TrueRev

CatapultK12

Case Study

How a leading EdTech provider eliminated spreadsheet chaos, unlocked real-time financial visibility, and gained investor confidence by partnering with TrueRev.

PROBLEM

Catapult K12, a leading K-12 EdTech provider, struggled during a pre-due diligence review when its finance team—limited to QuickBooks—failed to deliver accurate ARR, churn, and divisional reports on time, costing them a key opportunity.

SOLUTION

Partnering with TrueRev, Catapult K12 streamlined financial reporting by integrating with QuickBooks, eliminating spreadsheets, and providing a single source of truth across contracts, billing, revenue, and SaaS metrics.

CUSTOMER PROFILE

- **Website** : www.catapultk12.com
- **Company location** : U.S.
- **Industry** : Education Technology (EdTech)

USER PROFILE

- **Who** : Jason Jeffrey
- **Positions** : CEO

We struggled to produce reliable churn and ARR metrics quickly enough from QuickBooks and HubSpot, which slowed decision-making and made it harder to keep stakeholders fully confident. With TrueRev, we can generate real-time revenue reports in just a couple of clicks. It's become indispensable—not only for us internally, but also in conversations with investors and CEOs who are impressed by how quickly we can deliver accurate numbers at our scale.

Jason Jeffrey
CEO of Catapult K12

Impact & Results

The adoption of TrueRev has significantly improved Catapult K12's financial operations. Reports that once took days to prepare are now available within minutes, with greater accuracy and consistency. The finance team regained control of its reporting process, saving the equivalent of a full workday each month and avoiding common spreadsheet errors such as duplicate entries and broken formulas when tracking ARR and its components (expansion, contraction, churn).

This efficiency has strengthened confidence in Catapult K12's numbers and helped the company shave days off of the monthly close, and present cleaner, faster reporting to its key stakeholders.

How They Use TrueRev

Catapult K12's finance team relies on TrueRev as part of its day-to-day workflow. Each week, they use the platform to generate revenue reports, monitor ARR and churn, and reconcile contracts against billing data. At month-end close, TrueRev serves as the single system of record for contracts, billing, revenue, and SaaS metrics—eliminating the need to maintain parallel spreadsheets.

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Jason Jeffrey, CEO of Catapult K12, described TrueRev as a "perfect fit" for the company: affordable, easy to use, and powerful enough to provide actionable insights without the cost or complexity of enterprise-grade systems.

- **Faster reporting**
  Reports that once took days are now produced in minutes.
- **Improved accuracy**
  Greater consistency and fewer spreadsheet errors (duplicate entries, broken formulas).
- **Time savings**
  Finance team regained control of reporting, saving the equivalent of a full workday each month.
- **Reliable ARR tracking**
  Clear visibility into expansion, contraction, and churn.
- **Accelerated close**
  Shaved days off the monthly close process.
- **Stronger stakeholder confidence**
  Leadership and investors receive cleaner, faster reporting.

Learn More

www.truerev.com