

# Automating Accounting, Tax, and Finance processes



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Capitalize

alteryx

UiPath™

# Today's Presenters

- Amy Lickey – Business Development Manager, Capitalize Analytics
- Eric Soden – Managing Partner, Capitalize Analytics
- Neeta Kamat – Product Marketing Manager, Alteryx
- Mihai Faur – Chief Accounting Officer, UiPath
- Simona Balan – Project Manager Finance Systems and Process Design, UiPath
- Jayson Varkey – Senior Consultant, Capitalize Analytics

# Capitalize Analytics



- Since 2012
- 50 Consultants across US
- Cross industry - Energy (O&G), Financial Services, Health Care, Hospitality, Insurance, Logistics/Distribution, Manufacturing, Public Sector, Retail, etc.
- [www.capitalizeconsulting.com](http://www.capitalizeconsulting.com) - recent archived webinars, blogs



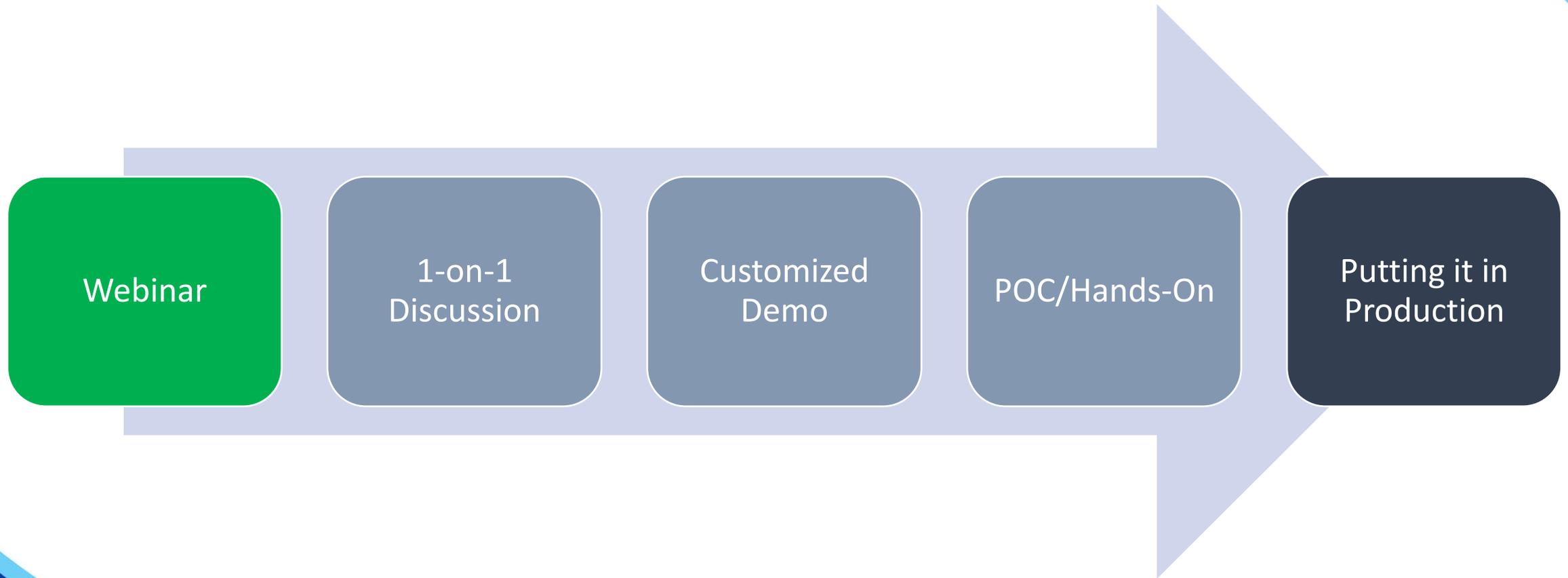
- Data Architects
- Data Scientists
- Automation Engineers
- Trainers
- Consultants

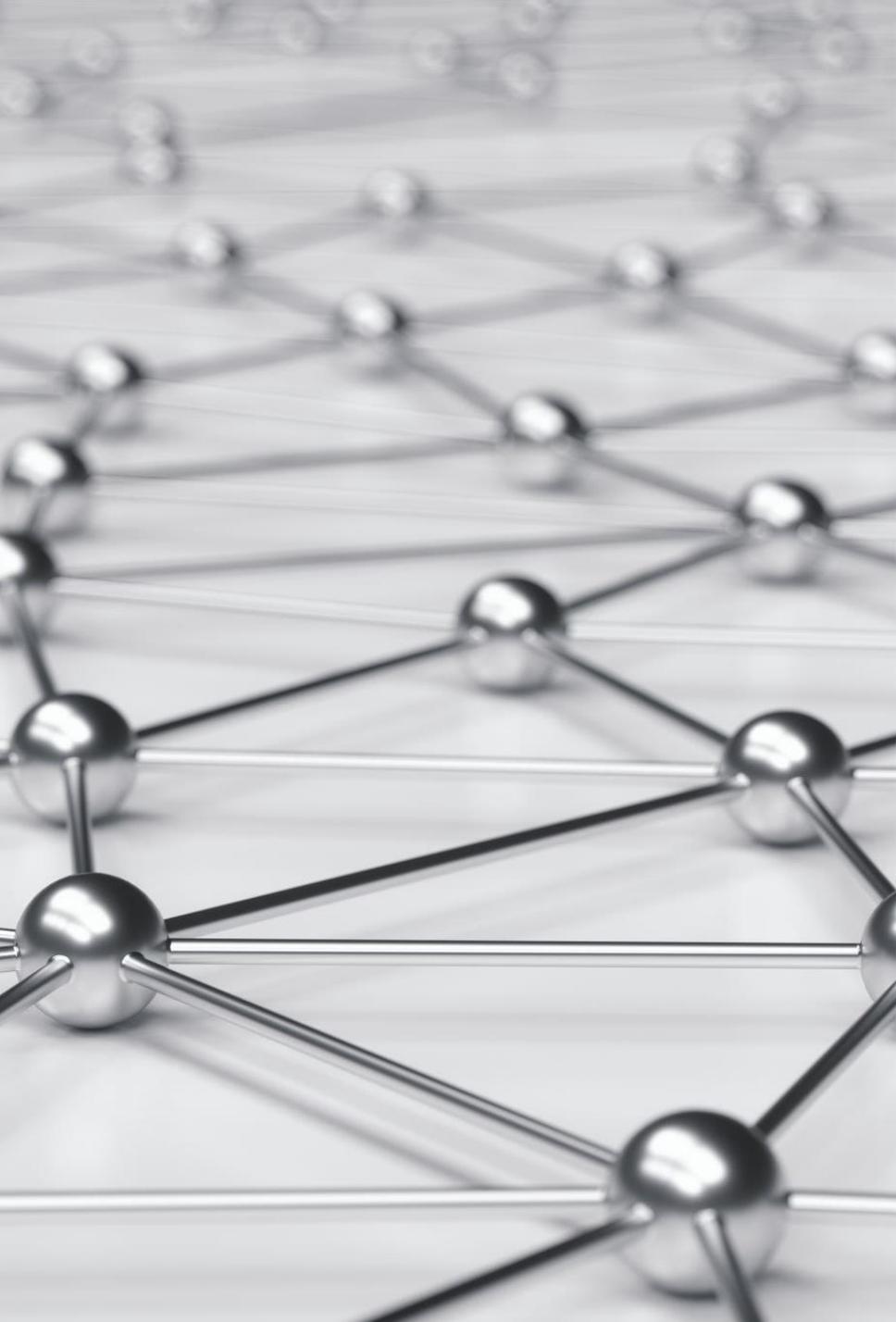


- Partnerships



# The Capitalize Business Process





# Agenda

- Financial Challenges Solved
- Explaining Alteryx and UiPath
- Alteryx Platform Overview
- UiPath Automation Journey
- Alteryx Demo
- UiPath Demo
- Full Automation Solution Demos
  - Accounting
  - Tax
  - Finance
- Closeout and Next Steps
  
- Optional Workshop

# Financial Processes Challenges Solved

- **Application Integration:**
  - Automatically sync payroll and general ledger
  - Move closed deals to quote or invoice process automatically
  - Move data from accounting to tax (or vice versa)
  - Automate regulatory filings, tax filings
- **Reconciliations:**
  - Tick and tie automatically. Only focus on resolving issues
  - Ensure all systems match hourly, daily, weekly
- **Accounting Close:**
  - Automate each step of the process to drastically reduce manual work
- **Forecasting and Accruals:**
  - Build automated processes using many data sources with no data limits
- **Management Reporting:**
  - Fully automate collection of data and reporting to every level of the organization
  - Spend time analyzing results instead of compiling data

# UiPath and Alteryx?

## **UiPath (RPA)**

- Automation
  - Keyboard and Mouse Processes
  - Complex web navigation
  - Fill out online forms
  - Calls other apps and programs
  - Monitor events and processes
- 
- Orchestration

## **Alteryx (APA)**

- Automation and Analysis
  - Data Processes
  - Basic file download tool
  - Push data to DB/BI/Files/REST
  - Pulls, processes, and pushes data
  - Predictive Analytics
  - Geospatial Analytics
- 
- Data Processes and Analysis

# Alteryx Overview

## Neeta

# THE ALTERYX APA™ PLATFORM

END-TO-END ANALYTICS + DATA SCIENCE + PROCESS AUTOMATION

## 100+ INPUTS AND OUTPUTS

**AUTOMATING INPUTS**



**AUTOMATING OUTCOMES**

Files, Docs

Bots

Data Platforms

Applications

Cloud Sources

Logic

**DATA  
QUALITY +  
PREPARATION**

-  Cleansing + Blending
-  Exploration + Profiling
-  Calculations + Transformations

**DATA  
ENRICHMENT +  
INSIGHTS**

-  Geospatial Analytics
-  Descriptive Analytics
-  Consumer + Business Insights

**DATA  
SCIENCE +  
DECISIONS**

-  Code-free Data Science
-  Predictive Auto ML
-  Code-Free Predictive + Prescriptive Analytics
-  Assisted Modeling

BI Applications

Bots

Stakeholders

Production AI

Enterprise Apps + APIs

Business-Ready Docs + Email

## 260+ BUILDING BLOCKS

# THE ALTERYX APA™ PLATFORM ADVANTAGE

**ONE UNIFIED  
PLATFORM**

**SELF-SERVICE,  
HUMAN-CENTERED  
EXPERIENCE**

**LARGE, ACTIVE  
COMMUNITY**

**PROVEN  
GLOBALLY**

**AUTOMATING INPUTS**

**ANALYTICS + DATA SCIENCE  
+ AUTOMATED PROCESSES**

**AUTOMATING OUTPUTS**

## **OUR PLATFORM**

- 260+ building blocks
- 80+ inputs
- Outcomes to 40+ solutions

## **OUR CUSTOMERS & PARTNERS**

- 6,100+ Customers
- 36% of Global 2000
- 80%+ see outcomes in <14 days
- 400+ Partners

## **OUR COMMUNITY**

- 150,000+ members globally
- 200,000+ published posts
- 16,000+ published solutions
- 60,000+ user-created extensions
- Self-service learning paths

# APA IN ACTION | CHICK-FIL-A

## 1 SALES TAX COLLECTION & REPORTING

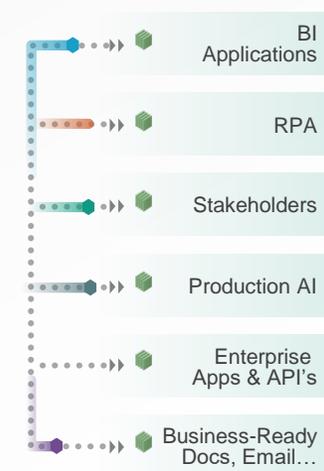
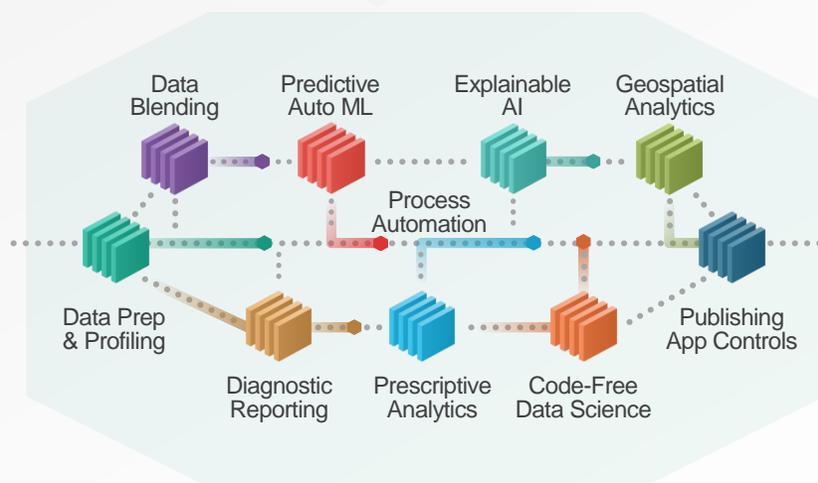
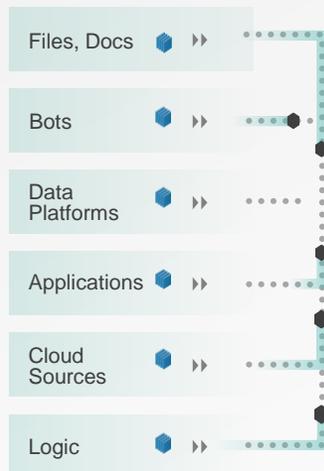
With hundreds of franchises across the U.S. and sales tax requirements that change by the ZIP code, Chick-Fil-A needed a system to update tax rates, manage accurate collections and remittance, and ensure timely processing.

## 2 AUTOMATING 1099S

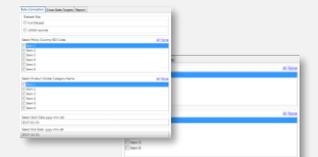
Reduced manual efforts to identify potential tax savings and reduced time to prepare 1099s from 10 hours to 10 seconds

### Advanced analytics to automate tax processes

Thousands of individual files



Reduced risk of manual errors



# UiPath Overview

## Mihai and Simona

# When do we use RPA?

- Complex online navigation to
  - Login
  - Retrieve data (reporting tools, cloud drives, FTP)
  - Input data
- Complex data extraction – PDF/Web scraping, emails
- Orchestration of multiple scripts, apps, file movement

# UiPath Demo

Eric Soden

# When to use Alteryx?

- Data Exports – For other systems, clients, vendors, regulatory
- Data Imports – From other systems, clients, vendors
- Data Clean-up – Your data is probably spotless? 😊
- Automated Reconciliations and Exceptions
- Data preparation for reports and dashboards
- Automating Excel/SQL/Macro/Access processes
- Geospatial (Where?) or Predictive (What will happen?)

# Alteryx Demo

Eric Soden

Office of Finance Solutions

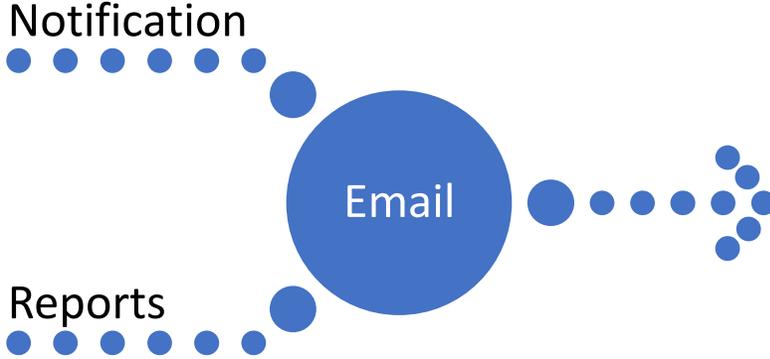
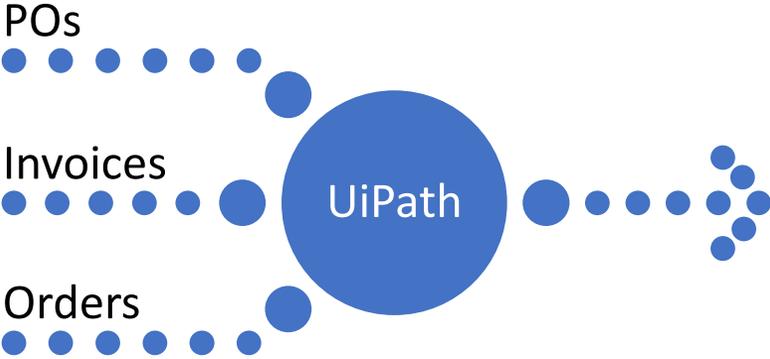
Jayson Varkey

# Accounts Payable PO -> Invoice -> Order Recon

## *The scenario:*

- Accounts Payable is responsible for ensuring what we receive matches what we expected and what we paid matches the PO.
- Must pull data from multiple systems and manually reconcile.
- Multiple companies, vendors, and accountants add complexity and possibility of human error.
- We continue to reduce headcount but acquire businesses.
- We should do this daily, but we do it monthly...at best.
- The current process cannot scale.

# Streamlining AP Reconciliations

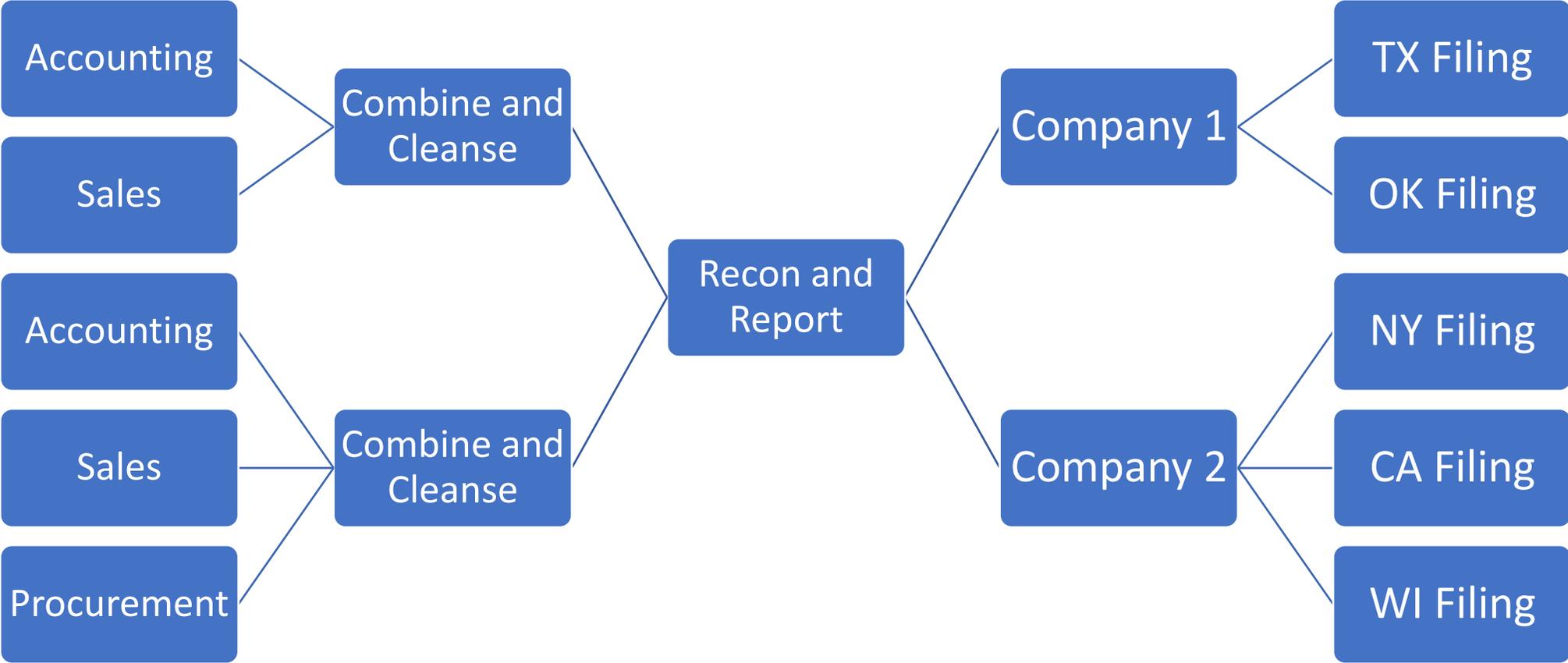


# Automating State Tax Apportionment

## *The scenario*

- We do business and have locations in many states.
- We must calculate and pay taxes correctly and on time.
- We have many entities, multiple systems, and tax requires data from accounting (and others) before taxes can be finalized.
- The sales NEVER inputs the data correctly, so we are constantly going back for missing forms, tax exempt certs, addresses, etc.
- We are forced to run dozens of reports and build templates to upload for other systems, state websites, etc.
- We spend so much time getting and dealing with data, we aren't analyzing the results.
- Our company is very worried about an audit and wants to ensure we are paying all taxes correctly. (We are so conservative...We are probably overpaying.)

# Automating State Tax Apportionment



# Financial Forecasting Process Automation

## *The scenario*

- Finance gets actuals and projections from nearly every department.
- Each company and department has their own system and style.
- We need to get information from everyone.
- We need to take prior performance and trends into consideration.
- We then build a model to forecast revenue and expenses.
- If anything changes, we start all over.
- Between wrangling data and random requests, we have no time to do the job we signed up for.

# Financial Forecasting Process Automation

Company/Dept



Company/Dept



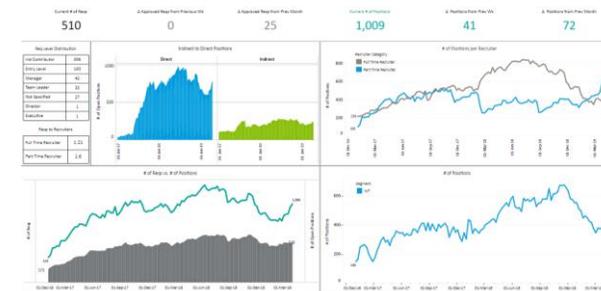
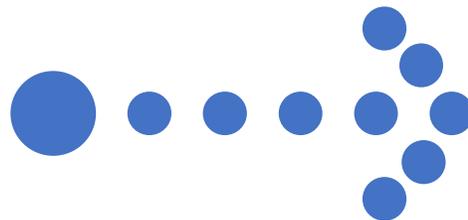
Company/Dept



Company/Dept



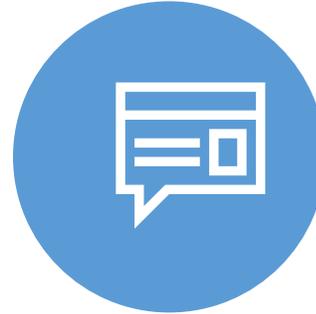
Forecast



# Next Steps



We'll send a link to the recording of this webinar



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



Follow up – do you want to continue the conversation and discuss your automation requirements?



We'll be hosting another automation webinar in Q1 2021. Stay tuned 😊

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