

## Global Upside Manages the Green for DeepRoot

When international concern with environmental issues transformed **DeepRoot Green Infrastructure LLC** from a small, innovative San Francisco company into a global business providing environmental solutions to cities around the world, DeepRoot's accounting needs escalated dramatically. DeepRoot turned to specialist F&A services provider Global Upside to provide it with a range of fast, accurate, reliable accounting services to support its growth.

**INTERNATIONAL GROWTH** In 2007, **DeepRoot** launched the Silva Cell product line. Silva Cells are custom-designed platforms buried beneath ground to increase the moisture retention of soil, to better support trees and plant life in densely populated locations. Silva Cells have taken off with city governments and other environmental managers worldwide because they create a greener, healthier, more flood-safe urban environment—additional benefits include more pleasant living environments, reduced crime rates, and better management of storm water runoff. International demand for Silva Cells was such that DeepRoot set up subsidiaries in Canada and the UK to supply and service customers in those markets.

The growth and globalization of the business raised the accounting requirements at DeepRoot to a new level. The company now had to support transactions in multiple currencies and staff in multiple countries. As a lean business run out of modern loft offices in the city of San Francisco, DeepRoot did not want to take on a large accounting staff. Instead, it turned initially to an outsourced finance and accounting (F&A) services provider. The results were disastrous. *"Every single report was riddled with errors,"* recalls Juan Doubrechat, DeepRoot's Director of Strategic Planning. *"Reports were late, and they were missing important categories. It was a complete meltdown."* DeepRoot terminated that provider and brought in Global Upside.

### EXECUTIVE SUMMARY

#### CLIENT

DeepRoot Green Infrastructure LLC

#### MARKET

Environmental systems to support green ecosystems in urban areas

#### BUSINESS CHALLENGES

- Rapid growth
- International expansion
- Weak, inadequate accounts for prior two years
- Lack of meaningful financial reports

#### SOLUTION

Retained Global Upside to provide consolidation and financial reports

#### BENEFITS

- Timely, accurate monthly statements
- Greater visibility to business trends
- Greater awareness of financial and technical accounting issues



Lincoln Center in New York uses DeepRoot's Silva Cells to support healthy parks and green spaces for the enjoyment of visitors to the world-renowned performing arts center.

To repair the damage, Global Upside recreated the accounting records for previous periods. A team led by Global Upside's Chief Operating Officer Gita Bhargava updated DeepRoot's accounting system and instituted new processes, enabling management to have monthly consolidated worldwide accounts shortly after the end of the month. Local client service led by Ms. Bhargava ensured that any questions were dealt with quickly.

## DELIVERING QUALITY TO EVERY CUSTOMER

DeepRoot's experience illustrates the value of Global Upside's focus on quality. Quality is ensured by a policy of hiring only the best people—including a large number of CPAs and chartered accountants (Indian equivalent of a U.S. CPA). Systems and processes ensure that work is checked and double-checked to ensure a high level of accuracy. Timeliness and responsiveness are also part of the mantra at Global Upside. Locally based client services staff ensure responsive client service, and a corporate culture of getting questions answered and problems resolved within 24 hours whenever possible ensures timely service.

DeepRoot has also benefited from guidance and advice from Global Upside's senior management, which brings decades of experience of financial management. "Global Upside has enlightened us on accounting issues we were not aware of," says Mr. Ray. "They have made us smarter. They've given us a better, more nuanced understanding of accounting issues, and that helps in a number of ways, such as risk mitigation."

## ACCESS TO ACCOUNTING SPECIALISTS

Global Upside is also able to provide DeepRoot with access to accounting specialists as more technical financial and accounting issues arise. Access to expert advice is important to DeepRoot, as it continues to transform itself into a global leader in environmentally beneficial technology. "Having experts with whom we can discuss and debate our financials brings value," says Mr. Ray. "We look forward to continuing to expand our relationship with Global Upside."

*"Working with Global Upside has made us smarter."*

*"It is a quantum leap from where we were in early 2011," says DeepRoot CEO Graham Ray. "We are now able to get consolidated reports we're comfortable with that provide us insights into our business. We are able to issue timely commission reports—within a week of the end of the month—which our salespeople appreciate. We are now able to manage our business proactively, see trends, and take action, something that was difficult to do before."*



**About Global Upside, Inc.** Global Upside is a specialist in finance and accounting services headquartered in Los Altos, California. Founded in 1999, Global Upside's team of finance professionals delivers quality and timely, responsive service to clients in more than 30 countries worldwide. For more information, visit [www.GlobalUpside.com](http://www.GlobalUpside.com).

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