

Revenue recognition strategy

Figuring out the new revenue recognition rules is enough to give anyone a headache. Unfortunately, the FASB didn't issue anti-migraine medication with the new guidance. But you can tap into the RoseRyan brain trust for soothingly efficient approaches to addressing the rev rec overhaul. Our dream team has been on top of the guidance from the beginning, following the debates, the proposals and the drafts. We're not playing catch-up and that means you don't have to either. And we know it's not all about the technical "what to do." We can also help with the "how to." It involves a cross-functional change process and some thoughtful preparation.

Let RoseRyan lay the groundwork: Our gurus not only have public accounting experience but have been on the other side too—working with businesses large and small—and we understand firsthand the operational challenges new accounting pronouncements have on an organization.

We can help you:

- Scope and assess the complexity of your revenue models under the new rules
- Measure the financial statement impact for select revenue arrangements, allowing you to estimate the business impact
- Strategize on key decisions, including adoption method and system solutions
- Determine the level of effort needed to implement the new rules, plus develop a customized implementation roadmap
- Deliver internal training to finance, sales, the board or other groups within your organization geared to their function, level and accounting know-how
- Provide strategic insights for a successful implementation born from our well-rounded service offerings and experience
- Manage the project when you're ready to roll or take on discrete tasks like revenue contract review or financial system analysis

Benefits of getting a head start:

- Being prepared enables management to respond to investor and board questions
- Better utilization of internal resources saves money and builds internal expertise
- Planning ahead provides greater flexibility in competitive redesign of revenue deals
- Proactive evaluation of systems and design of controls mitigates risk

The special value we bring:

- Seasoned consultants with rev rec expertise
- Flexible and efficient process to help you scope, assess and plan
- Early-stage efforts are value-add no matter where the guidance takes us
- Extensive experience in implementing accounting standards
- Experience and relationships with accounting firms, helpful as interpretations surface

RoseRyan can help you scope, assess, and plan for the new revenue recognition rules.

And we can help with implementation too, so you can get back to business.

To find out how RoseRyan can help, please contact:

Maureen Ryan 510.456.3056 x122
mryan@roseryan.com

About RoseRyan

RoseRyan is a finance and accounting consulting firm that tackles critical assignments for companies at all stages, with particular expertise in high tech, life sciences and cleantech. Our gurus serve as outsourced CFOs, prepare companies for IPOs and M&As, perform immaculate corporate governance work and are sought after for expert advice on emerging accounting challenges. The firm's Silicon Valley roots go deep—RoseRyan has been getting high-flying companies' financial houses in order since 1993. www.roseryan.com