VALUEONSHORE

CASE STUDY

Fractional CFO Service

Valueonshore helped streamline the financial roadmaps by optimizing cashflow, cutting costs, automating systems, and providing strategic financial guidance for growth

ABOUT THE CLIENT

The client is a brokerage firm based in California, deals with securities such as stocks, bonds, mutual funds, Gift cards and other investment products in the US. They have also developed a stock market investment platform intended to make it simple for young and first-time investors to save and invest for their future.

BUSINESS NEED

- Establishing financial model, cashflow management and FP&A support.
- Supervise accounting operations and the month close, ensuring timely completion.
- Assistance in the preparation of MIS and presentation there of in the Board meeting.

KEY CHALLENGES

The client faced several constraints:

- Lack of Financial Visibility and reporting
- Cash Flow Management Issues
- Compliance and Risk Management
- Technology & Process Gaps

OUR APPROACH

1. Preliminary Assessment – Understand financial health & gaps
2. Stabilize & Streamline – Strengthen controls and core processes
3. Strategic Financial Management & Profitability – Drive margins and cash efficiency
4. Long-Term Strategy & Monitoring – Build scalable, future-ready finance
5. Execution & Delivery – Translate strategy into measurable outcomes

BUSINESS IMPACT DELIVERED

- Developed chart of accounts in the accounting system in accordance with SEC requirements.
- Prepared and reviewed consolidated financial reports reflecting multi currency trial balances.
- Identified and implemented cost-saving measures without compromising business value.
- Automated statutory-aligned reporting, streamlining workflows, reducing errors, costs, and faster closes.
- Streamlined finance processes; implemented KPIs and dashboards to improve efficiency
- Ensured adherence to tax, legal, and reporting requirements.

ABOUT US

Valueonshore ("VOS") Advisors is a global business advisory firm of Big 4 alumni and industry leaders, supporting financial executives on complex, high-impact matters across accounting, M&A, risk, and managed services. Founded in 2009, the firm has grown to ~400 professionals across the **U.S.**, **India**, and the **UAE**, serving mid-cap and high-growth companies as a trusted partner in navigating complexity and driving value.

Raj Roy
Senior Vice President
raj.roy@valueonshroe.com

Reshma Mehta
Vice President
reshma.mehta@valueonshore.com