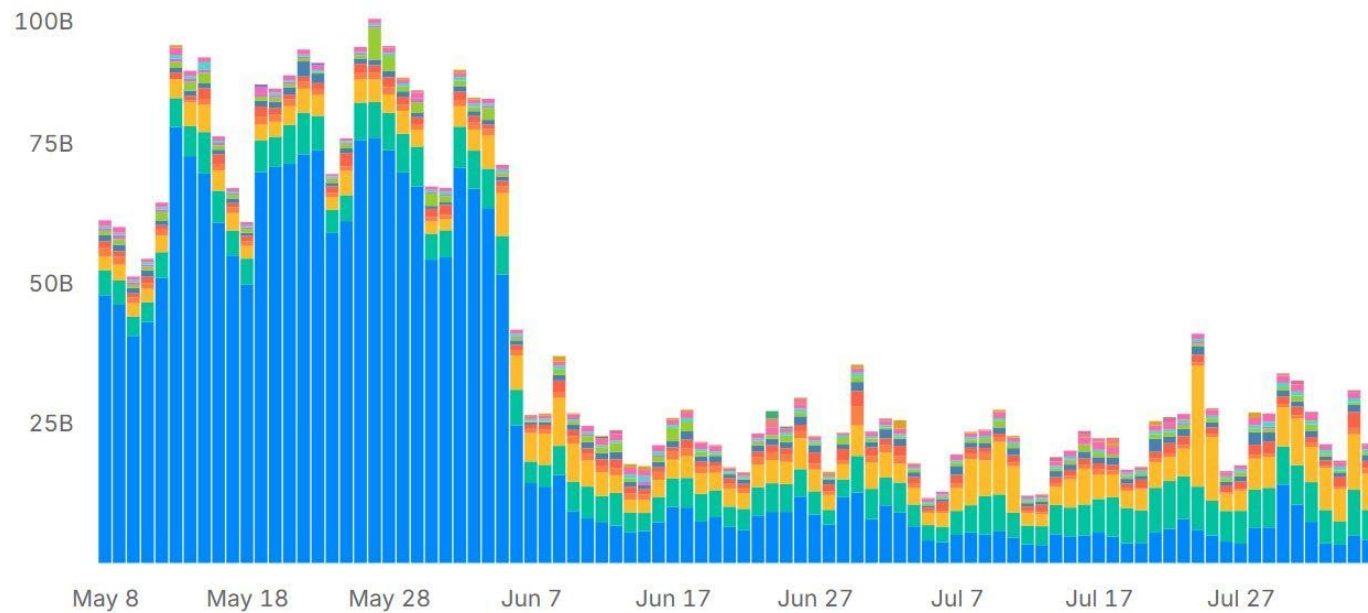


OpenAI

Browse models provided by OpenAI ([Terms of Service](#))

31 models

Tokens processed





SOFTWARE SOLUTIONS WITH AI

ERP:

- Timesheets
- Journal Entries
- Anomaly Detection
- Generative AI
 - Search help

Process Specific Tools:

- Blackline
- Vena
- Workiva



COMMON ISSUES



Data Quality



Timeliness



Inefficiencies

POWER BI OVERVIEW

Overview

- Interactive data visualization
- Capable of connecting with multiple data sources
- AI and machine learning features provide advanced analytics, predictive modeling, and insights
- Integrates best with Microsoft products

Power Query

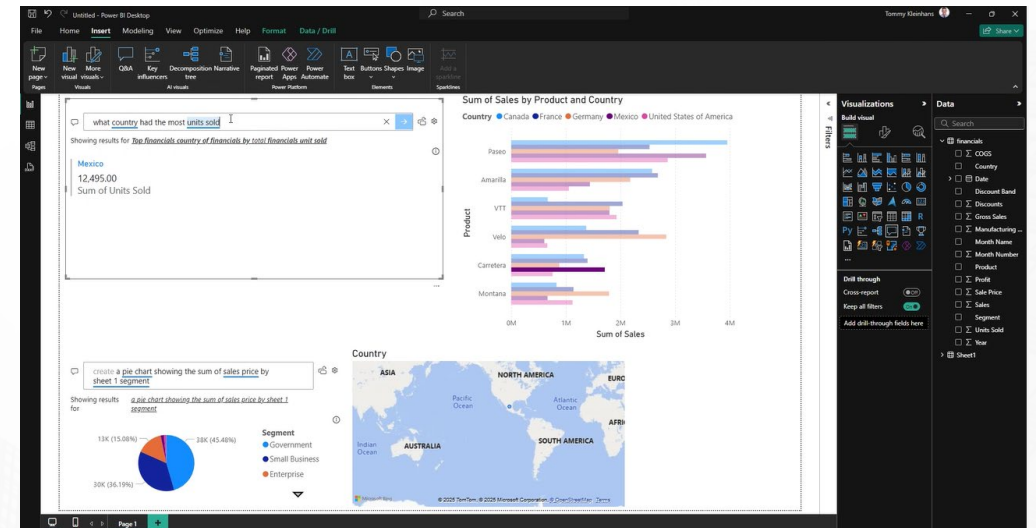
- Clean, transform, and load data from various sources

Power Automate

- Automation of manual, rule-based tasks by mimicking human interactions with software systems

Use Cases

- AP and AR management
- Cash forecasts
- Performance dashboards





POWER QUERY CASE STUDY: PAYROLL

Problem

- Our client had a multiple entities and complex allocation methodology for their payroll process
- Each employee had a unique allocation percentage across the entities
- The process to create the payroll entries was time consuming and inefficient

Action

- Developed Power Query to join all activity and extracted relevant data
- All activity was manipulated to clean data, delete rows, replace blanks with zeros, fixed formatting issues, etc.
- Created lookup tables and joins
- Read in and appended multiple files into one master database
- Allocated expense amounts from the master database to each entity based on the allocation rates within the lookup tables
- Final output automated the recurring payroll entry and had the ability to drill down in transactional detail

TABLEAU OVERVIEW

Overview

- Data visualization.
- Transform large raw data sets into visuals.
- Can connect to most databases.
- Can integrate data from multiple sources.
- Intuitive user interface.

Use Cases

- KPI tracking and dashboards.
- Variance analysis.
- Expense management.



TIMELINESS

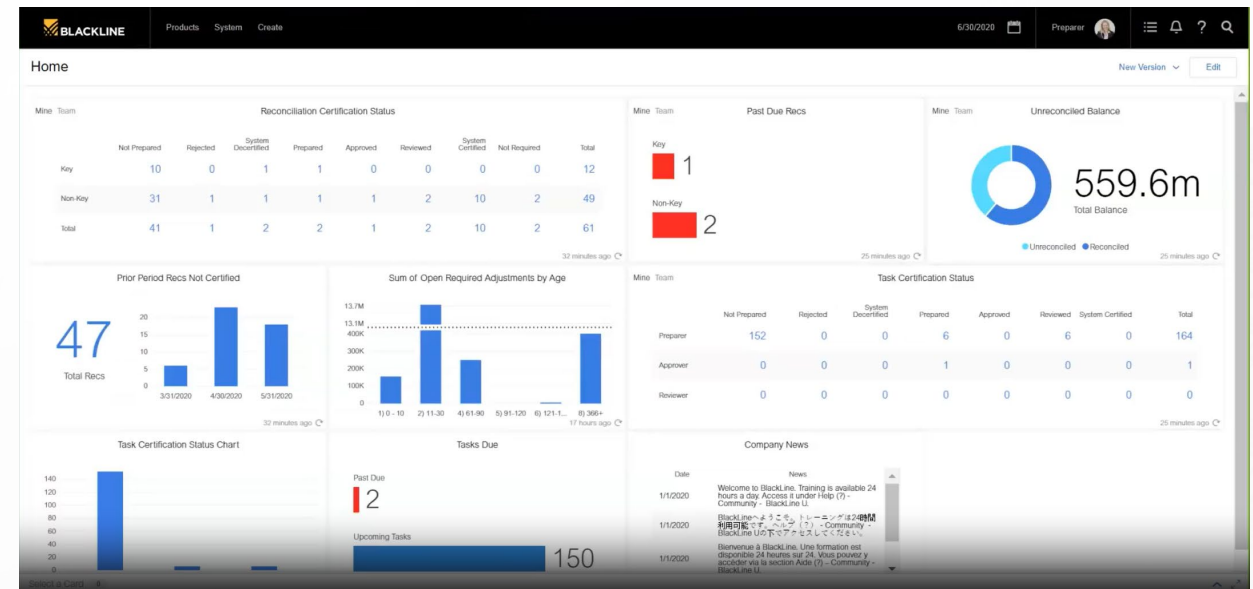
BLACKLINE OVERVIEW

Overview

- Gartner Quadrant Market Leader in Close Automation
- Implementation between 60-90 days (Mid Market only)

Metrics

- 50% reduction in time to reconcile
- 36% reduction of manual journal entries
- ROI of 267%
- Average payback period of 9 months





BLACKLINE CASE STUDY

Problem

- Public client with prolonged month-end close times due to numerous manual processes and non-standardized procedures.
- Increased risk of errors and inconsistencies in financial reporting.

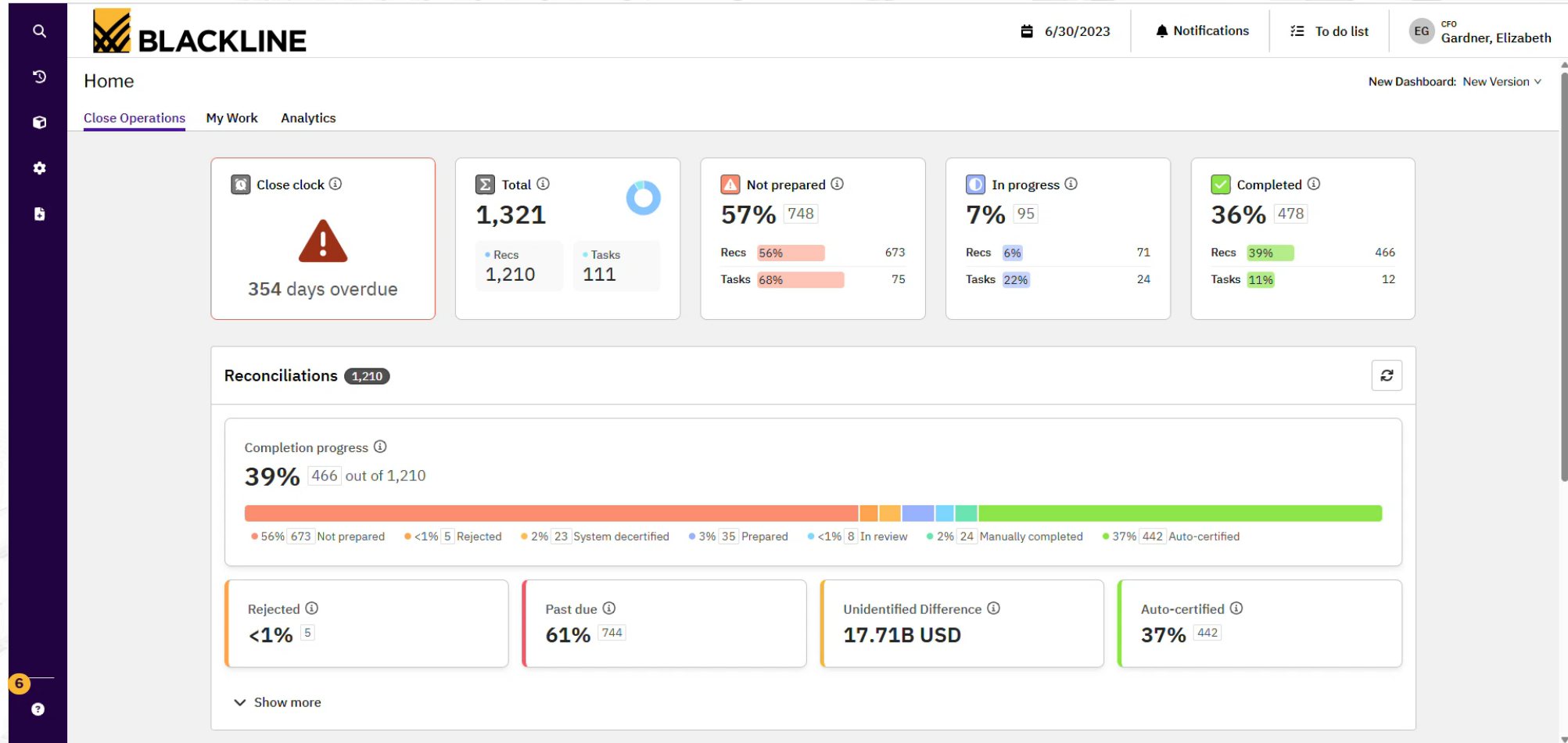
Action

- Assessment of the month-end close and reporting process, including detailed reviews and interviews with staff.
- Creation of a scorecard assessment to identify subprocess maturity and inefficiencies.

Resolution

- Implemented Blackline MAP.
- Enhanced visibility into the balance sheet and financial close process.
- Streamlined month-end close process, reducing manual tasks and improving accuracy.
- Reduced risk of errors and inconsistencies in financial reporting.

BLACKLINE RECONCILIATIONS DEMO



BLACKLINE MATCHING DEMO

6

?

BLACKLINE

6/30/2023

Notifications

To do list

EG SYSTEM ADMIN
Gardner, Elizabeth

Match Set Details

Save

Cancel

Matching Engine

Matched Transactions

Unmatched Transactions

Archive

*Match Set Name

AP to GL detail - US

Description

AP to GL detail.

This match set provides a demonstration of a comparison of Subledger Detail to General Ledger Detail, in particular Accounts Payable to General Ledger, in order to identify issues and reconciling items between the two systems.
The Data Sources used in this match set are static.
Since the Data Sources are static, the Match Set can only be viewed as indicated by the magnifying glass.

Documents

Team

Matching

Entity

(None)

Account

C0004-Atlanta-2000--AT020-1102-AP-63993- - Accounts Payable

Data Sources

1

GL Detail

Display Fields

Filter Fields

Supporting Items

GL Mapping

Alternate Name

2

AP_Detail

Display Fields

Filter Fields

Supporting Items

GL Mapping

Alternate Name

Role Assignments

Preparer

Wilson, Kim

Account Reviewer

Add Document

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WORKIVA OVERVIEW

Overview

- Unified platform; Simplifies complex work by connecting, transforming, reporting, and automating data.
- Integrates financial reporting, GRC, sustainability management, and legal solutions.
- Enables transparent and accurate financial reporting, including annual reports, SEC filings, and audit committee presentations.
- Allows multiple users to work together on documents and reports.
- Connects data from various sources.

Financial Reporting

- Financial Statement Automation
- SEC Reporting
- Annual and Interim Financial Reporting

Governance, Risk, & Compliance

- SOX Compliance
- Internal Controls Management
- Audit Management



LEASE SOFTWARE OVERVIEW

Overview

- Ensure compliance with ASC 842 and IFRS 16.
- Generate automated amortization schedules, journal entries, and disclosure reports.
- Provide centralized dashboard.
- Integrate with ERP.

Solutions

- LeaseQuery
- LeaseCrunch
- Trullion
- Visual Lease



CONSOLIDATION SOFTWARE OVERVIEW

Overview

- Automates data collection, validation, and consolidation.
- Handles foreign currency translations and consolidations for multinational organizations.
- Automates the elimination of intercompany transactions.
- Integrates data from various sources (e.g., ERP systems, spreadsheets) in real-time, providing a single source of truth for financial reporting.
- Offers powerful analytics and reporting tools to generate insights, visualize data, and create customized reports.

Solutions

- OneStream
- Planful

INEFFICIENCIES



ALTERYX SUMMARY

Overview

- Analytics automation platform
- Assists in the collection, preparation, and blending of data
- Can be used to automate processes and provide actionable business insights

Automated Workflows

- Rule based logic to launch a series of tasks without intervention
- Once the model is tailored, it will transform the raw data into the visual necessary to find the solution
- Only small changes or adjustments are needed once workflow is completed

Use Cases

- Reconciliation Assistance
- Reformatting Legacy System Reports
- Industry-related Reports
- Financial KPIs & Metrics
- Allocations



Input Tool: Connect to a file or database to bring data into your workflow



Output Tool: Use the Output Data tool to write results of a workflow to supported file types or data sources



Browse Tool: Displays data from a connected tool



Data Cleansing: Fix common data quality issues including nulls, unwanted characters, and modify case



Filter Tool: To filter data

KEY



Formula Tool: Uses expressions to create and update columns



Unique Tool: Identifies duplicate records and groups all unique records together



Select: Used to remove columns and change data types



Sort: To sort data



Join: To join together two files based on common fields



KEY



Find & Replace: Used to find a specific value in one file and match to another (similar to a lookup)



Union: To combine multiple files together



Summarize: Used to pivot data



DateTime: Transforms DateTime data to and from a variety of formats



Multi-Row Formula Tool: Can interact with multiple records within a single formula



KEY



Block Until Done Tool: Used to stop datasets from moving downstream until the last record in the set has been processed by all previous tools. This is helpful for larger workflows and outputting multiple datasets into a single file.



ALTERYX CASE STUDY: TB CONSOLIDATION

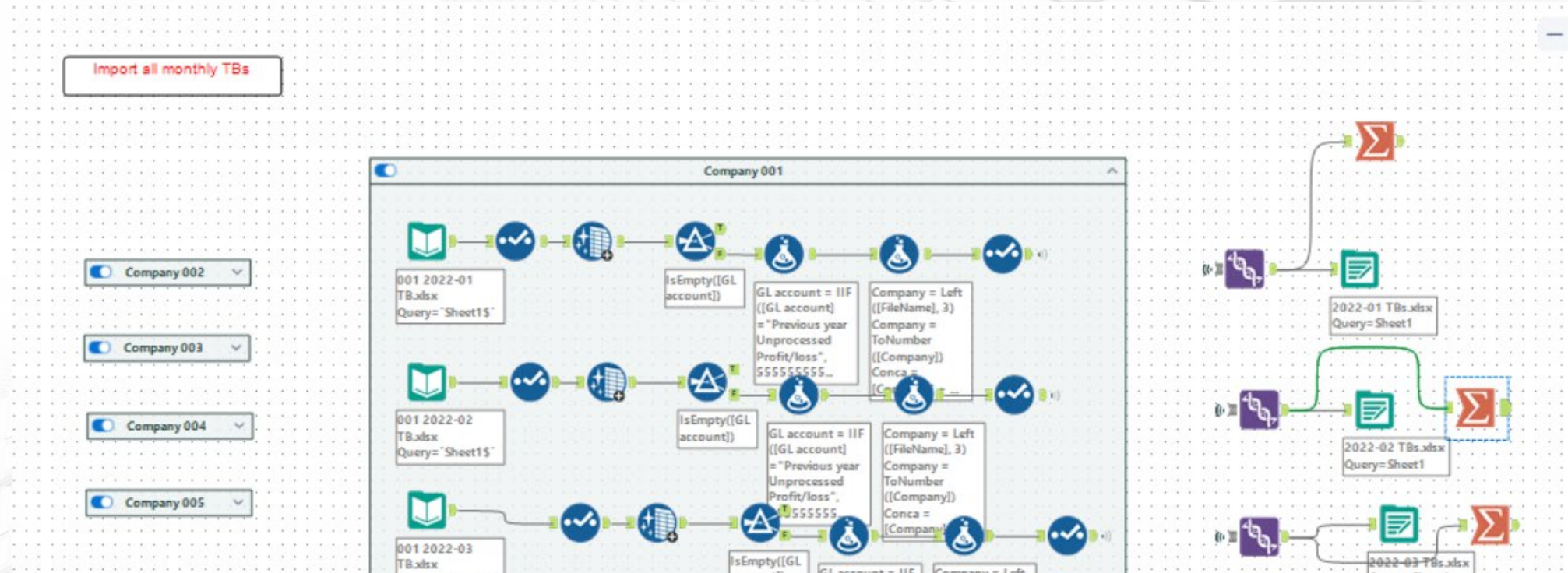
Problem

- Our client had a manual process to consolidate five (5) entities all on separate ERP instances
- Each entity had a unique Chart of Accounts (COA)

Action

- Developed Alteryx workflow to consolidate all sixty (60) trial balances
- All trial balances were manipulated, meaning sorting, concatenations, deletion of rows, replace blanks with zeros, fixed formatting issues, etc.
- All trial balances were then mapped to a consolidated financial statement line item
- Final output created an automated consolidated trial balance

ALTERYX TB CONSOLIDATION DEMO



ALTERYX TB CONSOLIDATION DEMO

Microsoft Teams

Microsoft Teams meeting

2025-08-19 20:20 UTC

Recorded by

Matt Innocenti

Organized by

Matt Innocenti



ALTERYX CASE STUDY: BANK TO GL ACTIVITY

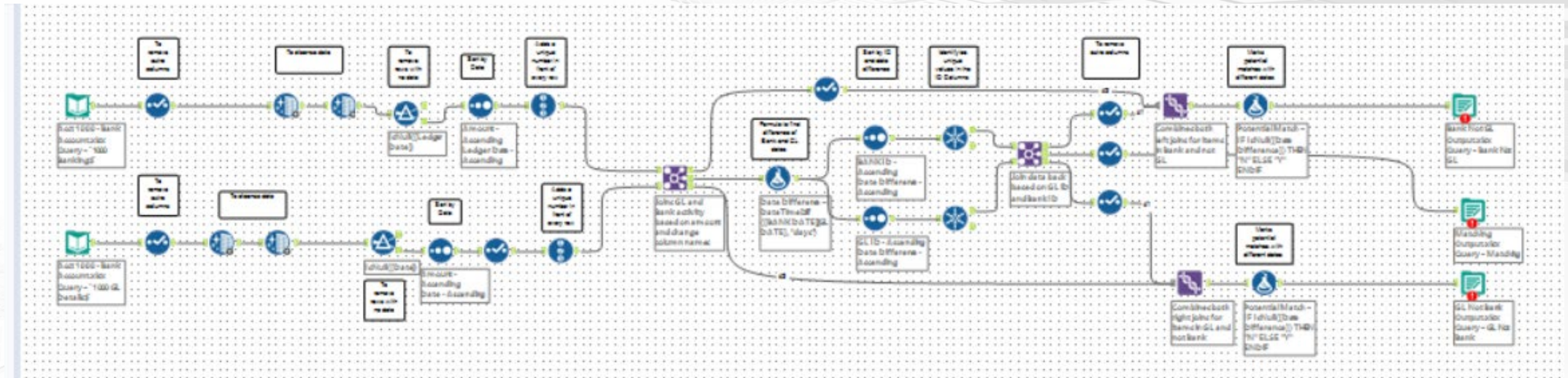
Problem

- Our client had a thousands of unmatched transactions between the bank and general ledger
- There was limited confidence in the completeness or existence of transactions within the general ledger
- The only transactions with unique identifiers between the general ledger and the bank detail are the manual checks
- There are instances in which multiple bank accounts relate to one general ledger account

Action

- Flowed GL and bank activity into Alteryx
- Activity was manipulated to remove any unnecessary columns and replace null values
- Transactions were joined together based on the total amount
- Remaining data was split into two categories: 1) GL transactions not found in the bank, and 2) Bank transactions not found in the GL
- Created a check for any potential matches that did not have a 1 for 1 match with amount and date.

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DATASNIPPER OVERVIEW

Overview

- Automates data extraction, cross-referencing, and verification tasks.
- Allows users to cross-reference Excel data with supporting evidence like PDFs, images, MS Word, and Excel files.
- Automatically matches Excel data with supporting documents.
- Provides a quick overview of all snips added in a document.

Use Cases

- Invoice Extraction
- Balance Sheet Reconciliation
- Contract Review



FURTHER READING

[AI Pros & Cons](#)

[State of AI](#)

[AI Use](#)

[NetSuite APA](#)

[How Alteryx Can Streamline Your Tax Processes](#)

[Alteryx Case Study](#)

BACKUP



ALTERYX CASE STUDY: AP AGING

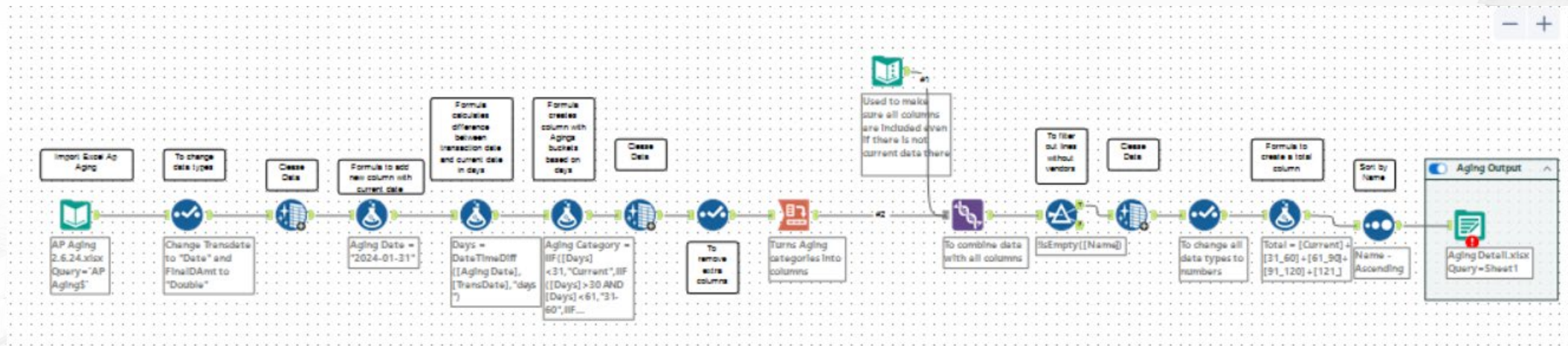
Problem

- Our client's ERP system was not able to create an aging payables report
- At the transaction level, vendor name may be inaccurate since it is manually entered by different A/P clerks on a monthly basis
- Some vendors had requested to see outstanding payables within certain daily buckets

Action

- Extracted the GL detail for AP accounts and flowed them into an Alteryx workflow
- Activity was manipulated to format data/columns and replace null values
- Created an "Aging Date" column
- Final output is a pivoted report to show each vendor, by invoice in aging buckets

ALTERYX AP AGING DEMO





ALTERYX CASE STUDY: UNALLOCATED CASH

Problem

- Our client had an accumulation in unallocated cash with complex AR aging with over three (3) years of unreconciled activity
- The unallocated needed to be reconciled quickly
- Current state reconciliation was completely manual in Excel and was inefficient

Action

- Extracted all workbooks (6) into an Alteryx workflow
- Data was manipulated to connect the disparate workbooks, format data/columns, and replace null values
- Created "joins" for all source data
- Final output automated the reconciliation process and created an output for all remaining all unreconciled transactions



ALTERYX CASE STUDY

Problem

- Our client, a digital assets company, had a highly manual and time intensive intercompany reconciliation occurring outside of their GL system

Action

- Using Alteryx, we created look up table to assign accounts to specific entities
- Through automated transaction rules transaction types were assigned
- Final output created an automated report highlighting the transaction rational and the entities involved

Resolution

- 95% decrease in time to reconcile



MICROSOFT FABRIC OVERVIEW

Overview

- Analytics platform
- Combines Power BI, Databases, Data Warehouse, etc. as a single SaaS platform.
- Integrates data movement, processing, ingestion, transformation, real-time event routing, and report building
- Unified data lake that simplifies data management and access
- Integration with Microsoft 365 tools and Azure services



CELIGO OVERVIEW

Overview

- Integration Platform as a Service (iPaaS).
- Provides tools and infrastructure to connect disparate systems, automate workflows, and ensure seamless data flow between applications.
- Enables integrations between applications, data sources, and B2B systems.
- Supports multiple types of integrations.
- 100s of prebuilt connectors.

Use Cases

- Connect disparate systems.
- Migrate legacy systems into new system.
- Centralize integrations.