



Corefino™

The Future of 21st Century Accounting



Our Team



SaaS Cloud Computing



*The Triple-C Platform:
Connect/Correct/Comply*

The Triple Play Accounting Solution

Today's forward-thinking executives must demonstrate better business processes and cost efficiencies for their organizations to remain competitive, retain profits and facilitate growth. Strategic CFO's who want both to stay current AND facilitate both their organizational and personal growth are abandoning the outdated and increasingly unpopular "on premise" software paradigm for routine needs, including accounting. Instead, CFO's and Controllers are leveraging new technologies, new practices and refocusing their valuable time away from technology and support staff drains – and making more strategic contributions.

The CFO's 'Big Switch' from the 'Big 3' ERP

Outdated and costly on-premise ERP installations and maintenance are no longer viable, and by pure financial necessity alone will eventually be relegated to "dust bin" status for business laggards. A 2009 study by *CFO Magazine*¹ reports that the average mid-sized organization is spending \$1.2 million annually to maintain their on-site enterprise resource planning (ERP) solutions, which are largely financial-software centric. When coupled with record staffing turnover, changing employee requirements and a growing array of new accounting compliancy needs, it no longer makes sense for organizations to lock themselves into technology and employee contracts.

Corefino—The Triple Play Alternative to Outdated Accounting

By combining a three-part solution strategy of people, place and platform, Corefino has combined process-centric staffing (Business Process Outsourcing), with the newest cloud computing options (Software-as-a-Service - SaaS), plus Corefino's own Triple-C Best Practices/Workflow Platform to:

- **Connect**—24/7 connectivity via the Web to your financial data
- **Correct**—Hands-on accounting expertise that assures industry best practices
- **Comply**—Accurate, repeatable and reliable financials

Confidence in your Financials; Trust in Your Team (Dollars on Your Bottom Line)

Corefino provides CFOs and Controllers with the freedom to focus on their key business objectives rather than the increasing regulatory requirements, new reporting standards and the growing staffing complexities of running

a global business. By trusting accounting procedures and practices to Corefino, CFOs have more time to concentrate on strategic initiatives and growing their businesses, versus ongoing staff training and technology upgrade needs.

Corefino's cloud-based accounting solutions target the mid-market, with additional vertical expertise in:

- *Accounting for Health Services*
- *Accounting for Alternative Energy & Clean Technology*
- *Accounting for Electronic Gaming & Digital Home Services*
- *Accounting for Municipalities & Non-Profits*
- *Accounting for Regional Corporate Offices*

"I like the concept of having Corefino's established, Best Practices procedures and the distribution of responsibilities across a specialized, assembly-line approach. This business model just makes sense on so many levels - companies are insulated from HR turnover issues, technology-related business disruption and the inherent risk of meeting changing financial rules/compliancy. Whether you are a conservative CFO seeking streamlined, secure procedures or a strategic financials head wanting to put more focus on business opportunities - this is the right solution."

Kevin Vosen, Chief Administrative Officer, Weatherbill (Weather Risk Management Company)

The Triple Play Accounting Solution

1. *CFO Magazine* survey, April 2009



“The need for improved finance processes means that finance transformation should be an ongoing focus for all businesses. A successful finance transformation strategy creates direct cost savings and talent and personnel efficiencies while also addressing everyday business management problems. In an economic downturn, the need and benefit of finance transformation should be obvious. However, efficient and cost effective finance processes that are dependable, risk adverse and consistent are always necessary for an enterprise to thrive. The company that can offer services and solutions to enable finance transformation positions itself as a trusted partner and advisor which ultimately helps the CFO’s financial mission.”

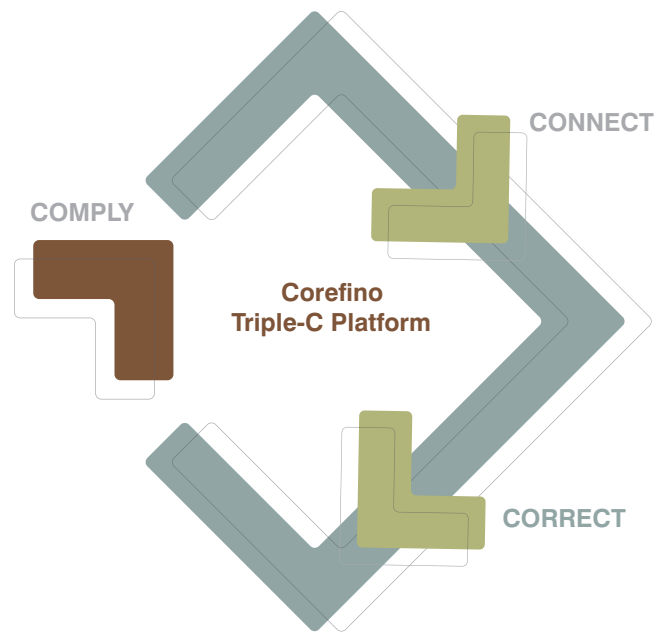
*Scott Tiazkun, former enterprise solutions analyst,
Forrester and IDC*

Taking on the ‘Big 3’ ERP Solutions in the ‘Cloud’

Clearly, the cost, complexity and difficulty of modifying ERP systems year after year has proven to thousands of companies globally that on-premise solutions are not the most efficient way to keep up with rapidly changing business environments. This is particularly true with accounting — where there is a unique combination of recurring needs, changing practices, new compliancies and changing human resource stresses.

Corefino is the first solution to combine the people-place-platform value proposition by providing a fully vetted, outsourced way to achieve GAAP compliance, as well as “due diligence-ready” and Sarbanes-Oxley-ready practices. These capabilities are particularly important to companies in merger and acquisition mode, on an IPO path, that are publicly held or equity investor backed.

Data can be imported from any number of accounting software packages into Corefino’s SaaS vendor match, integrated with Corefino’s user-friendly dashboard interface and delivered 24x7 via the Corefino portal. Corefino clients are industry-matched with a minimum four-member Corefino team of two staff accountants, a Controller and a Chief Accounting Officer for financial guidance and oversight excellence.




Corefino customers reduce costs by up to 40% per year by using this triple play combo to handle their organization’s routine accounting in the new, proven on-demand framework. And because it is not a software vendor, but an accounting solutions enabler – it is software agnostic. Corefino is partnered with many SaaS accounting solution providers; it will match the right technology solution to the right people and the best practices....that are right for growing mid-sized companies.

“It is mainstream practice for Fortune 500 right down to sole proprietorships to contract out accounting services in several areas, so why not general ledger, financial reporting, budgets, forecasts, presentations? Corefino’s combination of a three-part outsourced technology, staffing and Best Practices layer is close to genius...and should have been thought of and offered years ago. Why wouldn’t I or any other CFO or Controller want to increase the percentage of time devoted to strategic business activities versus monitoring staff or financial software deployment. Kudos to Corefino for being the first to challenge the old guard ERP paradigm, and use real innovation to increase the value/contribution of financial executives.”

*Jane Bohrer, Controller, (\$1B U.S. subsidiary of
European Manufacturing Company)*





“The Internet facilitated the Software-as-a-Service paradigm, but it didn’t go far enough with solving the accounting staffing issue. Business Process Outsourcing is great, but it still left you with issues related to financial technology. Corefino is an infrastructure reduction play – it takes two recurring problems away and replaces it with a secure, integrated, online way to handle routine accounting. There is absolutely no value-add to doing repeatable business processes like this, on expensive technology, in-house.”

**Charles Higgins, CEO, Team Coaching International
(International Professional Services Company)**

A Best Practices/Workflow Framework

Corefino clients immediately benefit from the integration of our Best Practices/Workflow framework which includes the following capabilities:

➤ **Comprehensive GAAP-based Accounting**

Corefino adheres to GAAP accounting frameworks, financial statement conventions, and accounting regulations/requirements across all areas of accounting.

➤ **Expense Accounting**

Includes payable processing, payroll processing, credit card reconciliation, expense reimbursement, and 1099s.

➤ **Revenue Accounting**

Corefino provides invoicing, commissions processing, and revenue recognition.

➤ **Diligence, Audit and Tax Services**

Corefino will prepare and deliver accounting documents as required for diligence requests, external audits, and for assisting with your annual tax preparation.

➤ **Reporting Services**

As a client, you will receive monthly, quarterly and annual financial statements, including Balance Sheet, Statement of Cash Flow, Profit and Loss from Operations, Expense summary, Actual vs. Budget analysis, month-over-month variance, equity capitalization, stock ledger and stock options tracking.

➤ **Internal Control**

Corefino will establish and document accounting best practices for your accounting processes, as well as recommend internal controls for company-wide processes.

➤ **Finance Services**

Corefino provides a review of all financial contracts, as well as assembles and delivers A/R data for collection efforts and monthly cash receipts processing.

➤ **Balance Sheet Accounting**

Corefino provides bank reconciliations, general ledger account reconciliations and account analysis.

➤ **Cash Accounting**

Corefino processes all cash receipts and disbursements, and prepares weekly cash status reports and monthly bank reconciliations.

➤ **Your Guarantee**

Corefino guarantees that you will always be ready to address any financial or business event.


Corefino[™]

530 Lakeside Drive, Suite 140
Sunnyvale, CA 94085-4055
U.S.A.

Tel: (650) 989-7478
Fax: (650) 887-0434
Email: info@corefino.com