
ACHIEVE EFFICIENT, PREDICTABLE REVENUE GROWTH AND LEAD WITH CONFIDENCE.

Managing finances for your business doesn't have to be tedious or complicated. Partnering with a strong finance and accounting team, like LBMC W Squared, can provide transformational value through process excellence with the support of a dedicated accounting platform to keep your financials in order.

If you are struggling with any of the following problems, LBMC W Squared can help.



You're tasked with achieving buy-in on strategic goals across the organization, but you don't have the financials or SaaS metrics to enable data-driven decision making.

LBMC W Squared utilizes Maxio to make financial and SaaS metrics reports easily available to all the key stakeholders in your organization. Instead of relying on intuition and guesswork, back up critical business decisions with actionable data that validate your claims and help you lead with confidence.



You're trying to extend or confirm your cash runway and delay the need to raise money, but you aren't sure how capital should be deployed to maintain growth and run a lean operation.

Between product lines, business segments, and customer cohorts, LBMC W Squared can share "drill down" reports to give leadership teams granular insights into every aspect of the business.



You're trying to break into new markets, but limitations in your current billing system keep you from testing new go-to-market strategies.

LBMC W Squared can set up flexible billing and pricing scenarios to allow you to experiment with free trials, usage-based pricing, and other billing models to enable product-led growth, sales-led growth, or a hybrid model to capture new market share.



You're trying to maintain growth expectations, but unpredictable revenue streams and an uncertain market leave you scratching your head.

LBMC W Squared can share insights into subscription momentum, showing you how individual product lines are performing, and share hundreds of SaaS metrics that are all based on the same data as your financials. With real-time analytics available 24/7, we help SaaS business leaders make mission-critical business decisions when they matter most.

You can't guess your way to growth.

As part of your team, LBMC W Squared delivers sophisticated, affordable solutions customized to scale as your organization grows. We provide the people, systems, analysis, and reporting to track your expenditures and income.

Whether it's a product-led or sales-led business, a \$1M ARR company or a \$100M+ one, LBMC W Squared can help operationalize any go-to-market model and give you the critical business insights you need to run your business today and be ready for whatever comes tomorrow.

