

CASE STUDY



ProRata integrates with its clients' existing systems to automate the revenue recognition process and give powerful insights into its clients' subscription businesses through relevant financial reports and SaaS metrics.

"We turned over all our accounting and finance operations to TechCXO. Not only did we have expert guidance and support at all phases of our growth from startup to exit, but we incurred a fraction of the cost as we would have with full time employees."



Rob Farmer
CEO, ProRata

CHALLENGE

- Need for expert finance and accounting leadership and management
- Need for experienced CFO level guidance and expertise to help inform and shape the relevant buildout of its revenue recognition software

INTERVENTION

- Engaged TechCXO for a distinct CFO and Controller to manage all finance and accounting activities from startup to exit. TechCXO implemented its best practice processes, methodologies and systems to enable ProRata's multi-year growth at a fraction of the cost of a full time finance/accounting department.

OUTCOME

Company was acquired by Chargify in 2018