

# FUTURE FORWARD Webinar Event

Advisory, Analytics, & AI



quadient

SEPT. 24 & 25

Earn CPE



# A<sup>4</sup>

Geni Whitehouse, CPA.CITP, CSPM



# Accounting made beautiful



**Born in the cloud  
accounting**



**Best in class  
data protection**



**Streamlined  
workflows**



**Practice & client  
collaboration**

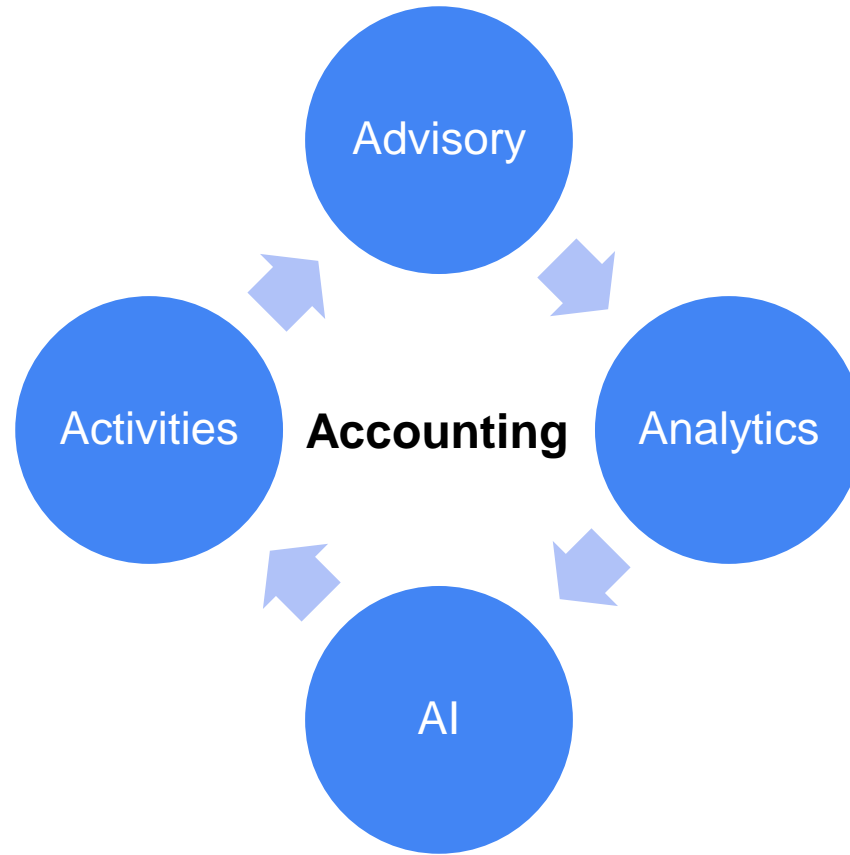


**Enterprise grade  
performance**



**24/7 award  
winning support**

# Agenda



## **Geni Whitehouse, CPA.CITP, CSPM**

**Brotemarkle, Davis & Co. LLP**

[www.bdcocpa.com](http://www.bdcocpa.com)

Winery Focused

Napa Valley

**Information Technology Alliance**

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**Even A Nerd Can be Heard**

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Speaking

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Advisory Training Program

Mentor Plus Level 5



Accounting

“The Language of Business”



**TRUETT-HURST, INC. AND SUBSIDIARY**  
**CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS**  
(In thousands, except share data)  
(unaudited)

	Three Months Ended December 31,		Six Months Ended December 31,	
	2018	2017	2018	2017
Sales	\$ 1,855	\$ 1,803	\$ 3,453	\$ 3,214
Less excise tax	(4)	-	(5)	(2)
Net sales	1,851	1,803	3,448	3,212
Cost of sales	856	676	1,357	1,351
Gross profit	995	1,127	2,091	1,861
Operating expenses:				
Sales and marketing	792	1,029	1,285	1,707
General and administrative	1,855	303	3,159	1,093
Gain (loss) on disposal of assets	-	4	-	(18)
Impairment of other assets	-	-	46	-
Total operating expenses	2,647	1,336	4,490	2,782
Net loss from operations	(1,652)	(209)	(2,399)	(921)
Other income (expense):				
Interest income (expense), net	7	(111)	(61)	(221)
Gain (loss) on fair value of interest rate swap	-	25	(14)	27
Gain on insurance settlement, net	-	-	469	-
Other income, net	6	(3)	5	(11)
Total other income (expense), net	13	(89)	399	(205)
Loss before income tax expense	(1,639)	(298)	(2,000)	(1,126)
Income tax expense	-	(1)	-	-
Loss from continuing operations	(1,639)	(299)	(2,000)	(1,126)
(Loss) income from discontinued operations, net of tax	-	(384)	1,990	151
Net loss attributable to Truett-Hurst, Inc. and H.D.D. LLC	(1,639)	(683)	(10)	(975)
Net loss attributable to noncontrolling interest: H.D.D. LLC	(657)	(274)	(4)	(391)
Net loss attributable to Truett-Hurst, Inc.	\$ (982)	\$ (409)	\$ (6)	\$ (584)
Net (loss) income per share, basic and diluted:				
Continuing operations	\$ (0.36)	\$ (0.07)	\$ (0.44)	\$ (0.25)
Discontinued operations	-	(0.09)	0.44	0.03
Attributable to noncontrolling interest	(0.14)	(0.06)	(0.00)	(0.09)
Attributable to Truett-Hurst, Inc.	\$ (0.22)	\$ (0.10)	\$ (0.00)	\$ (0.13)
Weighted average shares used in computing net loss per share:				
Basic weighted average shares	4,579,861	4,460,417	4,567,914	4,449,208
Diluted weighted average shares	4,579,861	4,460,417	4,567,914	4,449,208

It is Greek to me.



It's time for a new approach



# What is a business?



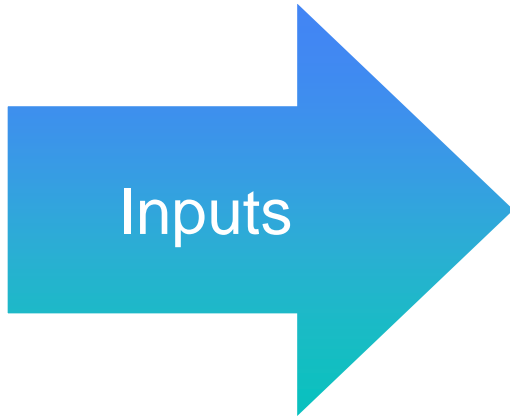
## Financial – Historical focus

If you want to **measure** outcomes  
the focus is on:

**Revenue – Expenses = Profit**



## Shift to a Future focus



If you want to **impact** outcomes  
the focus needs to be on:  
**People X Process = Profit**

Advisory is the answer...

Is this you?



Advisory

Helping your client move the needle  
forward in the direction of their dreams.



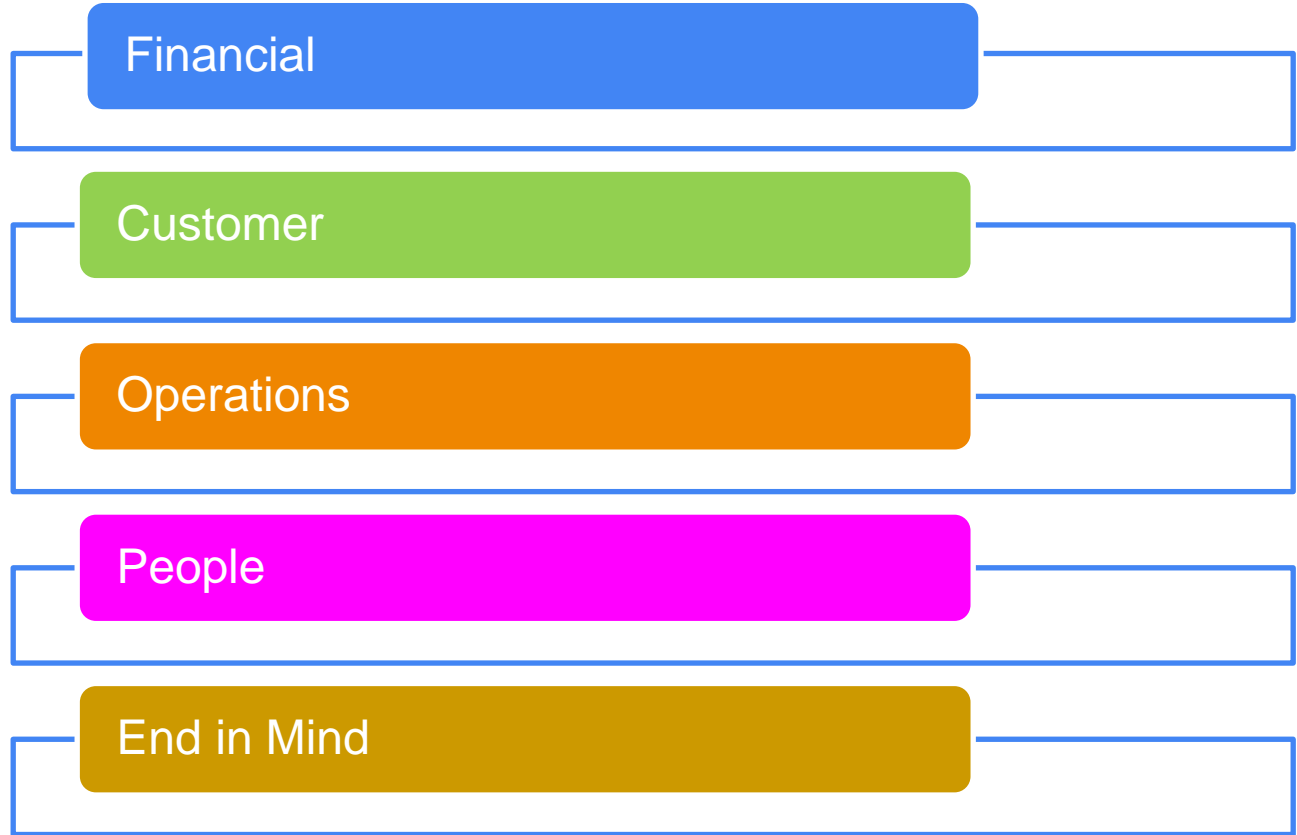
What is their dream?





	\$ FINANCIAL	CUSTOMERS	O PERATIONS	P EOPLE	E ND in MIND
Working					
Needs Improvement					
Ideal Outcome	Where you need to align with the information you provide				WHY?

# Analytics





# Analytics

\$

XERO

C

Sales and Marketing – Cust Experience - Quadiant

O

Systems, Production, Processes – Payments

P

Gusto/HR/Benefits, DISC training, Teams

E

Sell? Go Public? Legacy?



## Question to Ask

“Where do you go to see if your business is on track?”



# Educate first – Fathom

LE COU ROUGE WINERY (FO... SETUP ANALYSIS REPORTS

## KPIs

For the Year of 2016 to Dec 2016

Showing All KPIs comparing with Target 2 alerts

	RESULT	TARGET	TREND		IMPORTANCE
<b>A PROFITABILITY</b>	2016		vs TARGET		
Total Revenue	\$2,676,923	\$3,600,000	✗ ▼	-26%	Critical
Gross Profit Margin	36.73%	55%	✗ ▼	-18.27%	Medium
Operating Profit Margin	16.42%	25%	✗ ▼	-8.58%	High
Profitability Ratio	16.24%	15%	✓ ▲	1.24%	Critical
Net Profit After Tax Margin	16.24%	7%	✓ ▲	9.24%	Medium
Sales - Wine	\$2,522,568	\$3,000,000	✗ ▼	-16%	Low
Sales - Bulk Wine	\$150,000	\$300,000	✗ ▼	-50%	Low
Shipping	\$5,559	\$6,600	✗ ▼	-16%	Low
<b>B ACTIVITY</b>					
Activity Ratio	0.43 times	2 times	✗ ▼	-1.57 times	Critical
Accounts Receivable Days	59 days	40 days	✗ ▲	19 days	Medium
Inventory Days	484 days	30 days	✗ ▲	454 days	Medium

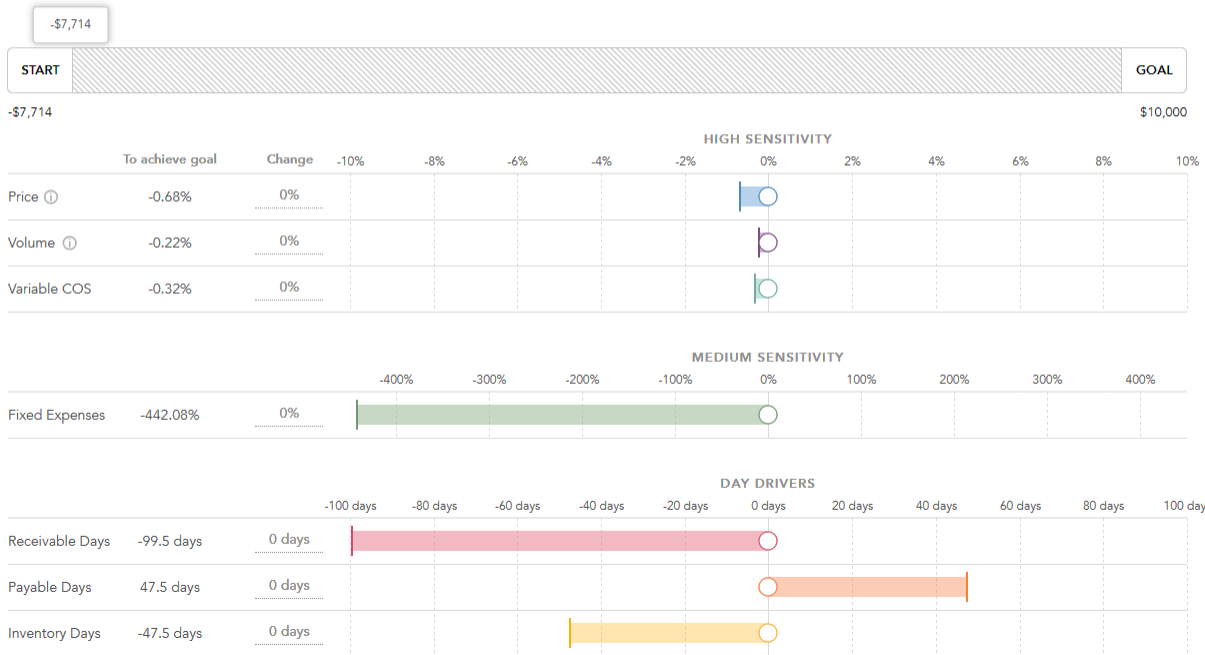
What actions do people take based on this information?

Who creates the measures?

# Goalseek

For the Month of Aug 2024

Changes required to increase **Operating Cash Flow** from **-\$7,714** to **\$10,000**



Fathom Reads from Xero file – does not write



# Determine an area of focus

- Sales
- AR Days



# What is a business?



# Goal



You must go outside the accounting system to fix the problem.

# E-commerce Dashboard from POS

- ENOLYTICS
- Executive Overview
- KPI Dashboard
- Sales
- Tasting Room
- Highlights
- What did we Sell?
- Who Sold it?
- Who Bought it?
- When did we Sell it?
- Tasting Details
- Glass Pours
- Orders Overview
- Trends
- Lifetime Performance
- Wine Club
- Contacts

### Main KPI Activity

Net Sales	TR Net Sales	Discounts (X) (excl \$0)
\$ 870,388.75 9.6% Δ PP	\$ 17,604.35 -80.3% Δ PP	17.7% -0.0% Δ PP
AOV (excl \$0)	Cases Sold (9L) (excl \$0)	% of TR orders unlinked (excl \$0)
\$ 153.32 22.7% Δ PP	3,039.5 8.8% Δ PP	0.0% -

### Tasting Room Activity

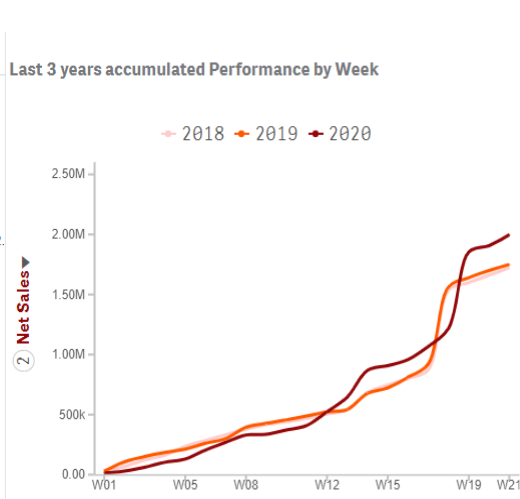
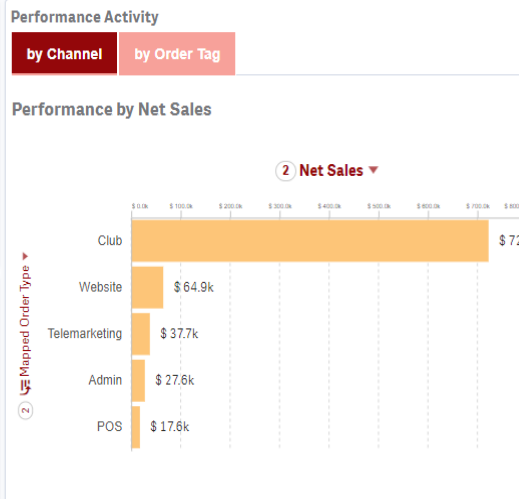
Tasters	WC Conversion
0 -100.0% Δ PP	- -
Member Tasters	Non-Member Tasters
0 -	0 -100.0% Δ PP

### Wine Club Activity

Memberships EOOSP	Member Growth	Club On Holds
5,961 2.5% Δ PP	-56 -354.5% Δ PP	26 225.0% Δ PP
Club Sign Ups	Club Cancellations	Club Switched
20 -82.0% Δ PP	76 -14.6% Δ PP	- -

### Sales by Department

Mapped Department	Net Sales	Net Sales Δ%
<b>Totals</b>	<b>\$ 870,388.75</b>	<b>9.6%</b>
Wine	\$ 870,094.25	9.7% ▲
Gift Card	\$ 277.50	-
Merch/Food	\$ 17.00	-98.7% ▼
Undefined	\$ 0.00	-100.0% ▼



### Order Activity

		Δ PP
Total Orders	5,677	-10.8% ▼
Cases Sold (9L)	3,040	8.8% ▲
Give Away Orders (\$0)	0	-
Case Give Aways (\$0)	0	-
Quarantined Orders	0	-



# QVINCI

## Advisory Portal

Instructions For Using The Advisory Portal

Reporting Month vs Prior Month

+Add Company

Export to Excel

Reporting Entity Data								Profit & Loss						Balance Sheet			
Company (select below)	Reporting Entity (select below)	GL	JE	File Type	Last Sync	Reporting Month	Reporting Month Data Ready	Total Income	COGS	Gross Profit Margin	Top 10 Expenses	Net Income	Net Profit Margin	Months of Cash	Cash	A/R	A/P
Qvinci Dental Group	Apple Family Dental	View	View	Desktop	11/01/22	Apr 2021		(76)%	34%	(3)%	(90)%	(47)%	118%	6196%	(0)%	4%	8%
Qvinci Dental Group	Bright Smiles Dents...	View	View	Desktop	11/01/22	Apr 2021		(76)%	34%	(3)%	(90)%	(47)%	118%	6196%	(0)%	4%	8%
Qvinci Dental Group	Church Family Denta...	View	View	Desktop	11/01/22	Apr 2021		(76)%	34%	(3)%	(90)%	(47)%	118%	6196%	(0)%	4%	8%
Qvinci Dental Group	Dallas Dental Group	View	View	Desktop	11/01/22	Apr 2021		(76)%	34%	(3)%	(90)%	(47)%	118%	6196%	(0)%	4%	8%
Qvinci Dental Group	Downtown Dental Pr...	View	View	Desktop	11/01/22	Apr 2021		(76)%	34%	(3)%	(90)%	(47)%	118%	6196%	(0)%	4%	8%
Qvinci Dental Group	East Side Smiles	View	View	Desktop	11/01/22	Apr 2021		(76)%	34%	(3)%	(90)%	(47)%	118%	6196%	(0)%	4%	8%
Qvinci Dental Group	XYZ Eliminations	View	View	Desktop	11/01/22	Apr 2021		(76)%	34%	(3)%	(90)%	(47)%	118%	6196%	(0)%	4%	8%
Qvinci Dental Group	Family Dental Care	View	View	Desktop	11/01/22	Apr 2021		(76)%	34%	(3)%	(90)%	(47)%	118%	6196%	(0)%	4%	8%
Qvinci Dental Group	Hester Dental Group	View	View	Desktop	11/01/22	Apr 2021		(76)%	34%	(3)%	(90)%	(47)%	118%	6196%	(0)%	4%	8%
Qvinci Dental Group	Kleinman Dental Pra...	View	View	Desktop	11/01/22	Apr 2021		(76)%	34%	(3)%	(90)%	(47)%	118%	6196%	(0)%	4%	8%

Navigation: < < 1 > >

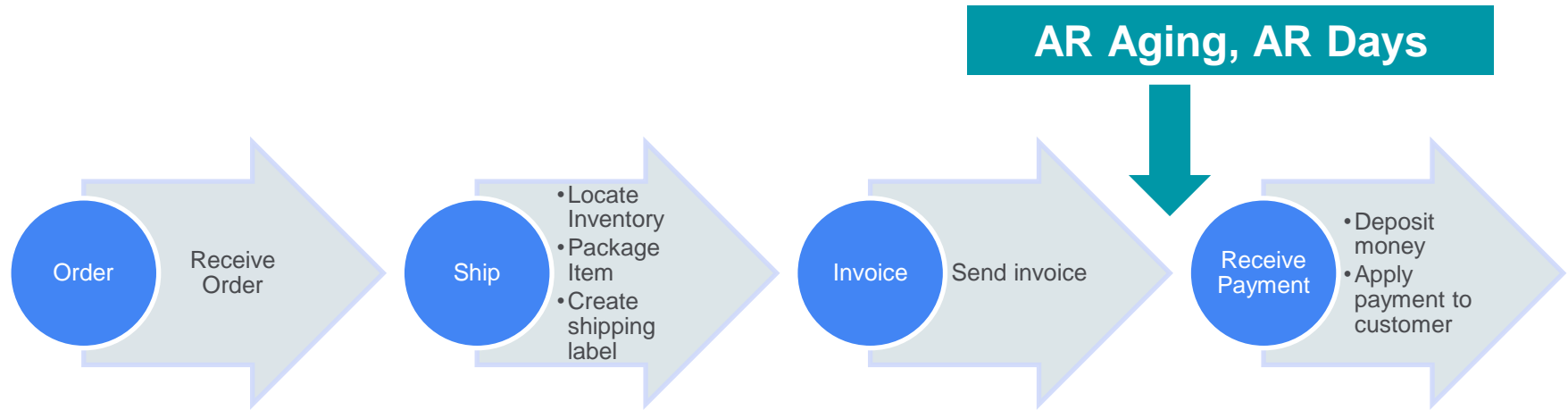
1 - 10 of 10 items

Bring the information to life for Teams

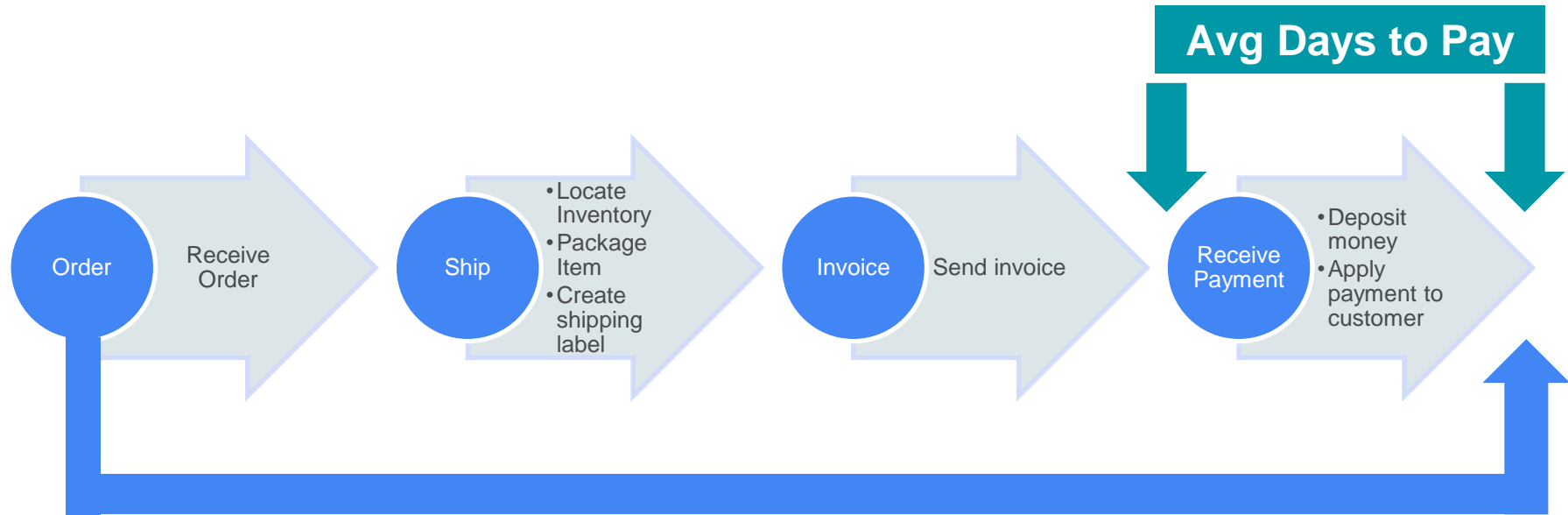
# Tasting Room Team

	What If		
<b>Volume Calculations</b>	<b>Current</b>	<b>Incremental Change</b>	<b>Result</b>
Days open	260	-	260
Number of visitors per day	15		15
Number of visitors buying per day	3.75		3.75
Conversion Ratio	<b>25.0%</b>		<b>25.00%</b>
Average Cases per Customer per day	0.25	-	0.25
Total cases sold	243.75		244
<b>Price Calculations</b>	<b>Current</b>	<b>Incremental Change</b>	<b>Result</b>
<b>A. Mix</b>			
Cases- Cab	60%		60%
Cases- Chard	40%		40%
<b>B. Pricing/Discounts</b>			
Case Price - Cab @\$60 per bottle	\$ 720		\$ 720
Case Price - Chard @\$20 per bottle	\$ 240		\$ 240

# Sales process – Accounts Receivable



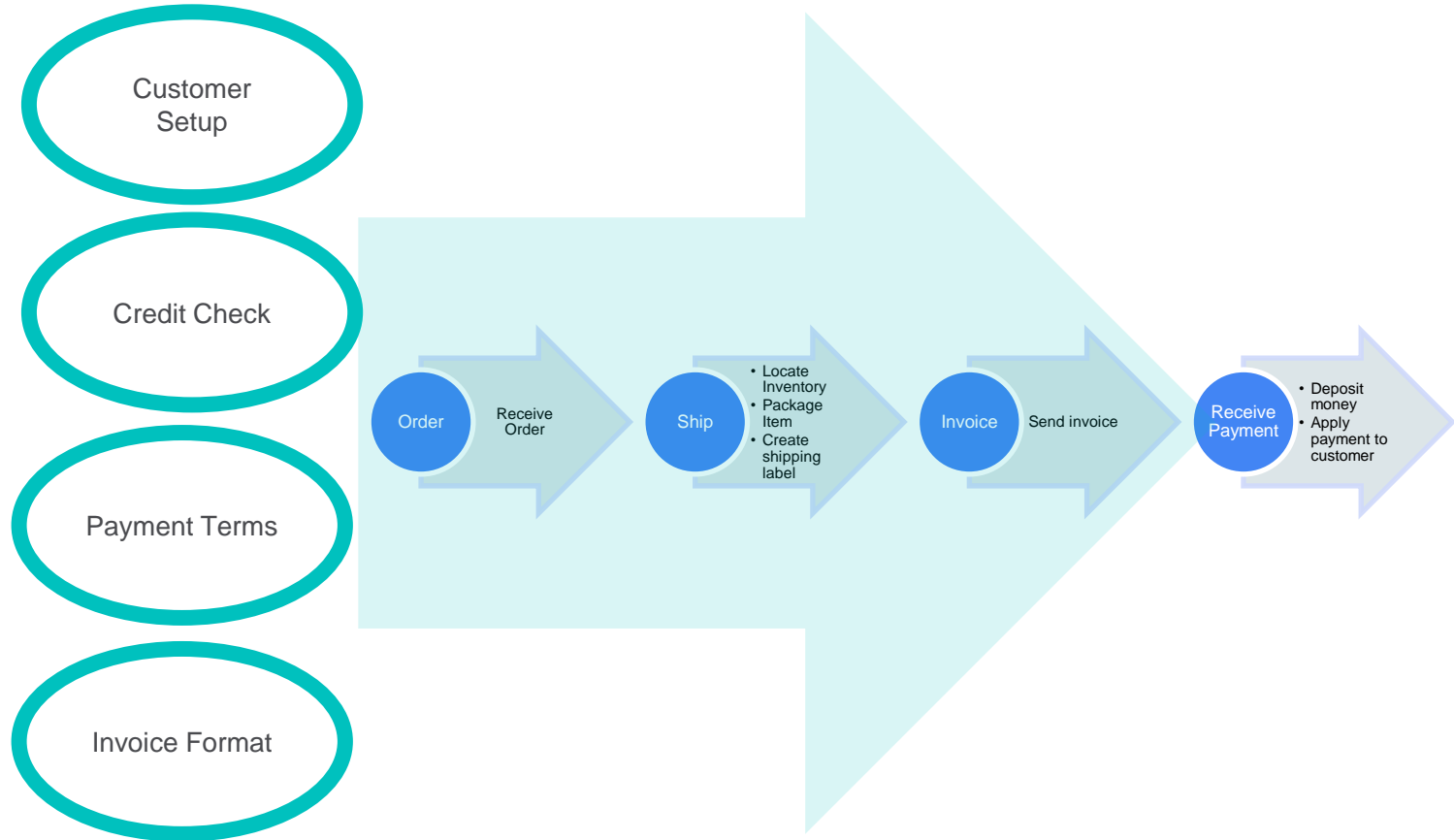
# Sales process – Accounts Receivable



# AI for Process Mapping

Tool	AI Features	Pricing (USD)
Celonis	AI-driven process mining, real-time analysis, and insights	Custom pricing based on enterprise needs
IBM Blueworks Live	AI-assisted process discovery, automation, and optimization	\$53/user/month starting
Bizagi	AI-powered process automation, simulation, and scenario testing	Free modeler; Enterprise solutions custom-priced
Signavio	AI-based process mining, real-time KPIs, predictive analytics	Custom pricing based on features and users
Scribe	AI-generated step-by-step process documentation	Free plan; Pro: \$29/user/month

# Accounts Receivable – Business process



Look beyond  
the  
General Ledger

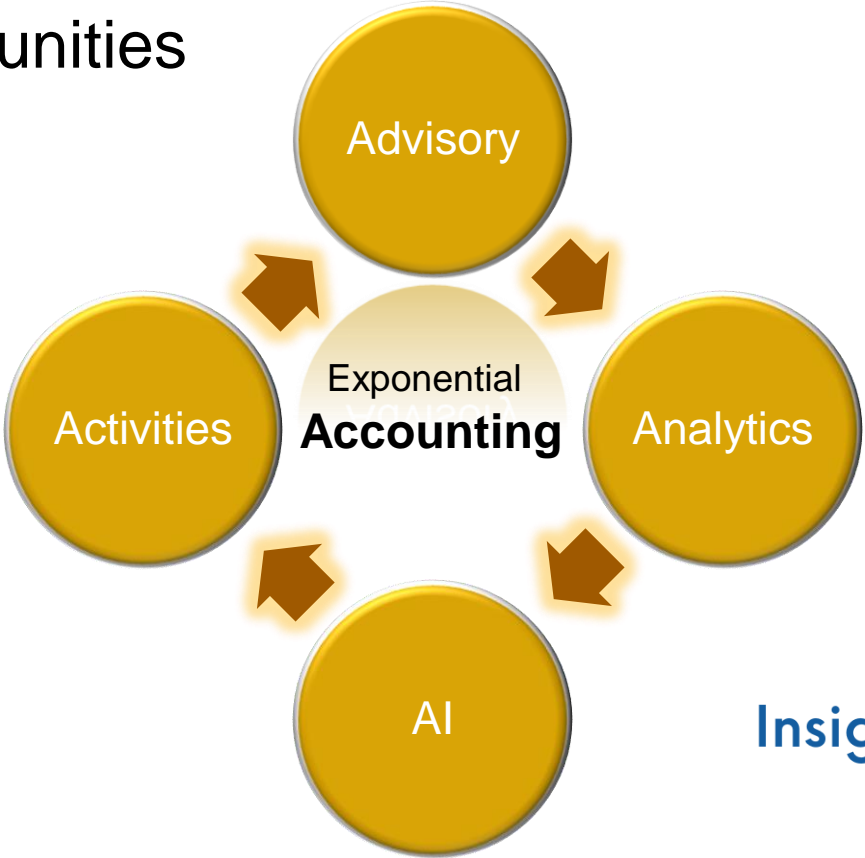


# AI can help

- ✓ Insights from Dashboard tools like Qvinci (coaching aids)
- ✓ Answer questions
- ✓ Create marketing materials
- ✓ Review documents – compile information
- ✓ Help you locate files
- ✓ Improve customer service
- ✓ Free up capacity for advisory services



# Golden Opportunities



Insightful Accountant<sup>®</sup>

Q&A



**What stood out for you?**

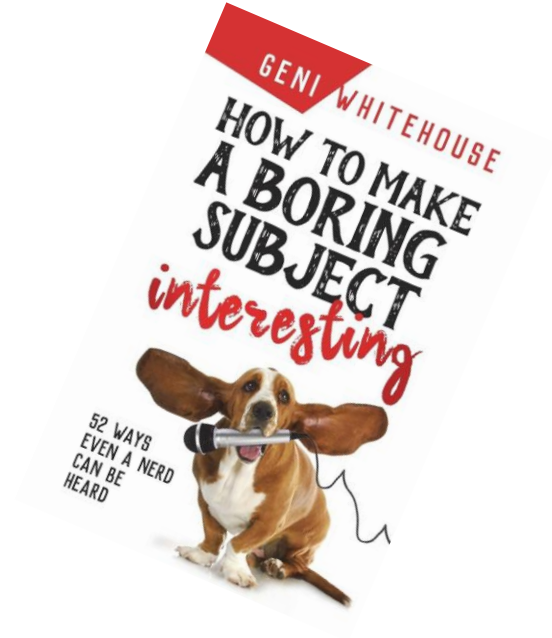
Type in the chat

Insightful Accountant<sup>®</sup>

Thank you!

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integrations to transform your  
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