



How to Leverage Sage Intacct to Thrive During a Recession





Is a Recession on the Horizon?

Economic alarm bells are going off everywhere right now. The Federal Reserve just raised interest rates once again to fight against inflation that continues to stretch the dollar thin. Supply chain issues are still leaving many store shelves empty, and the COVID-19 pandemic is far from over. Granted, the labor market is strong. But according to many other indicators, a recession is on the horizon.

Or may already be here.

Though economists debate what signals a recession, the biggest consensus says that two consecutive quarters of shrinking GDP indicates a recession in progress. GDP dropped in the first quarter of 2022. And even though the decline slowed down, it dropped again in the second quarter. There are contrarians, of course, who argue that

we have not entered a recession yet. But even they will concede that we are close. Either way, the economic outlook is hardly optimistic.

This comes as no surprise to business owners across the country. The disruption of the pandemic still casts a shadow over how companies plan and provision, and many have yet to “return to normal” or have given up hope they ever will. In the other direction, the future looks extremely uncertain due to technology, regulations, climate, politics, and so much more. This is a transformational and turbulent time for basically everyone. Now throw an economic downturn (recession or otherwise) into the equation. No wonder small business confidence recently dipped to the **lowest point** in nearly a decade.

Some anxiety and pessimism are totally understandable, especially when so much remains unknown. But what executives and entrepreneurs must keep in context is that external forces are not the only or even primary determinant of business outcomes. Some businesses stumble and fall during recessions. But others thrive and grow in the same recessionary environment. The difference is what they do internally.

That’s what we will explore in this ebook: strategies companies can use to not just survive a recession but flourish in the midst of it. In particular, we will highlight how upgraded accounting and finance capabilities driven by the Sage Intacct financial management platform empower companies to control their own destiny instead of letting economic forces write their story.

Two Essentials in a Recession

Much like the definition of a recession, experts argue about the proper way to navigate a business through a tough economy. There's a strong case to be made that no universal strategy exists since every business (and every recession) is different. All that being said, however, two things, in particular, can be a tremendous asset during a recession or an equal-sized liability.

The first is technology. Having the right digital tools in place enables a company to automate work that costs time and money, optimize the products and services they offer, and innovate on how they operate from top to bottom. Recessionary conditions compel companies to evolve and improve (fast). Nothing makes that possible like technology that integrates, automates, and accelerates work that companies must excel at – such as the month-end close, for example. New software can be a game-changing addition during a recession. However, the pressure of the moment sometimes results in rushed judgment and investments in the wrong solutions. Alternatively, cost concerns may lead companies to forego new tech investments during a recession, leaving them without the tools they need to adapt. In those ways, technology (or lack thereof) makes a recession worse. Investing in the right software - one that makes an immediate, deep, and lasting impact – matters most of all.

The second recession essential is accounting. During a recession, when demand dries up, revenue grows scarce, customers are harder to acquire, and costs often

escalate, careful financial management could not be more important. Accounting teams must be equipped to handle routine obligations without mistakes or errors that could make a bad situation worse. Simultaneously, they must be hyper-focused on the company's strategy, market position, and financial strength. When accounting teams do these things well, it keeps the company's ship on course in the middle of a storm. But when they struggle - for any of many possible reasons - it only compounds the financial difficulty of the recession and makes survival less certain. In the best of times and especially in the worst, accounting is what drives a company forward.

Bearing out the idea that accounting and technology are the greatest priorities during a recession is Harvard research conducted in the wake of the "Great Recession" that started in 2008. After studying nearly 5,000 companies struggling through this period, researchers concluded that a combination of balanced cuts and targeted investments gave companies a 76% better chance to pull ahead of the competition than companies reliant on cost-cutting alone. Stellar accounting run with data-driven technology reveals the optimal places to cut or invest and provides a roadmap to get through the recession. That is to say, it replaces recessionary uncertainty with confidence and clarity.

For the best chance to thrive through a recession, the strategy is clear: use technology to upgrade accounting. The first and most important choice is what technology to put in place.

Introducing Sage Intacct

Sage Intacct has the honor of being the only financial management platform endorsed by the American Institute of Certified Public Accountants (AICPA). That means it's the chosen solution of professionals who work on the front lines of accounting and bear some of the heaviest burdens during a recession. Sage Intacct earned this endorsement not because it has the flashiest or most advanced features (though it scores high on both accounts). It was singled out because of how Sage Intacct balances and builds upon its strengths to achieve the immediate, deep, and lasting impact we mentioned earlier.

Many companies upgrade to Sage Intacct after growing and maturing beyond what their first accounting solution (often QuickBooks) can handle. Advanced yet accessible, Sage Intacct helps companies make the entirety of accounting more scalable, streamlined, and sophisticated than before. Accountants accomplish more work in less time. And the extra hours they suddenly have free they use on high-level activities like forecasting, planning, and budgeting – all of which Sage Intacct has tools to help with.

For too many reasons than we have space for here, Sage Intacct distinguishes itself among accounting solutions, cloud-based software, and SaaS companies. But what makes Sage Intacct most unique is the ability to help companies prepare for recessions, adapt to whatever a downturn entails, and emerge stronger than before.

Plenty of solutions assist with accounting. It's the rare solution such as Sage Intacct that equips companies for success in any economic climate.

6 Ways to Leverage Sage Intacct

Sage Intacct has a long list of features to handle every facet of accounting, including industry-specific features for things like construction contractors and non-profits. And since the software receives comprehensive quarterly updates that install automatically, at no cost on user's machines, the software gets bigger and better all the time. The truth is that any of Sage Intacct's many powerful capabilities and positive characteristics could be an asset during a recession – but some have a larger impact than others. Here are six specific ways to leverage Sage Intacct to thrive during a recession.



1. Upgrade to Cloud Accounting

The pandemic proved the importance of cloud accounting. Companies that had it could seamlessly shift to remote work and keep their accounting function running perfectly even in the midst of dynamic change and disruption. The same advantages apply to recessions. Cloud accounting makes it easier to adapt to unknowns on the fly – not to mention the fact that cloud-based services tend to cost less than yesterday's on-premises

solutions and drive more value, too. For everything that companies strive to do during recessions – cut costs, stay agile, get innovative – cloud-based software serves the agenda.

Sage Intacct exemplifies what a cloud-based accounting solution should look like. Users can find all their financial data and the complete Sage Intacct toolkit housed in a secure and carefully-managed cloud that integrates with dozens of other leading business tools, including Salesforce and Paystand. Equipped with cloud accounting, users can handle whatever the recession requires of them. That might include adopting remote work to save on office costs, optimizing accounts receivable to collect more revenue, or scaling capabilities up or down at a moment's notice. All these things (and much more) are possible with Sage Intacct cloud accounting in ways that would be impossible without it.



2. Improve Reporting Capabilities

A recession is a time to replace assumptions, guesses, and hopes with facts, figures, and truths. The best information – accurate, complete, and updated – needs to guide every decision to avoid any mistakes or unintended results during a recession when the stakes are extremely high. Making more informed decisions at all levels depends on reporting: turning vast amounts of information into metrics, indicators, and visualizations that give clear insights into performance, present, and future. Great reporting capabilities do not guarantee someone will make the right choice – but they improve the odds significantly by equipping people with information they

would not have otherwise. Knowledge is power...especially in a recession.

Sage Intacct redefines what the reporting process looks like. Instead of spending hours collecting data, running calculations, and building documents, all while soliciting help from IT, Sage Intacct does that work automatically. Users need no special skills or training to build their own reports. Simply identify what the report should include and Sage Intacct does the rest. The most important metrics – the ones that require constant vigilance during a recession – can go into dashboards that update in real-time. By streamlining the reporting process, Sage Intacct connects accountants, executives, and others with more data and better insights. Uncertainty is both a cause and consequence of recessions. Reporting in Sage Intacct takes that uncertainty away.



3. Eliminate Waste, Redundancy, and Errors

A recession raises the bar in so many ways. The kinds of errors and inefficiencies that a business can get away with during boom times become unacceptable after the bust happens. Eliminating waste, redundancy, and error allows a business to make cuts without negatively impacting operations. In fact, the right cuts improve operations by leaving a business more streamlined and precise than it was before. So not only do they lower costs, they also save time, free up staff to focus on more important things, and minimize preventable mistakes and missteps. The hard part is locating waste, redundancy, and errors (they aren't always obvious), and finding practical ways to fix these problems.

Sage Intacct offers a practical solution in the form of an integrated accounting platform. By bringing everything and everyone under the same umbrella, Sage Intacct fixes all the problems of keeping people coordinated, communicating, and cooperative. Paper-based processes get digitized, manually-driven workloads get automated, and disconnected data gets integrated so that all of accounting works as one. The amount of resources (time, money, staff) required for accounting goes down as a result. At the same time, the financial engine of the company becomes finely-tuned to fire on all cylinders. When a recession calls for companies to get better, Sage Intacct makes the improvement obvious and easy.



4. Optimize Accounts Receivable

Accounts receivable can be an asset or an obstacle during a recession. Since a recession makes it harder for companies to pay their bills, the company sending those bills must make an extra effort to collect. Failure to do so can result in a surge of overdue, unpaid, and contested invoices that wreak havoc on cash flows and exacerbate the effects of the recession as a result. Alternatively, companies that optimize accounts receivable during a recession can successfully collect more revenue, better predict how much they will collect, and preserve relationships with valued suppliers/partners.

Sage Intacct improves accounts receivable for all involved. Automated invoice creation saves time and ensures every applicable line item gets included and recorded accurately. Sage Intacct will then automatically distribute digital invoices to the recipient's email, thereby eliminating the time and cost associated with printing and mailing

invoices. Integrating Sage Intacct with Paystand puts a “pay now” button on each invoice that gives recipients a straightforward digital payment option shown to increase payment rates and expedite payment speed. By making it easy to invoice and easy to pay, Sage Intacct removes any friction from accounts receivable. Money flows seamlessly into the company exactly when it matters most.



5. Forecast the Future

Recessions inspire some companies to circle the wagons and wait until the bad times pass. Rather than trying to survive the storm, the better strategy is to stay in front of it by anticipating problems in advance and spotting opportunities before they are ripe. Both of those require the ability to forecast the future – as accurately and as far into the distance as possible. Companies need to see the most likely outcomes based on their current trajectory. But they also need to model alternative scenarios to explore how different strategies could play out or what the effect of declining/improving financial performance would be.

Sage Intacct helps users forecast the future and see every possible outcome from multiple different perspectives by combining abundant amounts of data with powerful analytics capabilities. By seeing and understanding what has happened in the past, Sage Intacct can extrapolate what will happen in the future to assist with budgeting and planning activities. Impressive forecasting capabilities, combined with the other tools offered by Sage Intacct, help companies feel confident about executing a bold, ambitious recession strategy to put distance between themselves and their competition that is waiting to act.



6. Leave the Past Behind

A recession is less of a plunge from good to bad and more of a transition between periods. It's no coincidence that recessions often come at the end of one economic "era" and the start of another. As ideas and assumptions run out of steam, it gives rise to recessionary conditions, which in turn form fertile ground for new ideas and assumptions to ascend. As such (and echoing the previous section), recessions are not a time to cling to the status quo but instead a time to embrace change. Thinking the old times will return once the recession is over is the wrong mindset. The right mindset strives to leave the past behind and replace it with whatever the post-recession requires (before it actually arrives).

Sage Intacct propels companies from the past to the future in a single leap. It introduces the automated, data-driven capabilities of a modern accounting software that incorporates superior technology with advanced (yet intuitive) accounting functions. Spreadsheets and data entry is a thing of the past. More than just accounting technology, though, Sage Intacct is a prime example of the cloud-based, integration-rich technology – often described as “digital transformation” - that will drive all companies in the near future. A recession is an ideal (even obligatory) time to try something new. Sage Intacct makes a strong case for itself by being high-impact yet low-risk – different but not disruptive

The Time to Prepare is Now

The question of whether a recession is upon us is irrelevant to a certain extent. Because no matter which direction the economy goes in from here, businesses will need to adapt to waves of changes poised to take effect over the next decade and beyond. The economy will be an unruly and unpredictable obstacle to contend with. But it won't be the only one as companies across industries deal with new competitors, regulations, and expectations, combined with a digital world arriving sooner than many expected. The coming years look consequential to say the least. Change appears to be the only constant.

Which compels every company to act - and inspires the smart companies to start soon. Having more time to implement and learn Sage Intacct and put integrations in place like the one with Paystand can only work to a company's advantage. Planning, preparation, and prevention are the priorities right now regardless of whether a recession materializes. Sage Intacct checks all three boxes.

Zero-Fee B2B Payments are the Future

For anyone eager to recession-proof and future-proof their company with Sage Intacct, apply that same instinct to accounts receivable (AR) by implementing Paystand as well. It's the only B2B payments solution that integrates with Sage Intacct, eliminates transaction fees, automates billing and reconciliations, and introduces a self-driving cash cycle to turbocharge revenue (even in a recession). Don't just upgrade the accounting software – upgrade the company by using Paystand and Sage Intacct together.

Build upon the power of Sage Intacct with Paystand's enhanced features, including:

1. Embedded payment links

Send customers a payment request from Sage Intacct via email (or an automated email workflow). With Paystand, you can quickly and easily send an invoice with an embedded payment link within the email, and the “Pay Now” button carries over the Merchant bank information, streamlining both invoice workflows and individual invoices.

2. Multiple payment rails

Upon clicking the “Pay Now” button, offer payors a seamless check out experience with multiple payment options including the zero-fee Paystand Bank Network, ACH, credit cards, and even Smart Lockbox for paper checks and wire transfers.

3. Zero-fee Paystand Bank Network

Our zero-fee bank network allows your customers to log in to their bank without leaving your unique, branded checkout page. Paystand's technology automatically checks for a valid bank account and sufficient funds, and processes the payment without any transaction fees, with funds available in 1-2 business days.

4. Fees & Incentives:

Our Payer Incentives model enables you to promote your preferred payment options among your customers. Zero-fee, or feeless, payments are free for your customer and are typically used for ACH and bank-to-bank payments. While the company absorbs these fees, they tend to be significantly less than credit card processing fees, which only [continue to rise](#).

When it comes to offsetting fees, there are two options:

- **A credit card convenience fee:** Here, you will be shifting the cost of the processing fee to the customer to offset expenses or discourage the use of this payment option. It's not "zero-fee" for your customer, but it is for you.
- **True "zero-fee" options:** There is no fee for the end consumer when discussing zero-fee. Usually, this is through promoting ACH and bank transfer payments. With this method, you cut the costs of processing fees while encouraging your vendors to pay directly to your bank. While not entirely free

for the company, you pay a small fee instead of a hefty processing percentage fee. In the long run, this is the most cost-effective method. Zero fees for your customers foster satisfaction, leading to faster payments and decreasing your DSO, and the company is only paying a small transaction fee rather than hefty interchange and processing fees.

Paystand has pioneered feeless B2B payments through our Payments-as-a-Service (PaaS) model, Payer Incentives Module, and the Paystand Bank Network. We built our business on how payments should be, not how they've always been. In a 21st-century digital world, there's no need for gatekeepers and middlemen who charge transaction fees. Everything we do is about creating capital efficiency for your business and delivering a frictionless payment experience to your customers.

5. Automated cash application and reconciliation

Paystand automatically performs the cash application for each payment, automatically uploading deposit reports when funds are sent to the bank. Furthermore, Paystand automatically reconciles bank statements directly to the Sage Intacct ERP for single or multiple invoices and generates general ledger entries, eliminating the need for manual entry. AR merchants can see every transaction and access all associated data from their dashboard, allowing for a fast and easy accounts receivable process.

[Schedule a demo.](#)

Make Payments a Strategic Advantage with Paystand

A Business Payment Network for the Digital Era

Paystand helps you:

- Speed up time to cash
- Automate complicated billing processes
- Eliminate credit card fees
- Simplify payer experience

Integrated seamlessly with Sage Intacct.

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