CFO Engagement

Founding partners Frank Albi and Scott Goemmel have a combined 65+ years' experience in the IT Channel. We have owned, grown and profitability exited businesses in this industry – driving best in class results and valuations. In that time, we have interacted with thousands of business partners and served and chaired numerous industry boards. A&G is now a niche group of experienced IT Channel executives who have chosen to invest their time in helping our peers in the industry. The team is comprised of past CEOs, Officers, Senior Sales and Service Executives, as well as CFO resources who provide expertise and experienced advice to clients in all areas of the business.

A&G was established to help partners learn ***"The How"*** in effectively building and growing sustainable business value. Frank, Scott, and all other team members share common values and a passion for our client's success. Through our proven methodology and suite of proprietary tools, we accomplish driving revenue, increasing profitability, and ultimately increasing business valuation. All of our programs are designed ***to teach and hold our clients accountable to results***.

Today, the impact of subscription and annuity models represents a significant change in the underlying economic drivers in the industry. Drivers that most have relied upon since their inception. A&G is in the unique position of working with 100's of Channel Partners each year, while also reviewing several hundred financials on behalf of investment bankers and private equity investors. Our observations remain constant – the majority of the channel has not optimized their business model and are now faced with a need to both optimize and *Pivot* to an increasing annuity model. The A&G methodology and tools are designed to quickly identify and teach partners **how** to address the critical areas of their business required to achieve the success each owner desires.

A&G Methodology

We teach our clients to achieve sustainable and profitable growth by helping them gain clarity as to the ownership's required outcome and then define the focus and execution plan needed to achieve their goals. When engaged with clients 1-on-1, we work together to analyze and address every facet of their business, helping them with the discipline and accountability needed to *Pivot* with these critical industry changes.

CFO Engagement Approach

Leveraging our suite of proprietary tools, we approach a Financial-specific engagement in one of three levels of service, customized to each specific client need.

Level 1: Financial Statement Review and Recommendations

Review Financial Statements monthly and provide insights on areas of concern and show standardized trends developing in the numbers. This level of service provides a monthly report on Financials, key industry benchmarks, cash management, and other "CFO" areas as needed by the review.

Level 2: CFO/Controller Coaching

In addition to the review of Financial Statements noted in Level 1 Review, additional coaching calls on a monthly basis (as well as ad hoc as needed). Coaching calls review strategic direction of company and provide additional insights and recommendations related to analysis of the financial statements. The coaching also involves the review of business plans vs. actual performance and how to interpret the results and act to correct issues as they arise so they don't become problems.

Level 3: Remote Virtual CFO

This is the most intensive CFO assistance we provide. In addition to the Level 1 and 2 services provided, we customize a program of CFO support based on an on-site audit of the current state of the finance function at your company. The services provided based on the audit can include the following:

- Participation in Executive staff weekly meetings video conference to better understand daily business issues and sales activities as they directly affect the financial performance of the company
- Assist with the monthly financial statement preparation while having direct access to GL and accounting systems
- Attend Quarterly Executive Planning meetings. Provide financial performance reviews as well as progress to annual plans. Add insights to plans based on experience with others in the industry
- Assist with recruiting and hiring a more permanent Controller/CFO as part of a long range revamping of the Finance Function, if desired
- Review and assist in documenting current or revised accounting practices and procedures, including workflows and segregation of duties
- Refinancing support of existing banking relationships as needed
- Assist in preparing documentation and support necessary if looking to position your company for eventual sale
- Other services on an as needed basis

Common Client Results

A&G chooses our clients based on our assessment of the owner's ability and desire to transform the business. Depending on the current state of the sales strategy, resource quality, and management systems, the timeline to success varies. When engaged, we often experience at least 25-50% margin growth, 100%+ earning growth, and 100%+ valuation growth within 12-24 months. For more information, please visit our website at www.agadvising.com or contact either frank@agadvising.com or scott@agadvising.com.