Increasing Recurring & Services Revenue and Improving Customer Retention—with BlackLine

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— Bill Euler, president and CEO

At Professional Accounting Solutions (PAS), hospitality is part of the company’s DNA. PAS provides accounting software solutions to boutique hotels, hotel chains, casinos, and more. Their proven model for hospitality back office operations, combined with a deep knowledge of the industry, has resulted in more than 1,000 on-time, on-budget software implementations in 87 countries.

The Challenge

Thousands of hospitality customers across the globe rely on PAS to help solve their finance and accounting challenges. “PAS serves leading hoteliers by implementing accounting strategies that differentiate them from their competition,” said Bill Euler, president and CEO of PAS. “Our solutions help hoteliers focus on efficiency, visibility, and control.”

Yet for many PAS clients, reconciliations were still highly manual. While clients used their ERPs to streamline macro accounting functions, month-end close processes were both time-consuming and resource-intensive, due primarily to a continued reliance
on spreadsheets. Worse, because many hospitality organizations have numerous properties, the reconciliation workload was multiplied—as was the potential for errors. “There's a big gap in existing hospitality accounting solutions around reconciliation functionality,” said Euler.

**Why BlackLine**

PAS first heard about BlackLine from existing clients. “Customers were asking us about BlackLine,” said Euler. “Some had already implemented the solution and were experiencing great success.” Yet for any reseller, including PAS, the decision to offer a new product takes careful consideration. Because of the upfront investment in both time and money, a new offering has to do more than just meet a customer need.

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“We did a lot of research and discovered that not only did BlackLine fill a huge need for customers, it fit perfectly into our existing product portfolio,” said Euler. For PAS, BlackLine’s experience and longevity in the industry was also key to the partnership. “We picked BlackLine over other solutions because of the company’s maturity. And BlackLine also has a solid rapid growth and development model.”

Euler was extremely impressed with BlackLine’s comprehensive training and support program: “The support and training we receive from BlackLine is phenomenal. We work with experienced professionals, and we’re also supported by unlimited videos. BlackLine’s training is what every SaaS vendor should strive for.”

The partnership with PAS has also been beneficial for BlackLine. PAS brings hospitality industry-centric experience to the table, crucial to helping BlackLine better solve the unique reconciliation challenges of hospitality clients. PAS also generously shares best practices garnered from a decade of experience implementing and training in the hospitality industry.
The Results

**Increased recurring revenue streams.** With the advent of cloud-based software comes the potential for recurring revenue. As a BlackLine reseller, PAS not only profits from the initial sale of the platform but can realize ongoing revenue through subscription renewals. And because of BlackLine’s 95% customer renewal rate, PAS has greater potential for income over the long term.

**Created new services to better meet the needs of existing customers—and attract new ones.** The ability to offer services (not just the software) around cloud-based subscriptions is also crucial to ensuring ongoing, reliable revenue. With BlackLine, PAS has created several hotel-centric tools designed to address the biggest accounting challenges of hospitality customers, including automating daily reconciliations (including four-way credit card reconciliations) and managing USALI compliance.

“BlackLine gives us the opportunity to tailor functionality to our hospitality customer base. We’re able to offer hotel-centric functions: waterfall allocation, fee and bonus calculation workflow and approvals, and hotel-centric task management,” said Euler. “With BlackLine, accountants and managers can easily navigate what needs to be completed. Plus, they can accommodate all necessary document management and workflow approvals needed in one system.”

Euler sees more opportunities to build services around BlackLine in the near future. “We are truly at the tip of the iceberg. We are finding new ways to integrate BlackLine daily. Due to BlackLine’s task management and journal entry capabilities, PAS actually feels that BlackLine could become the primary user application.”

**Strengthened engagement and retention with a product customers love.** It’s more cost effective—and takes less time—to keep an existing customer than to continually source new ones. With BlackLine, PAS is not only helping customers increase the accuracy and efficiency of their close process, but the company is engaging existing customers more frequently—a crucial part of strengthening relationships and thereby improving retention. “Our customers say BlackLine is a great product. They love it because it’s fast to implement and low cost. And it provides enormous value that isn’t offered by existing applications, said Euler. “And they don’t have to reinvent the wheel to use it. One person even stated ‘My girlfriend can easily use BlackLine and she knows nothing about accounting.’”

**Enabled customers to automate reconciliations without disruption to existing ERPs.** Because BlackLine is easily integrated into almost any ERP, PAS can offer a non-disruptive approach for configuration and acceptance—a key sales point. “It’s amazing how BlackLine fills a huge need but is easily integrated into any existing infrastructure or application set. There’s no risk for the customer,” said Euler. “BlackLine is truly non-disruptive, fast, and easy.”