

Utilizing Technology as a Financial Tool

Turning Your Information into a Strategic Asset

Today's Agenda

- **Your data**
- **Turning your data into insights**
- **Technology as your financial tool**

A CFO Orchestrates Three Critical Areas

Financial Strategy

Partner/People Strategy
Compensation
Revenue Strategy
Industry/Delivery Approach
Expense Optimization
Investments
Capitalization/Cash Flow



Accounting Operations

Monthly close/General ledger
Accounts payable
Accounts receivable
Collections
Cash application
Case cost/advanced expense tracking
Trust accounting
Payroll
Internal controls
Compliance (business, tax, etc)

Data and Analytics

Ensures constant measurement and analysis of the performance of the Firm against the strategy and provides insights

Your Data is an Asset!

Attributes of Good Info

Timely

Is your data
current?

Accurate

Is your data
correct?

Consistent

Do users know
what the data
means?

Relevant

Is this data
useful?

Your Data is an Asset!

Improve your Information

- **Timely - Know and control your data**
- **Accurate - Limit manual interaction**
- **Relevant - Inter-relate your data sources**
- **Consistent - Standardize reporting**

Your Data lives Everywhere

**Payroll
System**

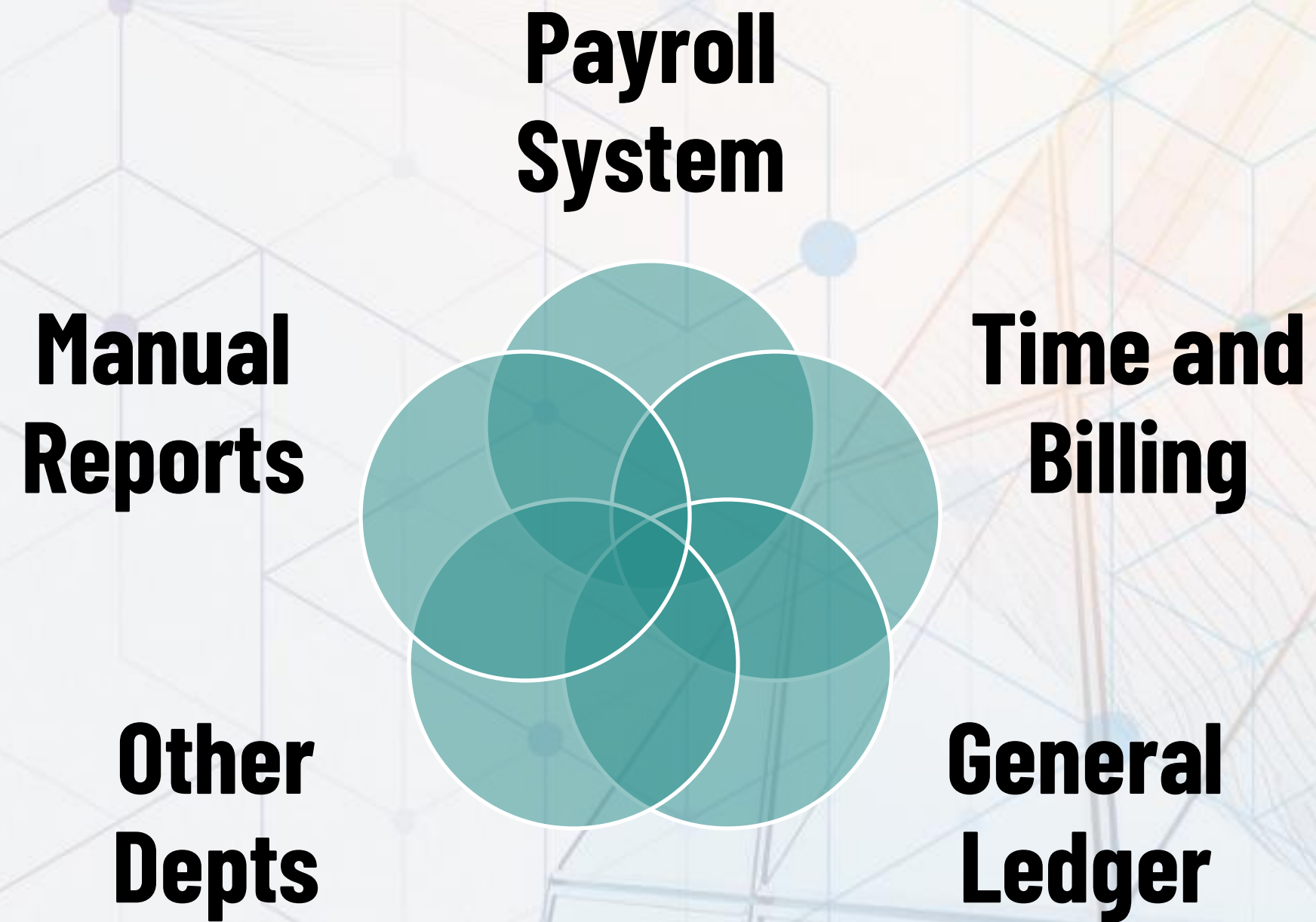
**General
Ledger**

**Manual
Reports**

**Time
and
Billing**

**Other
Depts**

Your Data Needs More Structure



Turning Data into Actionable Insight

Goal: to create a way to combine + inter-relate your data, so it is easier to use/view.

Clean/Format



Inter-relate



View/Analyze



Clean/Format

- **Eliminate multiple formats**
- **Rename columns**
- **Split and combine data to make it easier to use**
- **Organize rows and columns strategically**
- **Unpivot column data into one row**

Inter-relate

- **Find common links (employee numbers, client numbers)**
- **Merge data**
- **Combine information from different sources**

View/Analyze

- **Management Reports**
- **Dashboards**
- **Easily**

Technology: A means to an end, not the end result.



The best solutions should:

Integrate into your environment

Improve standalone process and workflow

Minimize manual-entry

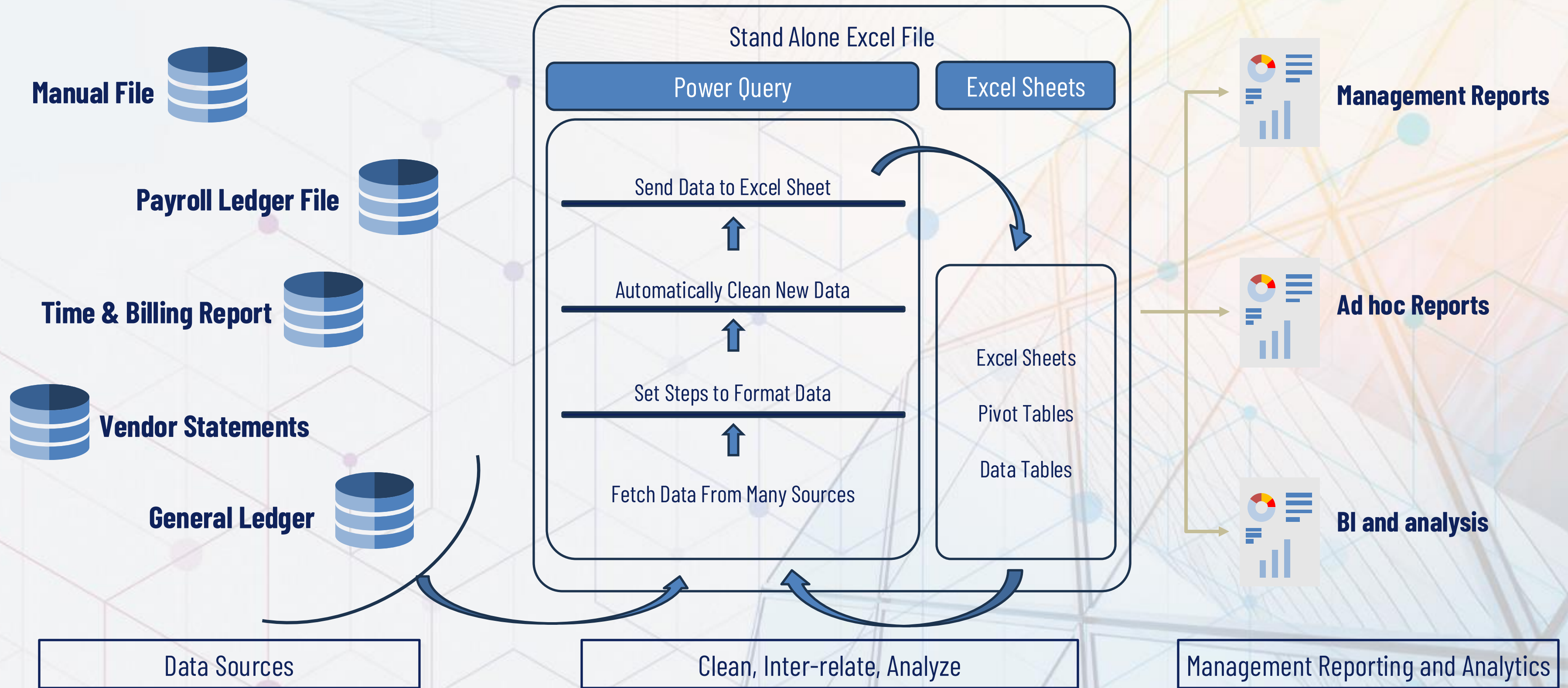
Increase availability

Improve access to information

Your Data is an Asset!

- **Timely – Know and control your data**
 - Identify the source of your data (bookmarked reports, exports, custom built data sets, reports from other departments, etc.)
- **Accurate – Limit manual interaction**
 - Set up reports to fetch data from files, not for manual entry into sheets
- **Relevant – Inter-relate data sources to make data multi dimensional**
 - Find common links between data sources and use it to report on practices, offices, etc
- **Consistent – Standardize reporting**
 - Build reporting decks, dashboards, etc.

Data Source Integration Map



Use Case Walkthrough

Before/after screenshots of raw vs. clean data

Practice Firm LLP									
Transaction date	Transaction type	Num	Adj	Name	Vendor	Memo/Description	Debit	Credit	
10000 Practice Firm LLP (5324) - 1									
06/25/2025	Expense		No			SUPERIORCOURTLAPUBLICACCE - 6168		12.60	
06/26/2025	Expense		No			SUPERIORCOURTLAPUBLICACCE - 6168		9.40	
06/30/2025	Expense		No			UCSF PARKING PAYBYPHONE - 1819		35.00	
07/02/2025	Expense		No			CAPITAL ONE CR ACH DEBIT CAPITAL ONE CRCARDPMT 250701 43MH9JVGDZDMERR43MH9JVGDZDMERR	5,560.20		
07/02/2025	Expense		No	Amazon	Amazon	Amazon.com*N32BC3LP0 - 6168		86.65	
07/04/2025	Expense		No	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168		14.60	
07/05/2025	Expense		No	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168		4.00	
07/05/2025	Expense		No	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168		12.60	
07/07/2025	Expense		No			UCSF PARKING PAYBYPHONE - 1819		35.00	
07/07/2025	Expense		No			UCSF PARKING PAYBYPHONE - 1819		35.00	
07/09/2025	Expense		No	Amazon	Amazon	AMAZON MKTPL*NL6CZ1L41 - 6168		164.04	
07/10/2025	Expense		No			LA COURT EFILE PMT - 6168		20.55	
07/16/2025	Expense		No			PUBLIC PORTAL TRANSACTIO - 6168		39.50	
07/19/2025	Expense		No			AUTO PARK 14-GRAND AVE - 6168		20.00	
07/19/2025	Expense		No	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168		3.00	
07/21/2025	Expense		No	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 1819		13.40	
07/21/2025	Expense		No			UCSF PARKING PAYBYPHONE - 1819		35.00	
07/21/2025	Expense		No	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168		13.40	
07/21/2025	Expense		No	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168		2.00	
07/24/2025	Expense		No			USDC CENTRAL DIST. CA - 6168		25.00	
07/24/2025	Expense		No			USDC CENTRAL DIST. CA - 1819		25.00	
07/26/2025	Expense		No	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 1819		13.80	
07/28/2025	Expense		No	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168		5.00	
07/28/2025	Expense		No	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168		21.40	
07/30/2025	Expense		No	Southwest Airlines	Southwest Airlines	SOUTHWESTAIXXXXXXXXXXXXX - 6168		882.97	
07/31/2025	Expense		No			SQ *FAMOUS FAMILIA SAC - 6168		13.13	
07/31/2025	Expense		No			HYATT CENTRIC SACRAMENTO - 6168		274.10	
08/01/2025	Expense		No			BOB HOPE AIRPORT - 6168		67.00	
08/01/2025	Credit Card Credit		No			CAPITAL ONE AUTOPAY PYMT AuthDate 01-Aug - 6168	2,849.85		
08/11/2025	Expense		No	Amazon	Amazon	Amazon.com*8744W7CH3 - 6168		477.40	
08/14/2025	Credit Card Credit		No			BOB HOPE AIRPORT - 6168	67.00		
08/16/2025	Expense		No	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168		8.00	
08/20/2025	Expense		No	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168		20.20	
08/21/2025	Expense		No	South Superior Court	South Superior Court	SD SUPERIOR CRT RDA - 6168		16.00	
08/23/2025	Expense		No	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168		4.75	
08/25/2025	Expense		No	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168		6.60	
08/27/2025	Expense		No	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168		8.00	
09/02/2025	Expense		No			CAPITAL ONE CR ACH DEBIT CAPITAL ONE CRCARDPMT 250901 432K8UTJCSAPT2432K8UTJCSAPT2	1,638.29		
Total for 20510 CapitalOne Credit Card							\$10,115.34	\$10,589.29	

Use Case Walkthrough

Before/after screenshots of raw vs. clean data

Account Name	Account Number	Transaction date	Name	Vendor	Memo/Description	Amount
20510	CapitalOne Credit Card	6/16/2025			UCSF PARKING PAYBYPHONE - 1819	(35.00)
20510	CapitalOne Credit Card	6/25/2025			SUPERIORCOURTLAPUBLICACCE - 6168	(12.60)
20510	CapitalOne Credit Card	6/26/2025			SUPERIORCOURTLAPUBLICACCE - 6168	(9.40)
20510	CapitalOne Credit Card	6/30/2025			UCSF PARKING PAYBYPHONE - 1819	(35.00)
20510	CapitalOne Credit Card	7/2/2025			CAPITAL ONE CR ACH DEBIT CAPITAL ONE CRCARDPMT 250701 43MH9JVGZC	5,560.20
20510	CapitalOne Credit Card	7/2/2025	Amazon	Amazon	Amazon.com*N32BC3LP0 - 6168	(86.65)
20510	CapitalOne Credit Card	7/4/2025	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168	(14.60)
20510	CapitalOne Credit Card	7/5/2025	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168	(4.00)
20510	CapitalOne Credit Card	7/5/2025	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168	(12.60)
20510	CapitalOne Credit Card	7/7/2025			UCSF PARKING PAYBYPHONE - 1819	(35.00)
20510	CapitalOne Credit Card	7/7/2025			UCSF PARKING PAYBYPHONE - 1819	(35.00)
20510	CapitalOne Credit Card	7/9/2025	Amazon	Amazon	AMAZON MKTPL*NL6CZ1L41 - 6168	(164.04)
20510	CapitalOne Credit Card	7/10/2025			LA COURT EFILE PMT - 6168	(20.55)
20510	CapitalOne Credit Card	7/16/2025			PUBLIC PORTAL TRANSACTIO - 6168	(39.50)
20510	CapitalOne Credit Card	7/19/2025			AUTO PARK 14-GRAND AVE - 6168	(20.00)
20510	CapitalOne Credit Card	7/19/2025	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168	(3.00)
20510	CapitalOne Credit Card	7/21/2025	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 1819	(13.40)
20510	CapitalOne Credit Card	7/21/2025			UCSF PARKING PAYBYPHONE - 1819	(35.00)
20510	CapitalOne Credit Card	7/21/2025	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168	(13.40)
20510	CapitalOne Credit Card	7/21/2025	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168	(2.00)
20510	CapitalOne Credit Card	7/24/2025			USDC CENTRAL DIST. CA - 6168	(25.00)
20510	CapitalOne Credit Card	7/24/2025			USDC CENTRAL DIST. CA - 1819	(25.00)
20510	CapitalOne Credit Card	7/26/2025	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 1819	(13.80)
20510	CapitalOne Credit Card	7/28/2025	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168	(5.00)
20510	CapitalOne Credit Card	7/28/2025	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168	(21.40)
20510	CapitalOne Credit Card	7/30/2025	Southwest Airlines	Southwest Airlines	SOUTHWESTAIXXXXXXXXXXXXX - 6168	(882.97)
20510	CapitalOne Credit Card	7/31/2025			SQ *FAMOUS FAMIGLIA SAC - 6168	(13.13)
20510	CapitalOne Credit Card	7/31/2025			HYATT CENTRIC SACRAMENTO - 6168	(274.10)
20510	CapitalOne Credit Card	8/1/2025			BOB HOPE AIRPORT - 6168	(67.00)
20510	CapitalOne Credit Card	8/1/2025			CAPITAL ONE AUTOPAY PYMT AuthDate 01-Aug - 6168	2,849.85
20510	CapitalOne Credit Card	8/11/2025	Amazon	Amazon	Amazon.com*8744W7CH3 - 6168	(477.40)
20510	CapitalOne Credit Card	8/14/2025			BOB HOPE AIRPORT - 6168	67.00
20510	CapitalOne Credit Card	8/16/2025	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168	(8.00)
20510	CapitalOne Credit Card	8/20/2025	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168	(20.20)
20510	CapitalOne Credit Card	8/21/2025	South Superior Court	South Superior Court	SD SUPERIOR CRT ROA - 6168	(16.00)
20510	CapitalOne Credit Card	8/23/2025	South Superior Court	South Superior Court	SUPERIORCOURTLAPUBLICACCE - 6168	(4.75)

Use Case Walkthrough

	January 2026	February 2026	March 2026	April 2026	May 2026	June 2026	July 2026	August 2026	September 2026	October 2026	November 2026	December 2026	Total 2026
Income													
Legal Fee Income	499,997	499,997	499,997	499,997	499,997	499,997	499,997	514,997	514,997	514,997	514,997	514,997	6,074,962
	499,997	499,997	499,997	499,997	499,997	499,997	499,997	514,997	514,997	514,997	514,997	514,997	6,074,962
Expenses													
Attorney Compensation	(111,067)	(111,067)	(111,067)	(111,067)	(111,067)	(111,067)	(111,067)	(111,067)	(111,067)	(111,067)	(111,067)	(617,445)	(1,839,182)
Other Compensation	(35,438)	(35,438)	(35,438)	(35,438)	(35,438)	(35,438)	(35,438)	(35,438)	(35,438)	(35,438)	(35,438)	(48,278)	(438,090)
Technology Fees	(15,450)	(15,450)	(15,450)	(15,450)	(15,450)	(15,450)	(15,450)	(15,450)	(15,450)	(15,450)	(15,450)	(15,450)	(185,400)
Rent Expense	(5,665)	(5,665)	(5,665)	(5,665)	(5,665)	(5,665)	(5,665)	(5,665)	(5,665)	(5,665)	(5,665)	(5,665)	(67,980)
Payroll Tax Expenses	(5,250)	(18,375)	(5,250)	(5,250)	(5,250)	(5,250)	(5,250)	(5,250)	(5,250)	(5,250)	(5,250)	(5,250)	(76,125)
Benefits Expense	(7,313)	(7,313)	(7,313)	(7,313)	(7,313)	(7,313)	(7,313)	(7,313)	(7,313)	(7,313)	(7,313)	(7,313)	(87,756)
Bank Charges	(206)	(206)	(206)	(206)	(206)	(206)	(206)	(206)	(206)	(206)	(206)	(206)	(2,472)
General & Admin Expenses	(8,498)	(14,790)	(4,790)	(4,790)	(4,790)	(4,790)	(4,790)	(4,790)	(4,790)	(4,790)	(4,790)	(4,790)	(71,182)
Professional Fees	(1,530)	(1,530)	(1,530)	(1,530)	(1,530)	(1,530)	(1,530)	(1,530)	(1,530)	(1,530)	(4,620)	(1,530)	(21,450)
Insurance	(7,571)	(31,691)	(361)	(361)	(361)	(361)	(361)	(361)	(361)	(361)	(361)	(361)	(42,866)
Travel	(2,884)	(2,884)	(2,884)	(2,884)	(2,884)	(2,884)	(2,369)	(2,369)	(2,369)	(2,369)	(2,369)	(2,369)	(31,518)
Subscriptions	(3,806)	(3,806)	(3,806)	(3,806)	(3,806)	(3,806)	(3,806)	(3,806)	(14,106)	(3,806)	(3,806)	(3,806)	(55,970)
Marketing	(1,545)	(1,545)	(1,545)	(1,545)	(1,545)	(1,545)	(1,545)	(1,545)	(1,545)	(1,545)	(1,545)	(7,725)	(24,720)
Total Expenses	(206,221)	(249,758)	(195,303)	(195,303)	(195,303)	(195,303)	(194,788)	(194,788)	(205,088)	(194,788)	(197,878)	(720,186)	(2,944,711)
Net Income	293,776	250,239	304,694	304,694	304,694	304,694	305,209	320,208	309,908	320,208	317,118	(205,189)	3,130,251
Partner Payments													
Partner Distributions	(105,000)	(105,000)	(105,000)	(105,000)	(105,000)	(105,000)	(105,000)	(105,000)	(105,000)	(105,000)	(105,000)	(105,000)	(1,260,000)
Undistributed Net Income	188,776	145,239	199,694	199,694	199,694	199,694	200,209	215,208	204,908	215,208	212,118	(310,189)	1,870,251
Fixed Assets	-	-	-	-	-	-	-	-	-	-	-	-	-
Line of credit	-	-	-	-	-	-	-	-	-	-	-	-	-
Cash Flow Activity	-	-	-	-	-	-	-	-	-	-	-	-	-
Net Cash Flow	188,776	145,239	199,694	199,694	199,694	199,694	200,209	215,208	204,908	215,208	212,118	(310,189)	1,870,251
Cash	-	188,776	334,014	533,708	733,401	933,095	1,132,788	1,332,997	1,548,205	1,753,113	1,968,322	2,180,440	-
Ending Cash	188,776	334,014	533,708	733,401	933,095	1,132,788	1,332,997	1,548,205	1,753,113	1,968,322	2,180,440	1,870,251	1,870,251

Today's Agenda Recap

- **Your data - Data is an asset and should be maintained and harvested for use in running your law firm**
- **Turning your data into insights - Treat your data sources not as data points but as mini databases**
- **Technology as your financial tool - Use everyday technology to save time, improve the quality of your information and the insights you get from your data**

Additional Resources

- **Microsoft! Explore Power Query and Power BI**
- **YouTube – Follow experts**
 - **Leila Gharani**



Contact Info



Derek Barto, CPA
*Principal Consultant
and Founder*

 **Email Address:**
Derek.Barto@bartoconsulting.com

 **Direct Dial**
424 431 0095

