

Inplane Photonics, Inc. Partners with Geller & Company for a Complete Finance and Accounting Solution

While many companies use outside resources to service part of their finance function, the idea of outsourcing a significant percentage of the department is still relatively new – and for Inplane Photonics, Inc., South Plainfield, N.J., this approach is paying huge dividends. Inplane, a developer and manufacturer of integrated optical components and subsystems co-founded in November 2000 by world renowned optical scientists, hired Geller & Company, a New York-based outsourcing firm, to step in when Inplane's CFO resigned unexpectedly in 2002.

Initially, Inplane only sought a temporary solution until it could find another full time CFO, and was referred to Geller & Company by one of its venture backers. But Geller & Company added so much value as a strategic partner that within 60 days of commencement of the engagement, Inplane CEO Joseph Shmulovich kept Geller & Company in charge of Inplane's finance and accounting department. Geller & Company now maintains full responsibility for transaction processing, financial reporting, board and investor reporting and relations, and cash management.

People, Process and Technology

Geller & Company's team of dedicated professionals began working immediately with Inplane's in-house bookkeeper and senior management team, guiding the company through a successful conversion from QuickBooks to Oracle Small Business. The Geller & Company team also revamped Inplane's processes, developing a solid monthly reporting solution and creating a custom board reporting package. Geller & Company implemented a tracking model that allowed management to track, on a weekly basis, its capital expense, cash and P&L burn rates to eliminate any month-end financial reporting surprises. Additionally, Geller & Company implemented a formal cash disbursement process, lengthened Inplane's accounts payable cycle and established a strict budget. In fact, the company's prudent distribution of cash was a factor in raising additional rounds of financing and securing a bank credit line. The Geller & Company team worked with Inplane to develop a full investor presentation and multi-scenario financial model and in January 2003,

Inplane closed on a \$6 million second trench of Series A financing. Geller & Company also introduced Inplane to a major commercial lender, helping the company secure a \$3 million credit facility to finance its projected capital expenditure requirements. Geller & Company also oversaw the interview and selection process of Inplane's independent certifying accountants and is currently guiding Inplane through its first audit.

Accountability and Accessibility

Clients often comment they receive better response time from Geller & Company than from other consultants, according to Joseph Gitto, the manager of Geller & Company's Inplane account. "Most CEOs' and CFOs' biggest aversion to outsourcing is that when they request financial information, they don't want to wait – they need it immediately. We give them that peace of mind. All my clients have my Blackberry and access to all my phone numbers," Gitto said. He personally attends Inplane's board meetings depicting the financial health of the company via detailed presentations. "VCs want to know how much you have in the bank, how much you're spending a month ... we present them with a picture of how the company is doing, in terms they can easily understand, instead of just throwing a bunch of data at them."

Inplane CEO Shmulovich has full confidence in his business relationship with Geller & Company. "I really feel I can ask anything of them," said Shmulovich of the people at Geller & Company who staff his finance function. "They are always willing to work with me as a partner. They're not rigid and they always have a can-do attitude."

Geller & Company works with emerging growth, middle-market and global organizations in varied industries. These include technology, professional services, manufacturing, retail, not-for-profit, private equity and institutional investors. Geller & Company employs experienced finance and accounting professionals including financial analysts, accountants, financial planners, tax specialists, attorneys, systems experts and bookkeepers.