

## CASE STUDY 7

### Simonson CFO

#### Integrated a Fragmented POS



#### Data Everywhere, Insight Nowhere

A hotel in northern Arizona operated across multiple revenue streams, including lodging, food and beverage, and retail. While the business generated significant transactional data, there was no reliable way to integrate that information into the accounting system in a timely or consistent manner.

Financial reporting depended on manual journal entries, complicated by room service allocations, varying sales tax treatments, gratuities, and returns. The process was time-consuming, error-prone, and limited the company's ability to see performance clearly.

#### Key Challenges

- High transaction volume across multiple revenue streams
- Manual journal entry process with inconsistent inputs
- Complex revenue allocations and tax treatments
- Limited visibility into timely, accurate financial performance

#### Creating Structure from Complexity

We designed and implemented a structured data pipeline connecting the point-of-sale system to the accounting environment. Transaction data was standardized, mapped to the appropriate accounts, and processed through consistent accounting logic.

This enabled the automated creation of daily journal entries that could be directly imported into the accounting system, reducing manual effort and improving consistency.

#### From Reconciliation to Insight

With a reliable foundation in place, the company shifted from reconciling data to analyzing it. Financial reporting became faster and more accurate, and management gained the ability to evaluate performance across lodging, food and beverage, and retail in near real time.

#### Operational Impact

- Automated daily journal entries
- Improved accuracy and consistency in reporting
- Reduced time spent on manual reconciliation
- Real-time visibility into multi-department performance

#### Clarity Follows Structure

Data does not create value on its own. It must be structured, connected, and aligned with how the business operates. Once that foundation is established, financial insight becomes both accessible and actionable.

**PLAN. ANALYZE. OPTIMIZE. EXIT.**

*Strategic Finance and Accounting for Every Stage of Business*

SIMONSONCFO.COM  
DAN@SIMONSONCFO.COM  
602.793.3954