

CASE STUDY



 **BLUE  
ONION**

**HOW PUBLIC REC ACHIEVES  
99.5% ORDER-TO-CASH  
ACCURACY WITH BLUE ONION**

# ABOUT PUBLIC REC

Public Rec is a popular, digitally-native apparel brand that designs and sells comfortable athleisure for men and women. With a mission to make comfort look good, Public Rec is a go-to destination for men and women looking for modern and effortless style.

## PRE-BLUE ONION @ PUBLIC REC

### THE CHALLENGES

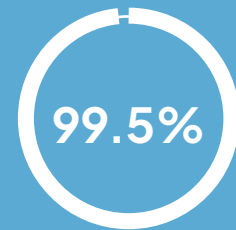
As the Finance Director at Public Rec, Brad Schroeder oversees financial operations, forecasting, budgeting, and the daunting, ever-dreaded month-end close. As a growing ecommerce brand generating multi-millions in annual revenue with a lean team of 27, Public Rec's finance team faced substantial challenges with managing the intricacies of their finances across multiple online platforms, while the reliance on third-party accounting firms posed significant challenges in terms of costs and operational efficiencies.

### THE REASON WHY

Prior to discovering Blue Onion, Public Rec had been outsourcing their accounting to an external third-party accounting firm. Under Brad's leadership, they sought to optimize their financial operations and bring everything in-house. The decisive move was sparked by escalating accounting costs as every transaction across payment processors underwent extensively meticulous manual reconciliation. While this approach was technically accurate, it proved to be overly time-consuming, difficult to scale, inflexible to key business strategy updates, and financially unsustainable.

### AT A GLANCE

Increased Order-to-Cash Accuracy to



Eliminated manual data entry

Save at least 10 hours a month on refunds & sales reporting

Identify key errors and discrepancies

Seamless integration with other platforms



This case study highlights Public Rec's challenges with manual, time-consuming processes that were proving costly and inefficient. Blue Onion, with its proprietary algorithms and innovative approach to integrating and streamlining data across payment processors, banks, and accounting systems (ERPs), presented a compelling solution powered by machine learning, ensuring data accuracy and timeliness.

# DISCOVERING BLUE ONION

Eager to leave behind the inefficiency of manual reconciliation processes and embrace a streamlined, robust, integrated solution that tackles complex, multi-platform reconciliation challenges, Public Rec began evaluating options.

Their search for an efficient, integrated financial solution led Brad and his team to Blue Onion. The choice was influenced by the need for a tool that seamlessly connected with their banking, Shopify, and accounting systems (ERPs).

By leveraging proprietary algorithms, Blue Onion seamlessly integrates and synchronizes data from various systems, such as order systems, payment processors, banks, and ERPs. This unique capability enables real-time data integration and timely order-to-cash reconciliation, setting it apart from competitors and traditional ERPs.

# IMPLEMENTING BLUE ONION

The transition to Blue Onion marked a turning point for Public Rec. Blue Onion is a powerful solution driven by machine learning algorithms that requires NO manual rule writing. Blue Onion's proprietary data algorithms auto-detects, integrates, cleans, and matches data from the order system, to the payment processor, then to its final bank payouts.

After seeing the power of Blue Onion's data algorithms, Public Rec's financial team and Blue Onion's accounting expert team worked together to fine-tune an accounting workflow that would resolve their specific payment processing issues - handling mixed payment methods in a single order.

Blue Onion's cutting-edge software forged direct connections with Public Rec's bank, Shopify, and NetSuite (ERP), creating a seamless experience that once seemed unattainable and revolutionizing their order-to-cash reconciliation.

## CLIENT SUMMARY

Client Name:  
**Public Rec**

Industry:  
**Ecommerce**

Order Management System:  
**NetSuite & Boomi**

Payment Processor:  
**Amazon, Global-e, Shopify, & PayPal**

## PUBLIC REC

### FAVORITE BLUE ONION FEATURES

Transaction-level reports

Ready-to-go journal entries

Deferred revenue waterfall

Revenue statements



“Blue Onion can actually integrate with my bank, Shopify, and my accounting system... that was something that set it apart.”

**Brad**

# TRANSFORMING PUBLIC REC WITH BLUE ONION

The implementation of Blue Onion's solution led to remarkable improvements for Public Rec, specifically:

## THE IMPROVEMENT: TIME SAVINGS



### Reporting

Public Rec estimates they now save a minimum of 10 hours monthly on refunds and sales reporting. Brad emphasized the invaluable dynamic insights gained from navigating reporting, "I think the best part is being able to drill up and down. If I see a report, I can click into the data and see what's behind it. I can look from a transaction level and then see the roll up, or I can go the other way around. It's probably been the best part of using the platform. Plus, I can see transactions in a journal entry format or a report too - and I can export the report!"



### Order-to-Cash Reconciliation

Public Rec has also immensely benefited from transitioning their manual, labor-intensive reconciliation process to Blue Onion's automated, real-time process.

Blue Onion streamlines order-to-cash reconciliation using its proprietary data engine from order creation to bank payout. The solution integrates and auto-reconciles data from various systems, guaranteeing precision. User-friendly dashboards, ready-to-go journal entries, revenue statements, and detailed transaction-level reports all work seamlessly to create a comprehensive transaction-level overview.

When recalling how Blue Onion allows Public Rec to automatically push transactions (260,000+ per year) into NetSuite, Brad accentuated, "The first one that we pushed, I really was like, "WOW, this is great!"

For Brad, Blue Onion's integration capabilities with banking, Shopify, and accounting systems set it apart, allowing Public Rec to automate and significantly improve the efficiency of their order-to-cash reconciliation process. "Using Blue Onion to splice the data makes it so easy to reconcile. It's a solution that's near and dear to my heart."

# THE IMPROVEMENT: INCREASED ACCURACY



## Identifying Discrepancies

By outsourcing the reconciliation process to the external accounting firm, Public Rec initially attained around 90% data accuracy, but faced steep agency fees, an extremely manual process, and the inability to pull clear transaction-level reports. Now, with Blue Onion, they've boosted their financial records' accuracy to 99.5%, eliminating manual processing and gaining the ability to review transactions in detail down to their original data points. "If I'm reconciling the cash for each deposit, I'd call us 99.5% accurate in recording all of our revenue correctly," Brad shared.

Brad also pointed out that Blue Onion is great when it comes to identifying discrepancies and errors. "Almost daily, I review payouts. For instance, if I come across a \$300,000 Shopify payment payout with a \$500 discrepancy, I can easily pinpoint the unreconciled transaction(s) causing the variance and reconcile them."



## Identifying Errors

Additionally, Brad spoke on an experience recently where he spotted an error when looking in NetSuite with their data connector - customer deposits were incorrect. "Blue Onion helps me actually identify issues. It's kind of like an accounting error logging system." Brad declared.

Delving deeper into error identification has proven to be valuable, particularly when exploring deferred revenue. "Blue Onion's Deferred Revenue Waterfall Chart has been pretty cool. It actually helped us uncover an issue in our Shopify - an instance where a bunch of orders from a year ago that were actually outstanding and had not been shipped/fulfilled due to a cancellation and reorder mix-up."

By peeling back the layers (Blue Onion's specialty), Public Rec was able to clean things up in Shopify and reconcile their deferred revenue. By helping to make sure all orders get out the door, Blue Onion not only helps Public Rec catch mistakes, but also helps guide them towards smoother operations.



**If I'm reconciling the cash for each deposit, I'd call us 99.5% accurate in recording all of our revenue correctly."**

**Brad**



# BONUS BENEFIT: LISTENING TO FEEDBACK

Apart from the other benefits highlighted, Brad also noted that the ongoing collaboration with Blue Onion is highly productive, with tangible enhancements being made to the product stemming directly from user feedback.

"I think my favorite things about Blue Onion are 1.) the team - everyone I've worked with has been great - and 2.) any feedback given is actually taken and done or implemented. I feel like I've been able to give feedback and I'm already seeing it happen in the platform, which is awesome. It's been cool to feel like I'm a part of helping build Blue Onion!"

# REVOLUTIONIZING FINANCIAL OPERATIONS: THE BLUE ONION EFFECT

With Blue Onion, Public Rec achieved a remarkable improvement in their financial operations' efficiency and accuracy. Brad and his team witnessed firsthand the power of automation in reconciling every transaction swiftly, which restored confidence in their financial reporting and enabled the finance team to focus on strategic aspects rather than getting bogged down in transactional details.

Most notably, Brad emphasized the value of real-time data flow and error identification facilitated by Blue Onion, which was instrumental in ensuring the accuracy of Public Rec's revenue and financial statements. "With Blue Onion, yes, I can close quickly. Yes, I can deposit my cash, but also I know that my revenue is correct," Brad reiterated.

Public Rec's collaboration with Blue Onion not only resolved their immediate challenges with order-to-cash reconciliation and financial hurdles, but also emphasizes the significance of embracing cutting-edge tech solutions in order for ecommerce brands to sustain growth and operational excellence within the fast-paced industry.

With Blue Onion as a partner, financial operations can be effectively and efficiently streamlined, empowering brands to thrive and innovate without the burden of financial complexities holding them back.



*\* While we are a team of former accountants, we are not in the business of providing professional services. The information presented is for informational purposes only and is not intended to be a substitute for professional accounting, tax, or legal advice. We recommend that you consult with a qualified accountant, tax advisor, or lawyer who is familiar with the specific needs and nuances of your business.*