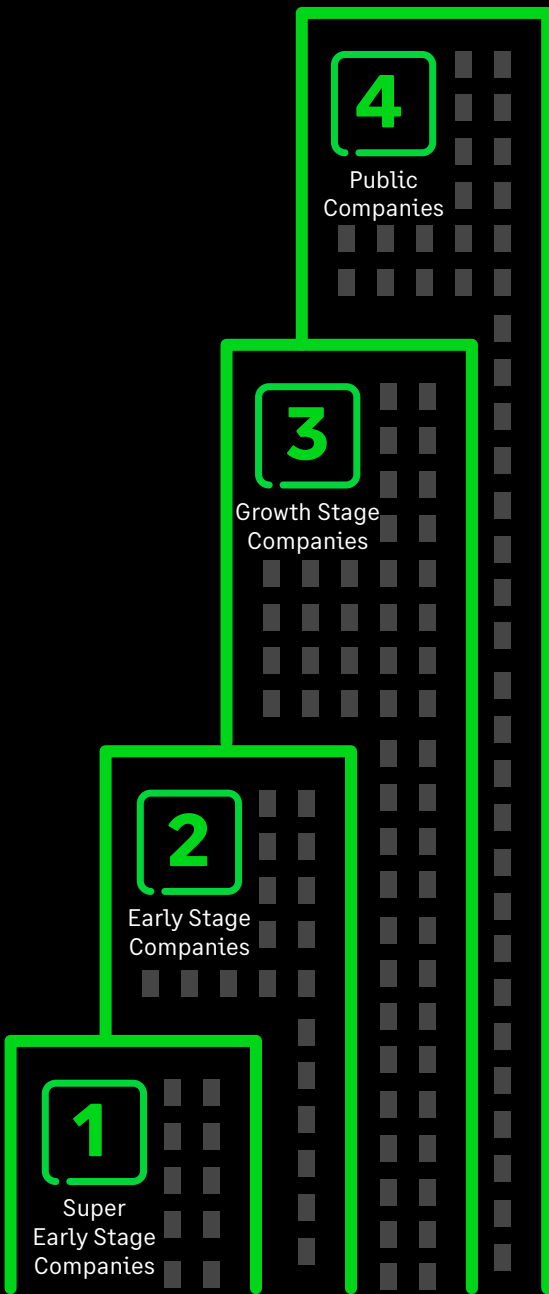


SaaS Company Growth To IPO and Beyond

As companies compete, you need metrics, but the metrics change over time

The processes you automate to drive these metrics change as you evolve.

Company Stage



Segment & Exploratory Analysis
Deferred Revenue
YoY, MoM Customers & Revenue Growth
EBITDA
Forecasted Sales & Quota
Expenses

XBRL Reporting
Compliance
Governance

Quantitative

Cohort Analysis
Up-sell, Cross-sell & Down-sell
Gross Margin
COGS
Net Churn
Cash
Customer Lifetime Value Average
Revenue per Account Invoicing
CLTV/CAC Ratio

Financial Planning
Closing
Customer Success
Professional Services
Revenue Recognition

Metric Complexity

Customer Acquisition Cost
Customer Count
Gross Churn
Monthly & Annual Recurring Revenue

Quote to Cash
Financial Reporting
SaaS Metrics
Billing
Expenses
Order Entry

Quantitative

Bookings
Website Visits, Leads & Conversions
Customer Engagement
Qualitative Feedback

A/P,A/R
Payroll
CRM

3 Transition Point

-\$1-10M Emerging

- Need to solve billing or metrics
- Need A/P or A/R automation

-\$25-SOM SMB

- Need order entry and rev rec
- Need Salesforce.com integration

-\$100-250M Mid-Market

- Mature firm going through a private equity buy-out
- Preparing for an IPO

Achieve scale through automation, control, and integration

Best-in-class cloud financial management solutions provider:

- Automated subscription billing
- Full-picture of invoicing, cash, and collections
- Track operational and financial data in one place
- Self-service dashboards for everyone

Your best choice for cloud financial management solutions-but don't take our word for it.



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