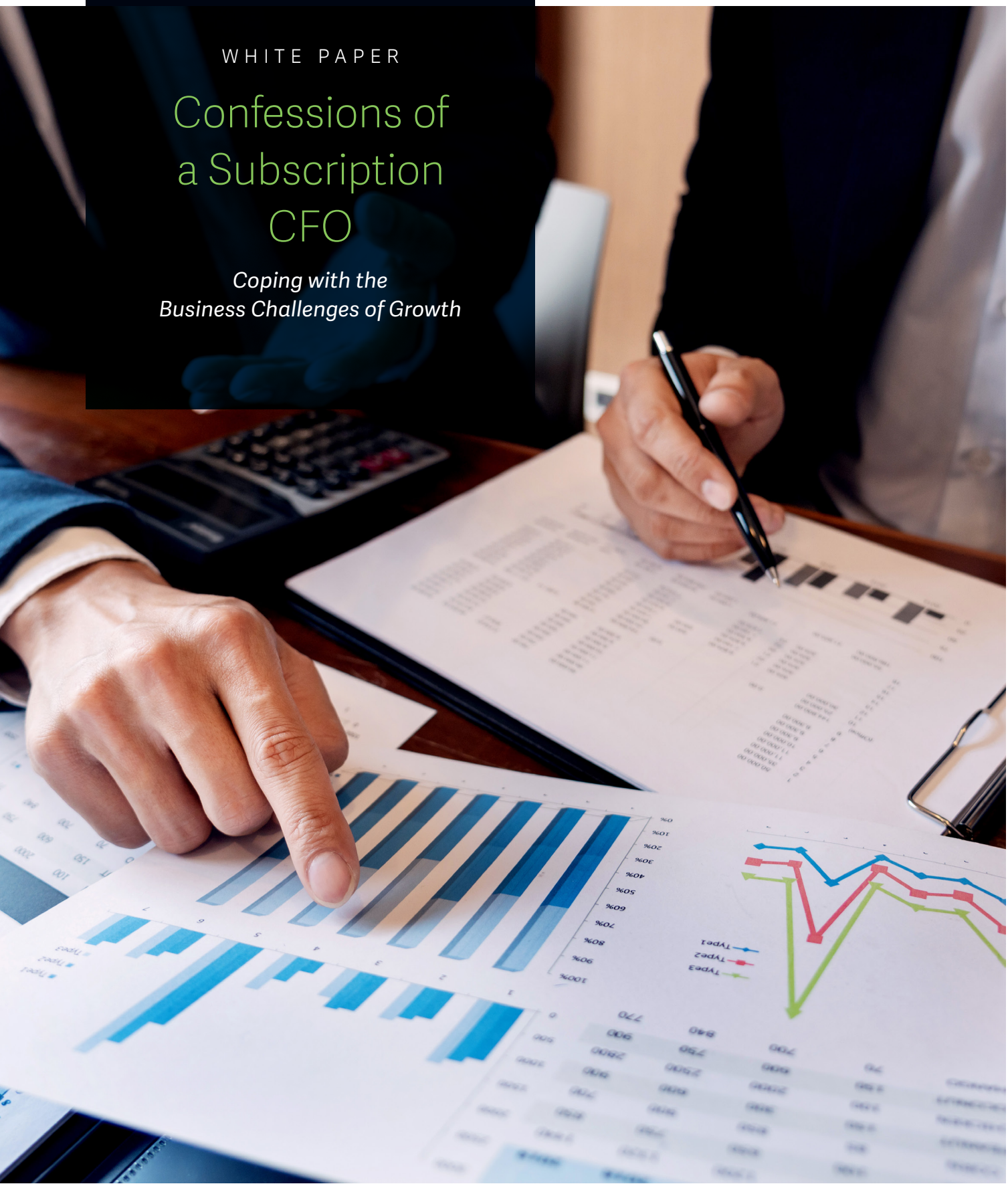
DSD BUSINESS SYSTEMS

sage Intacct

WHITE PAPER

Confessions of a Subscription CFO

Coping with the Business Challenges of Growth



Contents

Where did it say "sleepless nights" in your job description? 3

I'm afraid to admit just how much we rely on spreadsheets to run our business. 4

Accurate and timely management reporting sometimes seems impossible. 5

Our consolidations are labor-intensive, time-consuming, and error-prone. 7

We fail to bill 100 percent of our subscriptions and services time and expenses. 9

Our on-premises accounting system doesn't give us the business agility we need. 11

Our finance system doesn't talk to our other key applications. 13

Financial management solution built for finance, built for growth, built for success. 15

Where did it say "sleepless nights" in your job description?

You know it all too well. But, if you're like many, you hesitate to admit the reality: It just isn't easy being a CFO. Your company relies on you for financial leadership, but as your organization grows, so do the challenges—board reporting, SaaS metrics, managing burn, faster closes, , smarter revenue management, deeper analyses, regulatory compliance, multinational consolidations. Add it up, and the headaches and sleepless nights are almost inescapable.

If outdated or constrained financial software infrastructure has held you back, there's a better way. Sage Intacct offers powerful, flexible, best-in-class financial management solutions that are transforming the way small and medium-sized companies do subscription billing, manage deferred revenue, and produce SaaS metrics. In other words, Sage Intacct helps Subscription CFOs make a difference.

In the following pages, you'll read about the secret truths that your peer CFOs are loath to admit—the things that keep them up at night. More important, however, is how Sage Intacct can help you respond to these challenges. You can hear their stories yourself at our customer video page.

For more info, visit: www.dsdinc.com or contact us at 800.627.9032

"I'm afraid to admit just how much we rely on spreadsheets to run our business."

Spreadsheets. They're the easy, reliable, multipurpose tool that every finance pro knows how to use. But, while you may have been forced to rely on spreadsheets to get up and running quickly, they won't suffice as your business grows. The fact is, too many businesses take unnecessary risks by relying on fragile, unsecure, single-user spreadsheets for complex tasks like revenue management or multi-entity consolidation. The impact: lost productivity, questionable accuracy, and lengthy stares from your auditors. The trigger for change: investor requests, ASC 606 compliance, the # of invoices, and the complexity of deferred revenue reporting.

The solution: Operational efficiency

Say goodbye to the time-consuming, error-prone manual processes that drag down finance productivity. With Sage Intacct, you replace the "million spreadsheet march" with smart and streamlined automated financial processes, including order-to-cash, procure-to-pay, and project accounting. Sage Intacct has the flexibility to automate your workflows including subscription billing synched to Salesforce.com orders, automated ASC 606 revenue recognition, and real-time SaaS metrics dashboards, and more—without a spreadsheet in sight. This brief video shows the journey of a SaaS CFO from manual to automation.

"With Sage Intacct, our finance team now has much more time to analyze data, as opposed to worrying about data entry and processing spreadsheets. We can look at trends, manage compliance and auditing, and focus on strategic changes. Sage Intacct has proven invaluable in giving us a single version of the truth."

– Tanya Yakhnis, Controller, Tandem HR

For more info, visit: www.dsdinc.com or contact us at 800.627.9032

"Accurate and timely management reporting sometimes seems impossible."

Any financial system can churn out the basic financial statements. But your peers in the boardroom want much more. They want accurate, timely, and detailed analyses on both P/L and SaaS metrics that go far deeper for real insight into what's driving business performance

For too many CFOs, that means relying on staff to extract data from multiple sources in multiple formats and data definitions. What's more, creating manual calculations and summaries after the data is collected requires additional time and effort. By the time you've got it all together—and burned days of staff time— the reports are out of date, the questions have changed, and the frustrations have begun anew, all the while the competition in your space has been making their own moves.

The solution: In-depth insights, on demand

Sage Intacct gives you comprehensive, real-time financial reporting and analysis so you have an up-to-the-minute picture of your entire organization. Create any report, dashboard, or visualization you need with the precise metrics that matter to your investors, lenders, executives, and department leaders. Ask new questions, get immediate answers, and make confident decisions. Investors have shared with us the key SaaS metrics to track that you can learn about in our ebook: How to manage Subscription Metrics through 4 Stages of Venture Growth.

For more info, visit: www.dsdinc.com or contact us at 800.627.9032

"With Sage Intacct, our leadership team has started to use more and more reports and is employing an increasingly data-driven approach for every business decision. Now everybody sees the same data, and we have much better information with which to collaborate and make decisions."

– Mike Munson, Controller, STS International

For more info, visit: www.dsdinc.com or contact us at 800.627.9032

"Our consolidations are labor-intensive, time-consuming, and error-prone."

When a growing company expands internationally or makes acquisitions and then has multiple entities, tax IDs, and currencies, it's often a painfully slow process to bring all financial information into a unified, cohesive view. Manually collecting spreadsheets, checking formulas, converting currencies, performing intercompany eliminations—it all adds up to a frustrating, lengthy closing cycle. And as your company grows, the challenge becomes exponentially greater. Must timely financial consolidations always require superpowers?

The solution: Quick consolidations and fast closings

Sage Intacct helps you manage the finances of multiple locations and entities—domestic or global. With just one click you can consolidate your financials, automate intercompany transactions and eliminations, and close your books quickly—or view interim summary figures at any time. Sage Intacct also lets you switch between consolidated and local views for detailed insights

And whether you need to automate conversions for transactions or report in multiple currencies around the world, you can do it all—right from Sage Intacct—with speed and accuracy using up-to-date exchange rates for the right conversions and revaluations. Read the story of the successful IPO at I3 Verticals as they grew to consolidating 25 business entities.

For more info, visit: www.dsdinc.com or contact us at 800.627.9032

"We didn't want our finance people wasted on just doing consolidations, we wanted their time and skills to be focused on analyzing results to grow the business. What's great is that we're doing all of this with a pretty tight team and don't have to add non-revenue producing overhead before it's necessary. Sage Intacct makes that possible, yet we're still just scratching the surface of the system's capabilities."

– Scott Meriwether, Senior Vice President of Finance, i3 Verticals

For more info, visit: www.dsdinc.com or contact us at 800.627.9032

"We fail to bill 100 percent of our subscriptions and services time and expenses"

It doesn't take a financial expert to recognize that manual methods for tracking time and expenses are a major contributor to revenue leakage—the often-invisible profit killer. When you manually enter in invoices or have a subscription billing system independent of the financial system, then billings can get entered incorrectly or not at all. Maximizing Contract Value with renewals and upsells are critically important to proving your business model. If you have a professional services portion of your business, then you have further risk when your employees are in the field working alongside clients around the world, spreadsheets or jotted notes on receipts won't capture all project-related expenses. It's too easy to overlook or forget the crucial process of recording labor hours, noting all employee expenses, and tracking project-related purchases. The result: massive amounts of subscription billing and nonbillable services time that impact your bottom line.

The solution: Accurate billing, faster invoices

Sage Intacct automates and streamlines the subscription billing and time management process. On the billing side, having a native integration with Salesforce.com means you can automate the entry of orders, avoiding the errors of manually entry. Having the item masters synchronized between Salesforce and Sage Intacct means you can automate the billing of subscription items, usage-based billing, and upsells to rapidly scale your ability to handle growth. On the services side, your employees enter their labor hours, incidentals, and project expenses—at any time and from anywhere using a computer, tablet, or smartphone—and managers get instant alerts to review and approve What's more, the data flows to your invoicing and revenue recognition processes. That means more-accurate billing and faster reimbursements to employees

With onscreen dashboards, you can quickly assess SaaS metrics such as CLTV, CAC, Churn, and average CMRR in real time—to ensure that revenue doesn't fall through the cracks. You can dive deeper in our ebook: Finance's Guide to Automating your Subscription Business.

For more info, visit: www.dsdinc.com or contact us at 800.627.9032

"Sage Intacct's revenue recognition solution lets us keep everything centralized, even though we're managing fairly complex, multi-subscription contracts on annual or quarterly billing schedules. The system does a good job of handling different revenue recognition templates for each subscription type – improving our whole order-to-cash process and increasing the accuracy of our financial data. Now, when our sales team closes a deal in Salesforce, order details are automatically added to Sage Intacct, my team validates the revenue schedule, and then generates an invoice in just five minutes."

– Brett Belcastro, Worldwide Revenue Controller, Acquia

For more info, visit: www.dsdinc.com or contact us at 800.627.9032

"Our on-premises accounting system doesn't give us the business agility we need."

No two businesses are alike—so there's no reason to endure the outdated one-size-fits-all approach to financial software. With on-premises software, you're trapped by major capital investments, lengthy implementations, difficult configurations, expensive customizations, and a significant maintenance and support burden. Instead, your organization requires the agility to adapt to business fluctuations without waiting months for IT to make changes. You need to keep pace with changing reporting requirements and your competition. And you want a system that's tailored to your unique workflows and business processes.

The solution: Bringing finance to the cloud

It's different in the cloud. With Sage Intacct, you eliminate the hardware costs and IT burdens while your business enjoys the advantages of modern financial software—with lower costs, more security, and increased productivity For instance, you receive automatic, hands-free quarterly upgrades—without the disruptions of costly upgrade projects

Sage Intacct lets you adapt your implementation—including functionality, reports, and analyses—to stay in step with your changing business requirements You sidestep the painful capital investments, and tap into the power of sophisticated, high-performance financial software that's managed by experts in a world-class data center

The result? You get to focus on financial management and business performance while Sage Intacct takes care of the software management and infrastructure—all for a single, predictable monthly fee. Learn more in our ebook: Is Your Software Company Outgrowing Quickbooks?

For more info, visit: www.dsdinc.com or contact us at 800.627.9032

"We would have needed to add 10 new people to handle processes that are automated in Sage Intacct. To keep doing things the old way would have been a staff-killer."

– Joel Meriwether, Director of Finance, Weave

For more info, visit: www.dsdinc.com or contact us at 800.627.9032

"Our finance system doesn't talk to our other key applications."

Top-performing businesses know: You can't operate efficiently unless everyone can share data easily. No silos No walls No barriers You need easy, real-time access to information from sales, revenue operations, engineering, marketing, and other areas to accurately manage the entire corporate financial growth picture. But when you're bogged down with cumbersome data extracts and manual rekeying, business agility suffers. How can you tap into the power of other best-in-class applications and avoid the mediocrity of suite lock-in?

The solution: Out-of-the-box integration

Sage Intacct integrates seamlessly with your entire portfolio of business applications from across your IT infrastructure—today and tomorrow. That means you choose the applications you want based on functional fit, not integration capability. You can take advantage of our prebuilt, preconfigured connectors for popular applications (including Salesforce) or easily create your own. Or, thanks to our web services API, you can create your own customized, automated, two-way integration with the flexibility to tailor your connections for specific workflows and business processes.

Eliminate data re-entry Streamline your multidepartment processes and get a 360-degree view of your business: sales, forecasting, customer service, manufacturing, inventory, and more. Sage Intacct breaks down the walls to keep everyone in sync.

For more info, visit: www.dsdinc.com or contact us at 800.627.9032

"We ultimately made the decision to go with Sage Intacct over NetSuite because of its deeper financial capabilities and its unparalleled ability to integrate with other best-in-class applications like Salesforce. Our developers felt that Sage Intacct's application programming interface was the more robust of the two. That gives us confidence that it will be flexible enough to adapt to our business' evolving needs as we grow from a $20 million to a $200+ million dollar company.

– Director of Finance, WebPT

For more info, visit: www.dsdinc.com or contact us at 800.627.9032

Financial management solution built for finance, built for growth, built for success

Don't let your accounting and billing software hold your business back. Join a growing number of companies that are turning to Sage Intacct to increase efficiency in their finance organization while driving new growth for the business Sage Intacct helps you move beyond the constraints and inflexibility of isolated billing systems, spreadsheets, and cash-accounting software by delivering a smart, modern, cloud-based subscription revenue management system for growing organizations.

- Built By and for Financial Pros
  The Sage Intacct cloud financial management solution provides unprecedented depth and sophistication for finance teams—more than you'll find in rigid suites-so you can be productive and insightful quickly. It's no coincidence that the American Institute of Certified Public Accountants named Sage Intacct as its preferred provider for financial applications.

- Built for Growth
  Simply reacting and responding to issues isn't enough Sage Intacct scalability puts you in position to drive growth by automating the complete range of basic and complex accounting processes so you can focus on analyzing real-time business performance.

- Built for Success
  With a pay-as-you-go subscription model and cloud architecture, Sage Intacct is aligned with your ongoing success Maybe that's why Sage Intacct customers achieve, on average, a 250 percent ROI and a payback period of less than six months.

For more info, visit: www.dsdinc.com or contact us at 800.627.9032

About Sage Intacct

Sage Intacct is the innovation and customer satisfaction leader in cloud Financial Management. Bringing cloud computing to finance and accounting, Sage Intacct's innovative and award-winning applications are the preferred financial applications for AICPA business solutions and the leader in Revenue Management and Subscription Revenue Management for mid-sized companies, according to G2.com. With one quote-to-cash process, natively integrated with Salesforce and Salesforce CPQ, you can automate subscription billing, revenue recognition, and financial reporting, allowing you to forecast your future.

sage Intacct

DSD BUSINESS SYSTEMS

Sage Intacct
300 Park Avenue, Suite 1400
San Jose, CA 95110

877-437-7765
sageintacct.com

©2019 Sage Intacct, Inc. All rights reserved. The Sage Intacct logo is a trademark of Sage Intacct, Inc. and/or its affiliates. All other company or product names are the property of their respective owners.