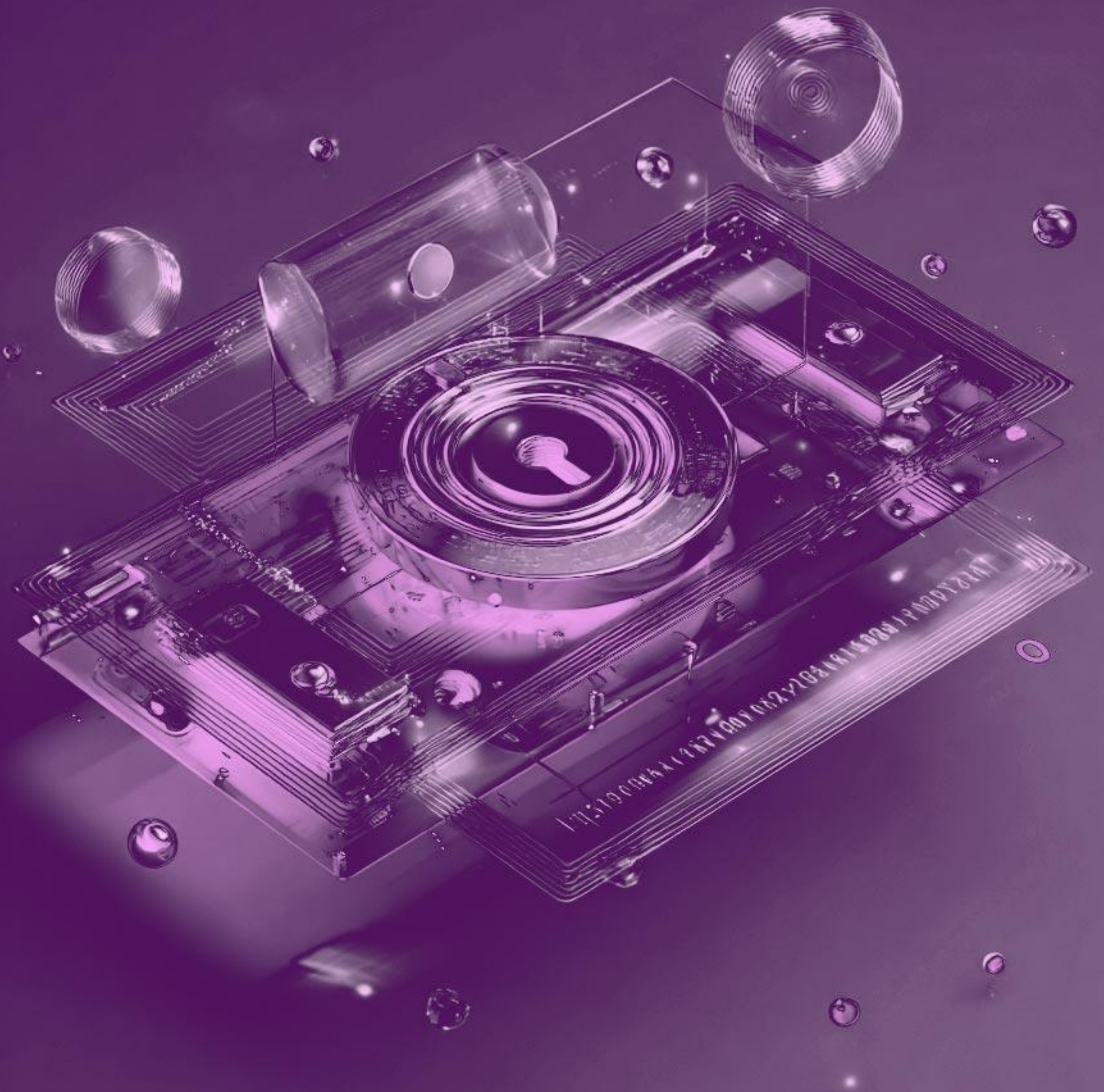
finity

Your **Financial Clarity** Partner.

Case Study:

Finance Transformation in Cybersecurity

How finity streamlined finance operations for a fast-growing cybersecurity startup.



A cybersecurity startup had just raised **$15 million in funding.**

With growth capital secured, **the CEO's focus needed to be on scaling the business**, but instead, he was buried in manual finance and accounting tasks.

Despite having raised significant funding, the CEO was manually:

RUNNING PAYROLL

approving U.S. and international employee payments, reimbursements, invoices.

PROCESSING REIMBURSEMENTS

Collecting receipts, entering them into payroll, and scheduling ACH transfers.

HANDLING VENDOR BILLS AND CUSTOMER INVOICES

Spending hours each week scheduling payments and sending customer invoices.

RESPONDING TO TECHNICAL ACCOUNTING QUESTIONS

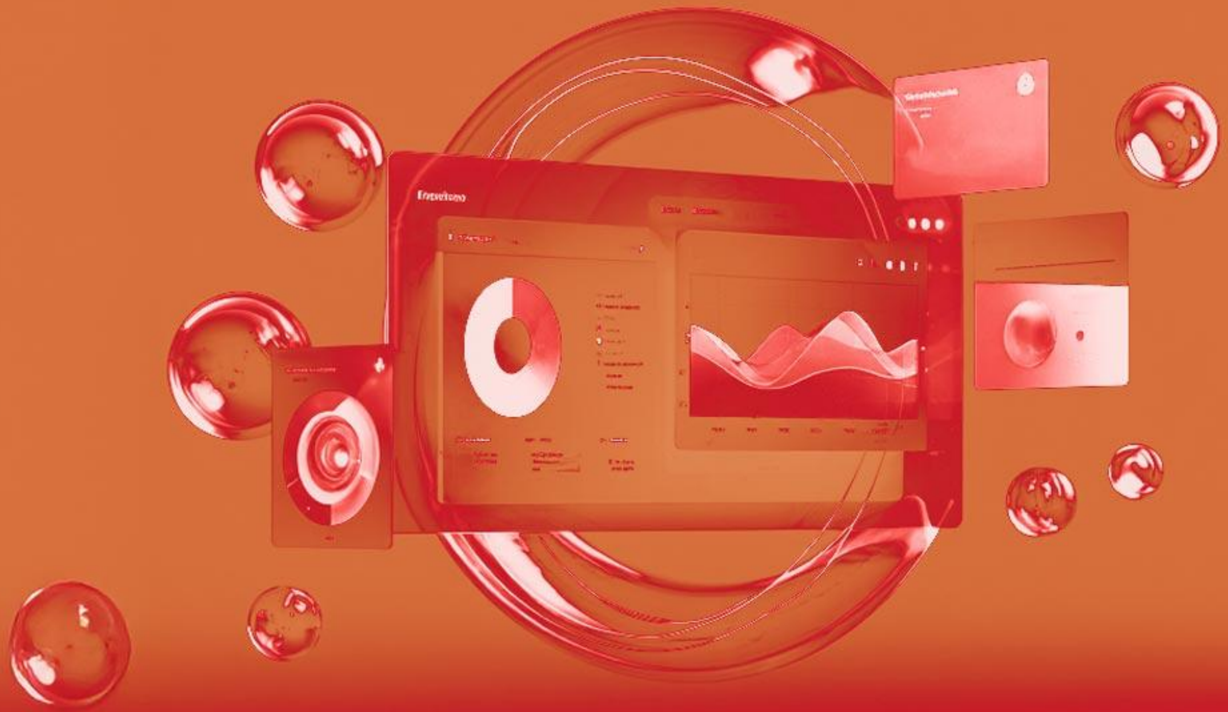
From a bookkeeper, taking up valuable time.

The Challenge

The founder was spending **more than 15 hours per week on back-office tasks** instead of building his business.

The Solution

finity stepped in to **automate and streamline** the startup’s finance operations.



This is how we automated and streamlined the business' finance operations:

PAYROLL AUTOMATION

- Enabled auto-payroll in Rippling for U.S and international employees.
- Built reimbursement workflows so employees could self-submit expenses.

CORPORATE CARDS & BENEFITS ACTIVATION

- Rolled out corporate cards through the payroll provider.
- Activated existing—but unused—features within Rippling that drastically reduced manual work.

AUTOMATED BILL PAY & ACCOUNTING INTEGRATION

- Implemented an invoicing process using **QuickBooks,** enabling automated vendor payments for faster and easier payments.
- Took over management of month-end close.

NATIONWIDE BUSINESS REGISTRATION

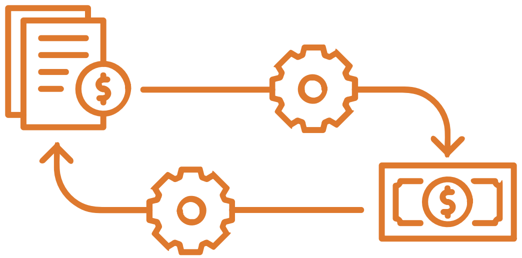
- As the company scaled and hired new employees, finity managed the **registration of the business across required states**. What was once a manual, time consuming task no longer required the CEO's attention.

Results & Impact

10–20
hours per month saved
for the CEO by removing manual finance tasks.

5–10
hours per week freed up
to focus on scaling the business.

5x
Lower cost
than hiring a dedicated bookkeeper.



End-to-end automation

From payroll to reimbursements to vendor payments and customer invoicing, the back office now runs on autopilot.

"finity gave me something I didn't even know I was missing — my time and headspace. I went from juggling payroll, manually paying bills, and managing accountants to actually building my business again, with the confidence that my blind spots were covered. This all came at a fraction of the cost of hiring in-house."

— A satisfied CEO

finity

Reach out to let us help you find financial clarity for your business

www.finitynow.com