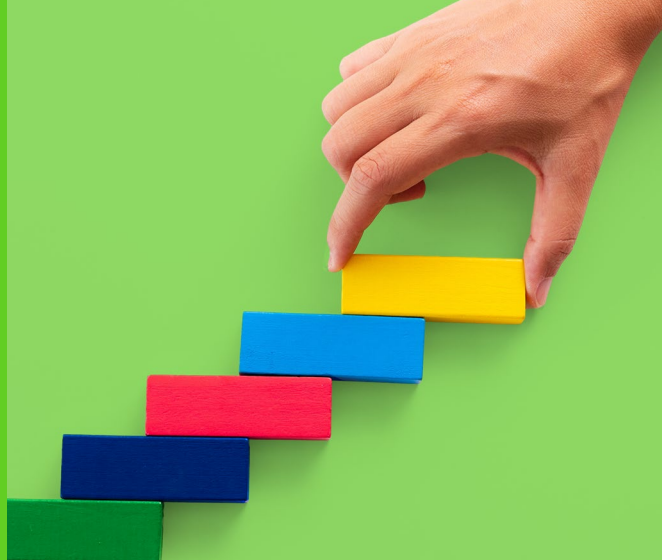


#FloQast

Small Cricut Accounting Team Sets Up Big IPO Success With FloQast



Ryan Harmer

VP, Accounting and Corporate Controller, Cricut



Scott Christensen

Sr. Director, Accounting, Cricut



Bryan Kant

Director, Internal Audit, Cricut

Consumer crafting and DIY-enabler [Cricut](#) (CRCT) helps people lead more creative lives by providing tools to make their do-it-yourself projects beautiful, fun, and easy.

With \$886 million in revenue in 2022 and 8.4 million users worldwide, the company is on a mission to transform how people think about crafting, designing, and making.



Our Close was very manual and stressful, and we didn't have a lot of precision and rigor around the process or any ways to track which reconciliations were complete. We were ready for a real change and evolution, and that's when we brought in FloQast.

RYAN HARMER

VP, Accounting and Corporate Controller

cricut[®]

INDUSTRY

Consumer crafting platform

LOCATION

South Jordan, Utah

COMPANY SIZE

680+ employees

ACCOUNTING TEAM

20 employees

STAGE

Publicly-traded (CRCT)

ERP

SAP S/4HANA

OBJECTIVE

Tighten controls and reporting during pre-IPO preparation, and scale with technology during rapid growth

WHY FLOQAST

- SAP integration for trial balance updates and auto-reconciliation
- Can-do, innovative culture
- Great value – high functionality and fair pricing

RESULTS

- IPO prep and S-1 filing within 8 months
- More than 30% decrease in Close time (12 days down to 8 days)
- Full enterprise accounting coverage – Close, Flux, Ops and Compliance (SEC and SOX)

Since joining the company in 2017, [Ryan Harmer](#), Vice President of Accounting and Corporate Controller at Cricut, has been on a complementary yet decidedly different mission to transform how the company reconciles, audits, and reports its month-end Close. All of which became exponentially more demanding leading up to – and following – Cricut’s IPO in 2021. Hard work and long days were the standard early on, but Harmer knew things had to change.

“Our Close was very manual and stressful, with 60 to 70 steps tracked in Excel spreadsheets, and we didn’t have a lot of precision and rigor around the process, or any ways to track which reconciliations were done or weren’t done,” Harmer said. “We were ready for a real change and evolution, and that’s when we brought in FloQast.”

Empowering Creativity – And a Better Month-End Close

To keep up with Cricut’s growth and increase oversight and capabilities, Harmer brought in [Scott Christensen](#) as Senior Director of Accounting.

“We knew we needed to automate as much as possible, get out of Excel, and gain a more holistic view of what’s going on,” Christensen said. “We found FloQast and liked not only the product but also the culture and mentality of being scrappy and innovative like us.”

Reconciliations and checklists were immediately set up to be monitored and managed in FloQast.

“The FloQast team helped us get our checklists into the tool and connect SAP S/4HANA, so our account balances would sync every hour,” Christensen said. “Now we know exactly what’s going on, what’s been reconciled, and what we need to prioritize.”

Christensen and his accounting colleagues huddle daily during the eight days of the month-end Close. Daily meetings keep everyone aware of progress and results by reviewing dashboards within FloQast. Total days-to-Close have gone from 12 down to 8, and final reviews are no longer a late-night scramble.

“We used to go up to midnight on our last day of the Close, checking and rechecking entries and final reviews, but now everything is signed off by 3 or 4 in the afternoon which is a big win for our team,” said Christensen.



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SCOTT CHRISTENSEN
Sr. Director, Accounting

From Idea to S-1 IPO Filing – In Just 8 Months

In March 2020, with revenues and demand rising rapidly, the decision was made to go public, and company leaders set a goal of having the S-1 filing ready by November 2020. Cricut successfully went public on Nasdaq in March 2021.

Shortly after the public offering, [Bryan Kant](#) joined the team as Director of Internal Audit.

“We had a pretty good setup from a control standpoint thanks to FloQast,” Kant said. “It was good to see we had the SAP reconciliation tie-in, but I was really happy to have FloQast Flux Analysis as a compensating control and that we could always point to that to get ahead of any kind of material issue.”



The FloQast Compliance Management solution allows us to link our work steps and manage our RCM (Risk Control Matrix) all within FloQast. It’s made my life easier, and life a lot easier for our auditors, which means fewer billable hours for us.

BRYAN KANT
Director, Internal Audit

All internal controls are managed in the FloQast Compliance Management module, and corresponding checklists facilitate easy documentation uploads for quick evidence retrieval by both internal and external auditors.

The module was added to make post-IPO compliance reporting more efficient and less costly. All SEC and SOX reporting steps are tracked in FloQast, and the integration with Workiva supports SEC report creation and filing.

“The FloQast Compliance Management tool allows us to link our work steps and manage our RCM (Risk Control Matrix) all within FloQast,” Kant said. “It’s made my life easier, and life a lot easier for our auditors, which means fewer billable hours in the long term.”

Christensen is both pragmatic and positive about his recommendation of FloQast.

“There’s no reason to keep struggling with Excel for task management and workflow,” Christensen said. “If you want to automate your accounting Close and everything that goes with it, FloQast is a fantastic tool.”