CASE STUDY OF AN ACCOUNTING FIRM

GENUINE ARTICLE

Genuine Article is a hospitality-focused bookkeeping and restaurant consulting company based out of Austin, TX. Local clients include Bribery Bakery, Noble Sandwiches Co., Hopfields, Foreign & Domestic, Drink Well, Texas French Bread and Yard Bar.

Brian Stubbs founded Genuine Article in 2012 in response to his experience in the restaurant industry. After studying accounting in college, Stubbs got a job managing a restaurant in Austin, TX. It became clear that there was an opportunity to teach restaurant owners and managers the connection between tight bookkeeping and data with running an efficient and profitable business.

"When I started GA, the demand for a service like it was clear," he explains. "Strictly through word of mouth, I quickly reached the ceiling of my client capacity." To ensure each customer got their money's worth, Stubbs limited the number of clients he took on to five - each receiving a full day of his undivided attention weekly. Much of his time was spent manually entering data into QuickBooks and building out a spreadsheet that broke down how much and on what the business was spending.

These spreadsheets quickly became an invaluable tool for his clients to track their food costs. "The data we're able to provide empowers the owners and managers of these businesses," shares Stubbs. "I just didn't have the bandwidth to scale the business to match the demand."

700% Increase in Clients (from 5 to 35)

$2.3m Vendor Payments Annually on Sourcery

100% Increase in Client Capacity per Employee

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Thanks to Sourcery, we now have excess capacity and will be able to continue to grow the business. Previously I got all of the clients I could handle via word of mouth - now I need a website!

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BRIAN STUBBS
FOUNDER, GENUINE ARTICLE

Visit us at http://www.getsourcery.com

Enter Sourcery

"With Sourcery, we finally found a tool that took our time consuming, manually generated spreadsheets and made them a living, breathing, cloud based reality," reveals Stubbs.

What used to take the good portion of a day to update and populate could now be generated in minutes thanks to Sourcery's data extraction and reporting insights.

With the additional bandwidth he had time to dig deeper into the data while taking on more clients. All of his happy customers began spreading the word about his services, allowing Stubbs to bring on four full time employees.

"With a massive assist from Sourcery, my business has grown 700%."

Even accountants need accounting help

"First and foremost, a crucial component of Sourcery's platform is the accuracy," explains Stubbs. "I no longer have an individual, myself included, who is tired, at the end of the day, manually keying in important info. It's not the most enjoyable task for us either and eliminating human error is huge."

Combining machine learning (OCR) with human verification gives Sourcery a greater than 99% accuracy rate - tops in the industry. With the data moving around in an automated and accurate

fashion, Genuine Article could focus on presenting its clients with actionable information that has a direct impact on their bottom line.

"Us accountants always say: trash in equals trash out," proclaims Stubbs. "Being able to trust the accuracy of the information is essential." Genuine Article needed to know that the data they brought to their clients was correct.

Sourcery's ease of use and simple interface was integral to GA's adoption of the tool. "I've used Bill. com, I've more or less tried all of the bill pay tools on the market. Sourcery's user experience has been the best. It's cleaner, it's more modern, it's the best developed."

With Sourcery's precise data extraction (down to the line item) and real time reporting, GA is able to charge more for their services. With the insights they provide clients, along with the living dashboard, "it's a no brainer, win-win for everyone," shares Stubbs. **"Just last week we caught a massive price spike in mozarella for one of our pizza places. With one email, we justified an entire year of our service!"**

The Sourcery Team

"Accountants by nature are risk-averse and taking on a new software can be a trying experience," adds Stubbs. "The Sourcery team quickly eliminated any worries and we were set up in no time."

Sourcery prides itself on its customer support and high-touch account management. With the variety of customers, the Sourcery team is ready for a diverse

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set of issues and requests. "There are times when a support email simply won't cut it - they've been there for us at every turn."

"One of the best parts about working with Sourcery - I'm having real conversations with real decision makers. Every email responded to, text messages and phone calls returned. I'm not just a user, but a partner."

Genuine Article is able to work directly with Sourcery identifying gaps in the platform and needs. "I was able to go back and forth with ways to improve the tool specifically for accountants," explains Stubbs. "They deliver on what they say they'll deliver on in a well executed fashion. They really do turn our feedback into new features."

Sourcery is to Stubbs what he is to his clients. A true partner and consultant.

Case Study of Genuine Article by [Sourcery](#)