



Business Advisory Services

CERTIFIED PUBLIC ACCOUNTANTS & BUSINESS CONSULTANTS

Today's economic conditions are constantly changing as businesses try to grow while managing risks and complying with laws, regulations and internal policies.

RubinBrown's greatest asset is the 'thought leadership' of our seasoned professionals. We have directed and consulted with companies ranging from Fortune 500 public companies to startup private companies.

RubinBrown's Business Advisory Services team provides cost-effective, value-added solutions to improve the financial position and operations of your business. We provide solutions-based services in the following areas.

Business Improvement

Business Improvement Services focus on planning, improving and executing strategies and processes with an objective view, aligning activities with the needs of your clients and stakeholders. Business Improvement is composed of:

Business Intelligence: We organize your data and create monitoring mechanisms to help you effectively manage your business. When used in combination with Business Process Improvement, you will see concrete, sustainable results.

Business Process Improvement: We focus on making processes efficient and lean under the leadership of several Lean Six Sigma Belts on our staff. A typical project can lead to 50% improvement in time savings or capacity availability.

Business Reorganization & Financial Restructuring

RubinBrown has extensive experience with bankruptcy cases. We help troubled companies continue to operate, negotiating with creditors and providing owners with returns on their investment. In the event a company cannot survive, we help owners and creditors maximize liquidation proceeds, recovering as much as possible.

Through our reorganization services, we provide critical assistance with both in-court and out-of-court matters to companies that are in crisis or underperforming, and healthy companies with underperforming sectors. We have helped numerous clients stabilize their operational and financial performance.

Cyber Security Advisory

It's a matter of when, not if, you will be impacted by a cyber security breach. With the emergence of the cloud and growing engagement through mobile and social networks, IT and business processes need to adapt in order to meet new compliance requirements and general best practices. RubinBrown has a dedicated team specializing in cyber security services designed to meet each client's requirements.

Enterprise Risk Management Services

RubinBrown's experience has shown that the risk culture is so highly fragmented at many organizations that board members, and the CEO, may find it hard to engage in a meaningful and informed analysis.

When properly implemented, Enterprise Risk Management (ERM) can be an extremely powerful tool for identifying and taking advantage of the risks facing your organization.

ERM enables management to deal effectively with potential future events that create uncertainty. Effective ERM helps management respond in a manner that reduces the downside and increases the upside.

Everyday, value is created, preserved or eroded by decisions in all activities, strategic and operational. RubinBrown will help your company manage risks to create a competitive advantage that increases stakeholder value.

Fraud & Forensics

RubinBrown's team of forensic experts are experienced in performing a wide range of fraud and forensic services. Our financial, operational and investigative experience helps organizations identify financial irregularities, analyze complex business issues and mitigate losses.

When corporations suspect a misappropriation of assets, fraudulent financial reporting or other misconduct, RubinBrown investigates to determine the existence and nature of the fraud as well as the perpetrator. We quantify the fraud losses and, where possible, help clients identify recovery options. We also work with our clients to identify fraud risk factors and recommend changes to strengthen internal controls to help prevent and deter fraud.

Information Technology Risk

As Information Technology (IT) is leveraged to continually improve business performance, the business risk IT represents increases. RubinBrown is focused on utilizing our industry leadership and insight to provide balanced solutions to identify risk through technology and manage risk in technology. Our services focus on:

- SOC 1 (SSAE16), formerly known as SAS70, SOC2 & SOC3
- IT general controls
- IT risk assessment
- Data assurance & analysis
- IT audit/internal audit

Information Technology Services

The IT Group, part of RubinBrown's Business Advisory Services, is a Microsoft Dynamics Partner, Sage Master Developer, and Intuit Solution Provider. Our team of technology and business professionals delivers a comprehensive set of solutions for ERP and Retail needs. We have in-depth expertise across a variety of industries, including:

- Hospitality, specialty retail and gaming
- Life sciences
- Manufacturing and distribution
- Non-profit
- Professional services
- Sports teams

RubinBrown is committed to providing leading edge products and services. To achieve this, our information technology professionals frequently participate in ongoing technical training and certifications.

Litigation

RubinBrown maintains a staff of professionals experienced in providing a comprehensive range of services to attorneys and their clients involved in a variety of litigation and dispute matters.

Our experts have experience providing services that encompass accounting malpractice, breaches, franchise/distributor disputes, intellectual property, lost profit quantification, product liability claims, and more.

Our involvement in litigation support engagements includes all phases of the dispute process, from pre-petition fact-finding through trial.

Mergers & Acquisitions

Our team of mergers and acquisitions experts focus on the entire life cycle of the transaction process for both buyers and sellers. Our services include:

- Acquisition and divestiture strategies
- Due diligence
- Integration services

From the initial thought of buying or selling to the critical post-closing and integration activities that must occur, our comprehensive approach maximizes the value of the transaction for our clients.

Risk Services

We provide guidance to management on the execution of cross-functional, data-driven approaches to risk management and internal audit services to evaluate existing enterprise risk management programs against global best practices. RubinBrown's experience has shown that the risk culture at many organizations is so highly fragmented, board members and the CEO may find it hard to engage in a meaningful and informed analysis.

Our experienced team is adept at providing risk services consulting including project management, change management, enterprise risk assessment facilitation and sustainable program design.

Valuation

The Valuation professionals at RubinBrown are specialists that focus on the valuation of businesses and business interests as well as intangible assets.

We can assist with the identification and valuation of intangible assets acquired in a business combination, per Financial Accounting Standard Board's (FASB) ASC 805 - Business Combinations. We will also determine the fair value of goodwill, to test for potential impairment under ASC 350 - Goodwill and Other Intangible Assets.

About RubinBrown

Founded in 1952, RubinBrown LLP is one of the nation's leading accounting and professional consulting firms. The RubinBrown name and reputation are synonymous with experience, integrity and value. RubinBrown provides many services that are grounded in professional vision and understanding of our clients' goals:

- Assurance
- Benefit Plan Audits
- Business Advisory
- Business Improvement
- Business Reorganization & Financial Restructuring
- Cyber Security
- Enterprise Risk Management
- Entrepreneurial Services
- Fraud & Forensics
- Information Technology Risk
- Information Technology Services
- Litigation
- Mergers & Acquisitions
- Public Company & Capital Formation
- Research & Experimentation Tax Credit
- Risk Services
- State & Local Tax
- Tax Compliance & Consulting
- Valuation
- Wealth Advisory

RubinBrown redefines the full-service experience by combining technical and industry expertise with a commitment to personal and high-level relationships.

RubinBrown provides expert accounting and consulting services to many industries, but we focus our specialization in:

- Colleges & Universities
- Construction
- Gaming
- Healthcare
- Law Firms
- Life Sciences & Technology
- Manufacturing & Distribution
- Not-For-Profit
- Private Equity
- Public Sector
- Real Estate
- Transportation & Dealerships



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We collaborate to leverage our skills, resources and local expertise to help our clients grow locally, nationally and globally. For more information regarding the global network visit **www.bakertilly.global**

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