

Burning the Playbook: How Liquid AI Redefined Financial Success with FloQast's AI Agents



RESULTS

**AI-Driven Efficiency:**

Automated complex, multi-step financial processes using custom AI Agents, enabling the team to operate with exceptional productivity.

**Sustained High Performance with a Nimble Team:**

Enabled a lean, agile accounting team to consistently achieve a rapid four-day close despite increasing operational demands.

**Future-Ready Finance Function:**

Delivered continuous AI-driven process enhancements and real-time improvements, ensuring the finance function adapts and scales as the organization grows.

INDUSTRY

Artificial Intelligence

ERP

NetSuite

OBJECTIVE

To consolidate financial operations and automate complex processes without increasing headcount.

WHY FLOQAST?

• AI-Driven Financial Transformation:

FloQast's platform is purpose-built to integrate AI into core financial processes

• Alignment with AI Strategy:

FloQast Transform perfectly aligned with Liquid AI's vision of leveraging artificial intelligence to optimize efficiency, accuracy, and innovation in finance

• Custom AI Agent Development:

Empowered the finance team to build, deploy, and manage AI Agents tailored to their unique, complex workflows, ensuring scalable automation and real-time insights

Executive Summary

Liquid AI, a company at the forefront of device-aware artificial intelligence, required a financial operations platform that mirrored its own innovative DNA.

Moving from an outsourced accounting model to an internal team, VP of Finance Jonathan Mears sought to avoid the "hodgepodge" of disconnected systems often found in rapidly scaling tech companies.

Liquid AI selected FloQast particularly because Jonathan was looking to onboard a solution that was able to consolidate multiple current and future processes across the finance landscape. In the short term, though, the Liquid AI finance team was excited to leverage FloQast Transform for building custom AI Agents as soon as possible. This decision allowed the team to maintain a four-day close and avoid additional headcount, even as operational complexity increased exponentially.

The Challenge: Avoiding System Fragmentation

As Liquid AI transitioned from leveraging QuickBooks and an outsourced accounting firm to implementing NetSuite internally and bringing their accounting team in-house, the finance team faced a critical juncture. The primary goal was to establish a robust, GAAP-compliant financial foundation that met leadership and investor expectations. However, Jonathan Mears, VP of Finance, was determined to avoid a common pitfall he had observed at other major tech companies: a fragmented landscape of disconnected software solutions.

"I wanted to avoid a hodgepodge of random systems and connections everywhere," Jonathan explained. "At previous companies, I have seen accelerated growth in the business put Finance on their back heel, leading to a bunch of bandaid solutions or disparate systems that didn't talk well together. At Liquid AI, we had the opportunity to make foundational decisions from ground zero, with scale and the whole end-to-end landscape in mind. We wanted the least amount of systems possible to eliminate the risk from integrations and multi-system workflows."

The team needed one solution that could handle the increasing complexity of international expansion and intricate allocations without requiring a heavy investment in disparate tools. The legacy systems evaluated were not implementing AI capabilities fast enough to keep pace with Liquid AI's needs, prompting a search for a more nimble, future-proof partner.

The Solution: An AI-First Platform for an AI Company

FloQast consolidates multiple workflows—including close management, reconciliations, and flux analysis—into a unified environment. However, the decisive factor for selecting FloQast was its alignment with Liquid AI's own team values. As an AI organization, the team was eager to adopt a platform that embedded artificial intelligence into its core functionality.

"FloQast was a large enough company to check the box on large portions of end-to-end finance processes, while still placing a large emphasis on AI," Jonathan noted. "As an AI company, our whole team takes a first-principles approach to everything we do. We were incredibly excited about the prospect of using an AI-driven platform like FloQast Transform to internally reimagine how finance and accounting work could be performed. We actually implemented FloQast faster than we needed to just to get to the AI agents that we're using today."

This strategic alignment turned the implementation into an opportunity for innovation. The finance team did not view FloQast merely as a checklist tool, but as a platform to fundamentally modernize their operations.

Unleashing Innovation with FloQast Transform

Beyond the core close process, Geerah and her team leverage other FloQast tools to drive efficiency. [FloQast Request Agent](#) is used to send automated reminders for tasks like submitting expense reports to general managers and for internal information requests, ensuring nothing falls through the cracks.

[FloQast Projects](#) has also played a key role in onboarding new resorts. By enabling the team to quickly download, adjust, and bulk upload checklists and reconciliation templates, Projects has saved hours of manual setup time—transforming a once complex, multi-step process into one that takes just minutes while maintaining consistency and accuracy across entities.

Strategic Impact: Building a Forward-Thinking Finance Organization

[FloQast Transform](#) has enabled Liquid AI to develop a finance function anchored in continuous innovation and operational agility. By harnessing advanced AI automation, the finance team adapts rapidly to evolving business requirements, efficiently manages complex workflows, and delivers timely, reliable insights to stakeholders. This approach not only sustains a high standard of productivity but also positions the team as a key driver of organizational growth.

Jonathan emphasized the value of this transformation: "FloQast has allowed us to build a super efficient finance function that can adapt at the speed required by a high-growth, AI-driven company. Our ability to automate, customize, and improve key tasks means we are always ready for what comes next, without compromising efficiency or accuracy."

As a result, Liquid AI's finance team now exemplifies how technology-forward solutions can deliver measurable business value. By strategically leveraging FloQast Transform, the organization has achieved both immediate gains in efficiency and established a scalable framework for future adaptability. According to Jonathan, the finance function at Liquid AI has become a model of operational excellence, demonstrating that innovation and precision can be achieved through the thoughtful application of AI-powered tools.

Liquid AI's Custom Agents

Today, Liquid AI has custom-built eight AI Agents. Jonathan broke them down:

	<p>→ These agents streamline routine calculations and bookings, reducing manual entry errors and ensuring month-end precision.</p>
Direct Journal Entries	
Bonus Accrual	Syncs Rippling departmental data with LiquidAI's internal bonus methodology to automatically calculate and post accruals by cost center.
Executive Credit Card Categorization	Automates account categorization for C-Suite spend occurring outside of the primary spend management platform (Ramp), ensuring consistency and review.
401k Company Match	Calculates and books the company match accrual following each payroll cycle.
	<p>→ By leveraging headcount and usage data, these agents ensure accurate P&L distribution across departments and projects.</p>
Allocations	
Facilities Allocation	Dynamically allocates rent and other facilities-based spend by blending NetSuite financial data with Rippling headcount by physical location.
Corporate Engineering Allocation	Dynamically allocates software and hardware spend by blending NetSuite financial data with company-wide Rippling headcount data.
Event-based Allocation	Distributes costs for company-wide meet-ups by mapping NetSuite spend against actual participation data.
Compute & GPU Spend Allocation	Utilizes GPU-hour reporting to shift infrastructure costs from a lump sum to specific projects and teams.
Headcount-based Allocation	Allocates R&D and S&M team costs based on time-study surveys, ensuring payroll is attributed to the correct strategic initiatives and projects.
	<p>→ LiquidAI's upcoming implementation focuses on automating high-complexity accruals and multi-entity intercompany movements.</p>
Future Agents Within the Next Quarter	
Cost of Sales Allocation	Automates the final movement of specific project compute and labor spend into Cost of Sales for accurate Gross Margin reporting.
PO-based Accruals	Automates various accruals (ie: PO Forecast - Invoiced to-date => Accrual).
Legal Accruals	Uploads SimpleLegal reports to efficiently calculate accruals for hours not invoiced and invoices not yet approved and sent to Bill.com
Pay-on-Behalf-of Cross Charges	Utilizes NetSuite projects or locations to identify and move expenses to the correct entity under a pay-on-behalf-of intercompany model.
Intercompany Service Cross Charge	Combines NetSuite with delivery center time-study surveys to automate the distribution of cross charges to the correct entities.
Non-controlling Interest Calculation	Automates the calculation of Non-Controlling Interest within the consolidation entity.