Why Sage Intacct Is #1 in B2B Subscription Management

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Introduction

A Powerful New Business Model
Companies of all industries and sizes are shifting their customer relationships from transactional to longer-term subscriptions.
The benefits are proven—attract more customers, create more predictability in revenue, and achieve higher customer lifetime value.

New Requirements for Financial Systems
Traditional enterprise resource planning (ERP) using a legacy order-based financial model poorly support subscriptions.

To get the full business benefits of subscriptions, the financial management system needs to provide **a single subscription system of record**—from your quote all the way to reporting GAAP and SaaS metrics and forecasting your revenue, billing, cash, and expenses.

Benefits of a Single Subscription Record
With one subscription system of record, you can scale and accelerate your subscription quote-to-cash lifecycle across sales, finance, and the executive team. Sage Intacct customers have achieved the

following value:

- Acquia increased operational cash by 10%

- I3 increased revenue schedules 50X

- Code 42 increased net dollar retention by 10.5%

- Workiva achieved ASC 606 compliance in preparation for their IPO

Learn More
Read on to learn how Sage Intacct is unique in the completeness and breadth of its single subscription record, which has resulted in us being voted leaders in Subscription Revenue Management[1] and Subscription Billing on g2.com.[1]

1. **G2 Grid® for Subscription Revenue Management – Mid-market** – as of 11/11/2019

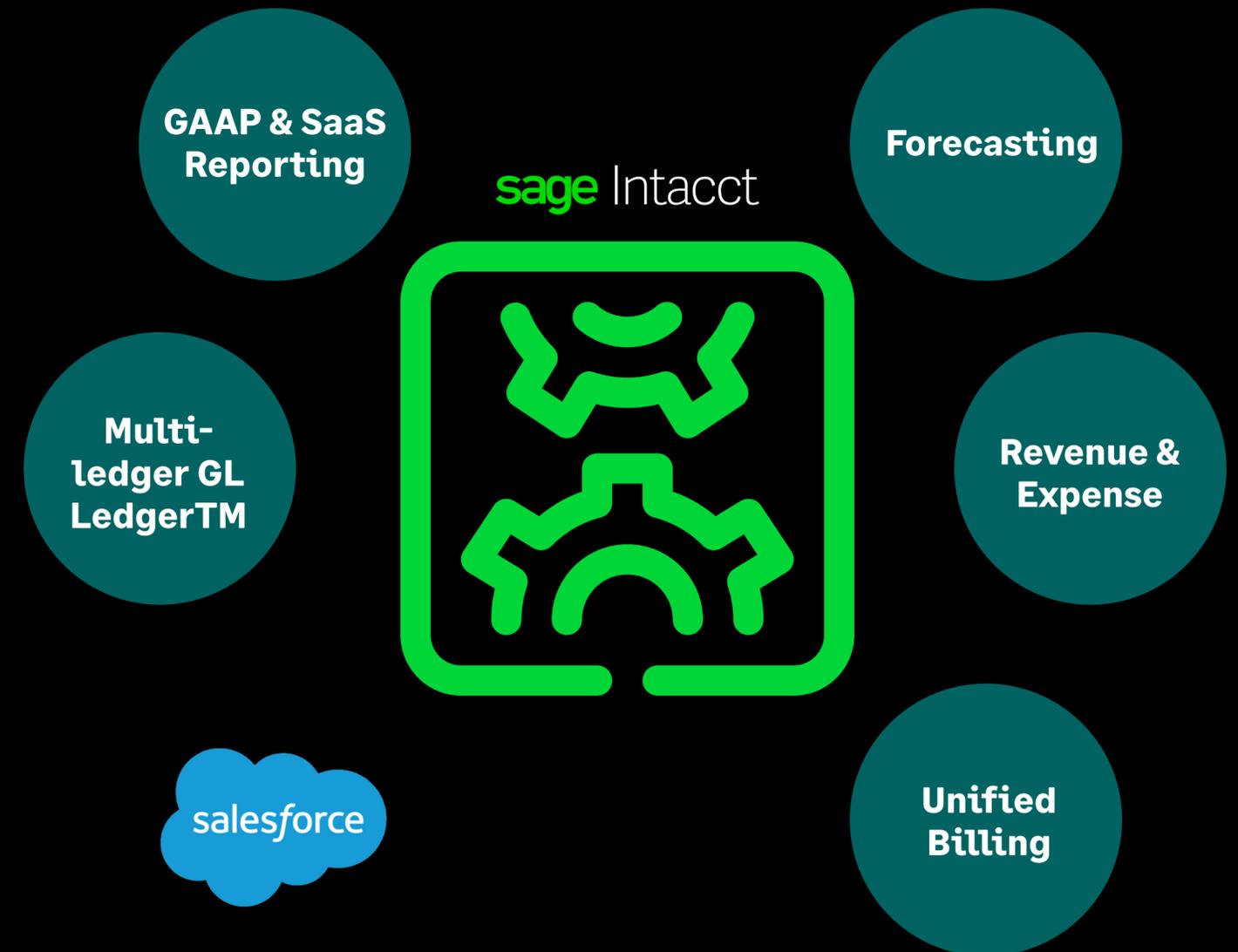2. **G2 Grid® for Subscription Billing – Mid-market** – as of 11/11/2019

Automate everything from sale to financial forecast

Starting from the initial sale all the way to the board and investors, Sage Intacct has you covered with automation and integration to scale your processes and deliver insights, including:

- Prebuilt Salesforce integration to eliminate rekeying of sales contracts

- Full customer lifecycle, including upsells, downsells, renewals, cancellations, and more

- A variety of billing and revenue models, including subscription, services, perpetual, and usage billing

- ASC 606 and IFRS-15 compliant revenue recognition

- Instant forecasting for revenue, billing, and cash

GAAP & SaaS Reporting

Forecasting

sage Intacct

Multi-ledger GL LedgerTM

Revenue & Expense

salesforce

Unified Billing

Reduce point solutions and integrations

Only Sage Intacct offers mid-market businesses one subscription system of record from the sale to billing and revenue recognition to the general ledger, GAAP and SaaS Reporting, and forecasting.

Sage

"Our billing, accounts receivable, and revenue recognition used to be completely manual and time consuming, taking us away from providing strategic analysis to the business."

~Elliott Goldman, Director of Finance, Rapid Ratings

Sage

Connect sales and accounting for efficiency, visibility, trust, and collaboration

Sage Intacct has prebuilt integration to Salesforce so you can connect your sales to your accounting without re-keying.
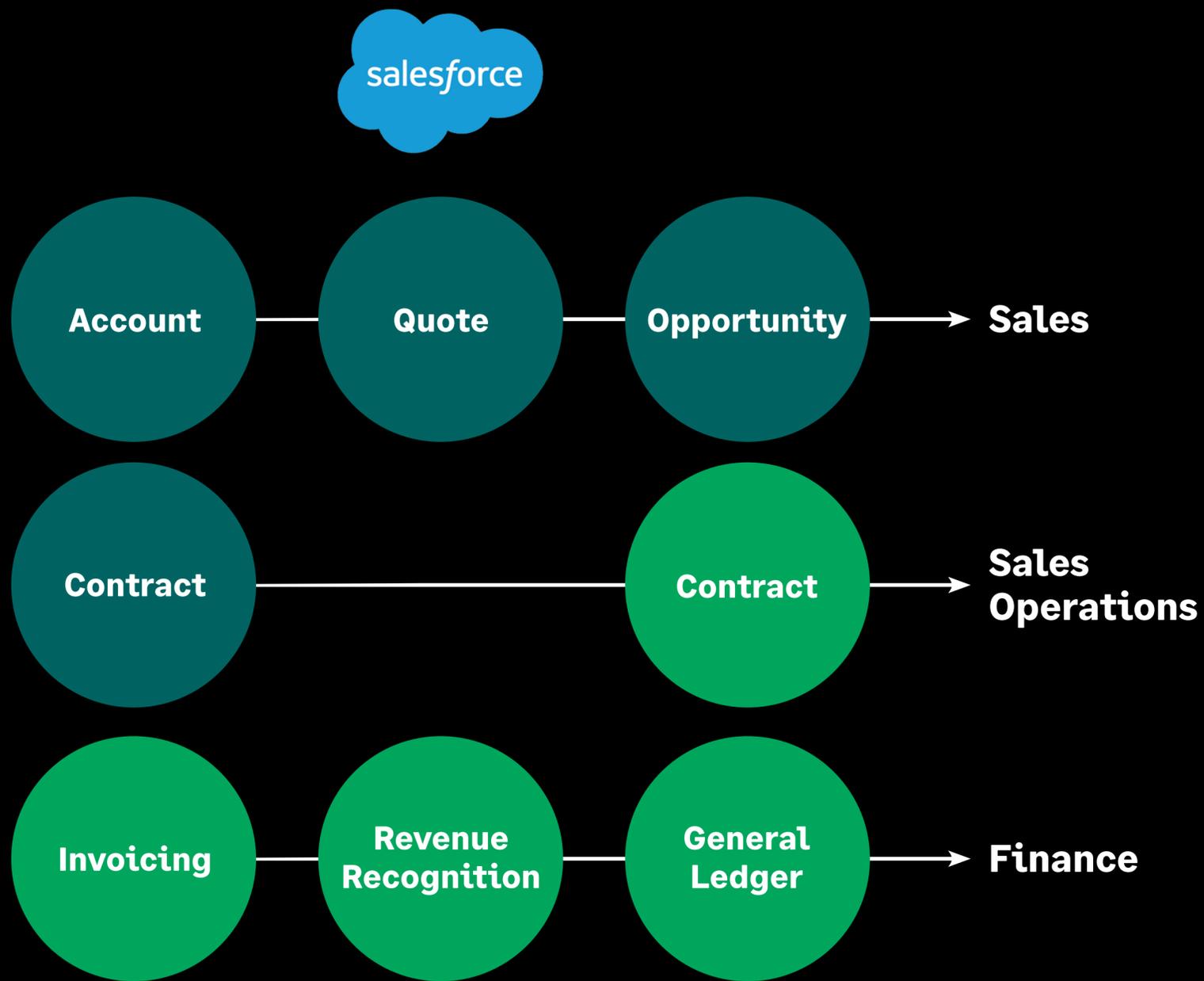
- Sales works in Salesforce and gets visibility into customer invoices and payments.

- Accounting works in Sage Intacct and drives automated processes off the contract.

- Collaborate efficiently with integrated Salesforce Chatter. No digging through emails or messaging for documentation required.

- Approve opportunities in Salesforce, Sage Intacct, or both.

- Initiate renewals in Sage Intacct or in Salesforce

With one subscription system of record from the quote all the way to the general ledger, reporting, and forecasting, Sales and Accounting can agree on and trust the numbers.

And, your integration is covered by our **Buy with Confidence**^{SM} guarantee. So you have an assurance of Sage Intacct availability.

salesforce

Account — Quote — Opportunity → **Sales**

Contract — Contract → **Sales Operations**

Invoicing — Revenue Recognition — General Ledger → **Finance**

sage Intacct

Sage

Acquia increased operational cash by 10%

Only Sage Intacct provides native, prebuilt quote-to-cash integration to Salesforce along with our Buy with Confidence^SM guarantee.

"Our current configuration with Sage Intacct allows us to have a very low touch contract entry process. Our team closes an opportunity, presses 2 buttons in Salesforce, and the contract is ready to generate an invoice in Sage Intacct! "

~Emily Drahzal, Financial Systems and Operations Manager, Acquia

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Efficiently and accurately onboard your promises for ASC 606 and IFRS 15

To automate ASC 606 and IFRS-15 compliance, you need to establish a solid accounting baseline to report, bill, and recognize revenue. Manually loading and managing your active and historical performance obligations can be complicated, prone to errors, and take significant effort.

Sage Intacct provides a productized utility that automates the rebuilding of historical activity into your subledger for retrospective reporting and insight. Balances are set to enable billing and revenue recognition going forward.

At go-live, compare your results using dual book reporting to prior years across financial reports while leveraging powerful Sage Intacct reporting dimensions to look at the data from any perspective you need.

Contract Financials - Dual Method
10/16/2019 03:46

Location: USA
USA

| | Year To Date 08/31/2017 | | |
	ASC 605	ASC 606	Difference
Contracts Revenue			
Subscription Revenue			
Revenue - Subscription - Unbilled	13,333.36	13,710.91	(377.55)
Revenue - Subscription - Billed	67,604.63	63,495.86	4,108.77
Revenue - Subscription - Paid	15,570,627.91	15,564,036.11	6,591.80
Total Subscription Revenue	15,651,565.90	15,641,242.88	10,323.02
Usage Revenue			
Revenue - Usage - Billed	25,300.00	25,267.12	32.88
Revenue - Usage - Paid	22,400.00	22,400.00	0.00
Total Usage Revenue	47,700.00	47,667.12	32.88
Total Contracts Revenue	15,699,265.90	15,688,910.00	10,355.90
Deferred Revenue			
Deferred Revenue - Subscription - Unbilled	2,593,102.18	2,585,931.21	7,170.97
Deferred Revenue - Usage - Unbilled	12,000.00	12,000.00	0.00
Deferred Revenue - Subscription - Billed	1,269,918.79	1,268,433.81	1,484.98
Deferred Revenue - Usage - Billed	0.00	32.88	(32.88)
Deferred Revenue - Subscription - Paid	7,001,052.69	6,981,044.06	20,008.63
Total Deferred Revenue	10,876,073.66	10,847,441.96	28,631.70

Get retrospective reporting at go-live

Only Sage Intacct provides automation to onboard active and historical performance obligations into a subscription subledger to speed your implementation, reduce the risk of errors, and deliver retrospective reporting at go-live.

"**The new ASC 606 revenue** recognition standard has been one of the biggest changes we've seen in accounting in a very long time. By using Sage Intacct, we're able to deep dive into an individual contract line and the associated details—whether that's the revenue status, the AR status or the contract asset status of that line—and dig into that detail with precision."

~Adam Buchholz, VP and Corporate Controller, Workiva

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Reason 4

Access any financial aspect of your subscription lifecycle with a click

With Sage Intacct, the contract acts as a single representation of your financial relationship with a customer across their lifecycle. It's a "living and breathing" financial arrangement:

- Revenue schedules, billing, multi-element arrangements, journal entries, and monthly recurring revenue (MRR), are all calculated for you.

- When your relationships changes—upsells, downsells, and more, the impact of those changes are calculated for you. No spreadsheets necessary.

- The changes are all captured in your financial solution with an audit trail for you and your auditors. You don't need to go to CRM or a spreadsheet for more information.

- Everything you need to understand your financial relationship for any customer is just a click away. No need to traverse across multiple transactions or reports to understand your entire relationship.

Sage

i3 Verticals grew revenue schedules from 100 to 5,000

Sage Intacct is the only financial solution to centralize your entire customer's financial relationship in a single subscription contract master. No navigating through multiple transactions, systems, or reports required to access financial details.

"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."

~Brett BelCastro, Revenue Controller, Acquia

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Reason 5

Adopt a modern, continuous close model

To compete at today's business pace, you can't be looking at yesterday's numbers. Sage Intacct contracts were built with the subscription and modern world in mind. While competitors require revenue reclassification and other month-end processes, we support a continuous close model, providing:

- Automated expense/commission amortization over the life of the contract. No journal entries required to adjust.

- Real-time reclassification of MEA on save, so your numbers are always up to date

- Fully automated, real-time forecasting based on actuals

- Fully automated, real-time SaaS metrics by dimension

This means you can:

- Be strategic with real-time, forward-looking data for on-the-fly decision-making

- Be efficient by distributing your workload across the month for a faster close and fewer late nights

- Increase the quality of your data with immediate review and analysis

Sage

Rapid Ratings cut close time by 40%

Sage Intacct is the only mid-market solution that follows a **continuous close model** for always up-to-date GAAP and SaaS subscription reporting and forecasts without requiring reclassification or reforecasting. Our subscriptions were built from the ground up to handle recurring revenue and usage billing.

"**The company is at an** exciting pivot point in our growth. With Sage Intacct, the business can make decisions based on financial data that is accurate, reliable, and received much FASTER."

~Kevin Neary, Controller, Wistia

Reason 6

Reduce the effort to manage contract amendments and other exceptions

When it comes to managing the less usual billing and revenue recognition scenarios such as contract amendments, cancellations, holds and resumes, or renewals, the 80/20 rule often applies.

- But Sage Intacct is different. We provide deep automation to eliminate the manual effort required to:

- Back out revenue and billing for cancellations

- Pause revenue, MEA, and billing schedules for contract holds

- Recalculate revenue, MEA, and billing schedules after a contract amendment or resume after hold

- Handle de-books and credits

- Calculate and forecast renewals

That means billing, revenue recognition, your close, and your metrics are all done automatically without delay, and with the highest accuracy possible.

Sage

[Jobvite](#) shifted from 80% operational to 80% strategic

With Sage Intacct, you significantly reduce time spent on exception processing.

"**The automation of** revenue recognition especially with our multi-element arrangements and very complex revenue patterns is just phenomenal and removes the need for spreadsheets and manual intervention."

~John Fowle, VP, Corporate Controller, Welltok

"Our accounting team has always been staffed by skilled strategists. With Sage Intacct, we now have the time and opportunity to use those skills to grow the business."

~ Anthony Palladino, CFO, Elemica

Compliance checklist to increase compliance and auditability

Periodic reviews can help ensure that contract obligations are delivered as intended. You can create a checklist of tasks tailored to your company's contract review process. The list appears in every contract. When a checklist item is completed, users with appropriate permissions can enter the completion details in the contract, providing an audit trail to demonstrate compliance.

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Checklist

	Task	Description	Completed by	Date	Sign off	Sign off details	Comment	
1	Sign	Agreement signed	EE22	Apr 23 2020	✓	Hannah Lee (hlee) 04232020 17:50:03	Customer received their copy	
2	Confirm	Delivery confirmed	--	--	☐	--	--	Sign off
3	Review	Manager reviewed	--	--	☐	--	--	Sign off
4	Determine	Fair value price determined	--	--	☐	--	--	Sign off

Achieve and scale ASC 606 compliance

Only Sage Intacct provides a built-in subscription contract compliance checklist to help you ensure your contract obligations are delivered as intended while providing easy auditability.
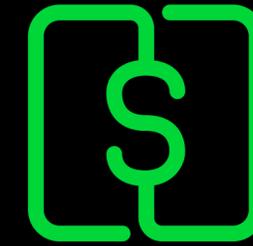
Sage

Unify your billing and avoid a "hodgepodge" of billing solutions

As you grow, you may expand your offerings to attract new customers, increase your average sales price, and retain existing customers. Why not give yourself the flexibility to handle a variety of billing models?

Not all billing solutions will support a blend of models across subscription pricing, usage billing, professional services, and perpetual licensing.

Sage Intacct allows you to avoid piecing together a hodgepodge of billing systems. Its unified billing reduces customer confusion that

can cause payment delays and simplifies your internal operations.

Usage	Services	Perpetual	SaaS
• Usage Pricing	• Hours	• License	• Subscription
• Tiered pricing	• Time and Materials	• Maintenance	• Non-linear subscriptions
• Price per thousand	• Fixed price	• Support	
• Minimum flat fees	• Hybrid models		
• Included units			
• Overages			
• Customer specific			

Weave cut DSO by 50%

Sage Intacct enables you to unify your billing for a better customer experience, reduce payment delays, and streamline internal operations.

Sage

"The way Sage Intacct helps us scale, the predictability and visibility we get into our revenue stream, and the streamlining around billing have been remarkable."

~John Fowle, VP, Corporate Controller, Welltok

Reason 9

Real-time forecasting across billing, revenue, and cash—all in one

Forecasts can help guide decisions that make your business a success—hiring, product investment, acquisitions, and much more. They're also required for business loans or investor funding.

One subscription system of record across CRM, CPQ, and financials allows you to automatically generate forecasts, as well as reforecast, in real time. Unlike order-based solutions, with Sage Intacct you get one view of your customers (vs. disparate orders) across billing, revenue recognition (including unbilled), and cash.

Don't settle for order-based solutions that require linking bookings, upsells and renewals through revenue arrangements. This makes it difficult and complex to forecast recurring revenue. And the inability to see the different pieces together often pushes forecasting into spreadsheets, limiting your ability to find the patterns to make data-driven decisions.

Jobvite delivers budget-to-actuals within 5 days of the close

Only Sage Intacct delivers real-time forecasts of revenue, billing, cash and receivables in a single report. Get more insight and more time to analyze and guide the business.

"**We have brought** predictability to our revenue."

~ Brett Belcastro, Worldwide Revenue Controller, Acquia

Sage

Reason 10

Use a modern General Ledger™ for agility and scale

Unlike traditional single ledger solutions, Sage Intacct General Ledger is designed for sophisticated companies with complex reporting requirements:

- Posting happens as you go along, allowing you to soft close throughout the month and reduce month-end processing.

- Multiple ledgers let you close subsidiary ledgers independently while other ledgers remain open for processing.

- Multiple books enable you to enter a transaction once but represent across

- multiple financials, e.g., U.S. GAAP, IFRS, and cash basis—side by side.

- User-defined books allow you to easily report on a tax basis or on any country or industry-specific standards.

- Statistical journals track non-financial information, eliminating the need to build reports outside of your financial solution.

Also unlike other solutions, the above functionality is available as

Get ready for growth and expansion

Sage Intacct is a modern, multi-book and multi-ledger solution that enables organizations to efficiently meet the challenges of tax, statutory, regulatory, and management reporting.

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"**As we prepared for massive** scale, we needed a SaaS-based, multi-entity general ledger system we could grow into. Our requirements were to get everything onto a unified chart of accounts, gain the ability to easily add entities as we completed acquisitions, and ensure we'd be ready for SEC-compliant reporting when the time came to go public. "

~Scott Meriwether, SVP of Finance, i3 Verticals

Sage

Only Sage Intacct offers one subscription system of record

salesforce

| Unified billing | Revenue + expense | Intelligent General LedgerTM | GAAP & SaaS Reporting |

sage Intacct

vs.

Oracle NetSuite SuiteSuccess Starter Edition

salesforce

| Low complexity billing only | No expense across customer lifetime | General ledger | No prebuilt SaaS dashboard |

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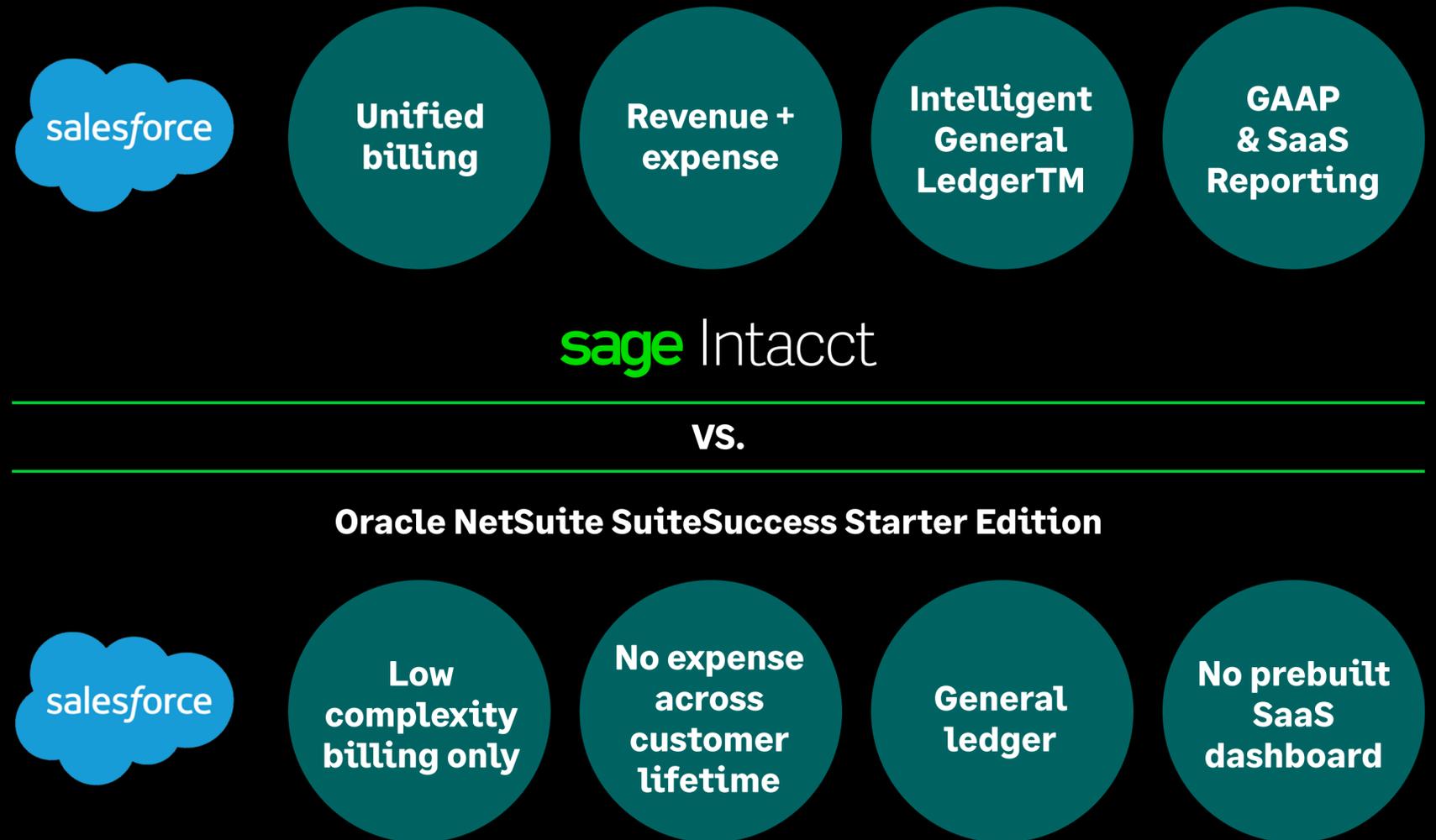
Summary

10 Reasons

1. Automate everything from initial sale to financial forecast. **Value: Reduce point solutions and integrations.**

2. Connect Sales and Accounting for efficiency, visibility, trust, and collaboration. **Value: Acquia increased operational cash by 10%.**

3. Efficiently and accurately onboard your promises for ASC 606 and IFRS-15. **Value: Get retrospective reporting and reduce contract onboarding time and cost.**

4. Access any aspect of your customer lifecycle with a click. **Value: i3 Verticals increased revenue schedules by 50X from 100 to 5,000.**

5. Adopt a modern, continuous close. **Rapid Ratings cut close time by 40%.**

6. Reduce the effort to manage contract amendments and other exceptions. **Value: Jobvite shifted from 80% operational to 80% strategic.**

7. Use a compliance checklist to increase compliance and auditability. **Value: Achieve and scale ASC 606 compliance.**

8. Unify billing and avoid a "hodgepodge" of billing solutions. **Value: Weave cut day sales outstanding by 50%.**

9. Real-time forecasting across billing, revenue, and cash—all in one place. **Value: Jobvite delivers budget-to-actuals within 5 days of the close.**

10. Use a modern general ledger for agility and scale. **Value: Get ready for growth and expansion.**

Don't just take it from us

Listen to the customers who rated us leaders in subscription revenue management and billing

Leader
WINTER
2020

G2 Grid for **Subscription Revenue Management**

View grid

Leader
WINTER
2020

G2 Grid for **Subscription Billing**

View grid

Nasuni grows to lead the market

Nasuni, the leading provider of Cloud File Services, was seeking fundraising to fuel their growth. When they added European entities, they wanted to increase the depth of financial reporting for fundraising and become ASC 606 compliant.

Business **results** after swithching to Sage Intactt

- Integrated Salesforce CPQ to Sage Intacct

- Reduced the close 40%, while adding 2 international entities

- One subscription contract to manage LTV and CAC

- Reduced order-to-invoice from 2 days to 15 minutes (99% decrease)

- Analysis to increase gross margin by +10%

- Became ASC 606 compliant, while reducing churn and increasing ACV

Sage

- Nasuni is the leading provider of Cloud File Services

- Chose Sage Intacct, over NetSuite, due to its native integration with Salesforce.com, ability to manage subscription contracts instead of orders, and success in using it at previous companies

- Raised $147MM in VC funding, led by Goldman Sachs, North Bridge, Telstra, Eastward, and Signal Prime Ventures

"With the integration of Salesforce CPQ and Sage Intacct, we have a complete view of our customer. The biggest benefits have been a clean audit and the ability to report and predict revenue and growth."

~ Elizabeth Ingham, Revenue Manager, Nasuni

Sage

Let's talk

To learn more about how to efficiently scale and grow your business like these Sage Intacct customers*, check out the resources below:

• Widen increased cash by 22%

• i3 Verticals increased revenue schedules by 50X

• Rapid Ratings cut close time by 40%

• Jobvite shifted from 80% operation to 80% strategic

• Weave cut DSO by 50%

• Workiva and i3 achieved ASC 606 compliance in preparation for IPO

• Implement governance for an IPO

Read stories of companies like yours
http://go.sageintacct.com/l/sw-customer-stories

See the product in action
https://resources.sageintacct.com/product-tour-replays/ sage-intacct-product-tour-for-software-companies-part-1- introduction

Attend a coffee break demo
https://online.sageintacct.com/dailydemo_register.html

Sage

For more information, visit
www.sageintacct.com/subscription-management-software

sageintacct.com
877-437-7765

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