

10 reasons

SaaS and Subscription-Based
Businesses Choose Sage Intacct



As a finance leader of a SaaS business

you know that choosing a new accounting system is a big undertaking, and one that could significantly impact both your day to day operations as well as your company's ability to raise money and grow the business. Make sure you select a vendor that has a rock-solid track record of supporting your industry **and an implementation partner that will go the distance with you on your journey to success.** Read on for the top 10 reasons SaaS and subscription-based businesses choose Sage Intacct.

1

Intacct speaks the language of SaaS AND finance

Whether you need to consolidate multiple entities, simplify increasingly complex billings, or shorten the close while doubling your customer base, Sage Intacct is built to bring speed, efficiency and internal controls to the revenue recognition, billing and reporting demands of SaaS companies from early stage and pre-IPO, to public. **The integrated subscription, usage, and recurring billing automation, end-to-end automated revenue recognition, and reporting with SaaS metrics** dashboards are built from the ground up to address the needs of the subscription business model.

Akuna Solutions leverages the deep functionality of Sage Intacct and the collective experience of our professional services team in your industry to deliver a solution that will help you manage, compete and grow.

We know the importance of a quick return on investment—and never underestimate the importance of a well-developed project plan optimized to deliver high ROI for your business from day one.

“I wanted to choose something I could believe in that was built for SaaS companies.”

– Zach Blaine, Controller,
expel



2

Intacct's accounting and financial management system is flexible and easy to use

Sage Intacct enables SaaS companies to capture and track operational and financial data in one connected financial management accounting system. Teams across your company (and across the world) can automate processes and streamline workflows for shorter cycle times and quicker data-driven decisions.

From user-defined fields, customizable checklists, workflows and reports, to over 300 native billing scenarios, the Sage Intacct easy-to-use approach shortens onboarding and builds efficiency and time savings into every-day processes.

User adoption is quick with the intuitive interface and in-product help. Anytime, anywhere access and all of the data brought together into Sage Intacct for **one system of record throughout the customer journey** has exponential benefits such as improved cross-functional alignment, accelerated cash flow, and a shorter close.

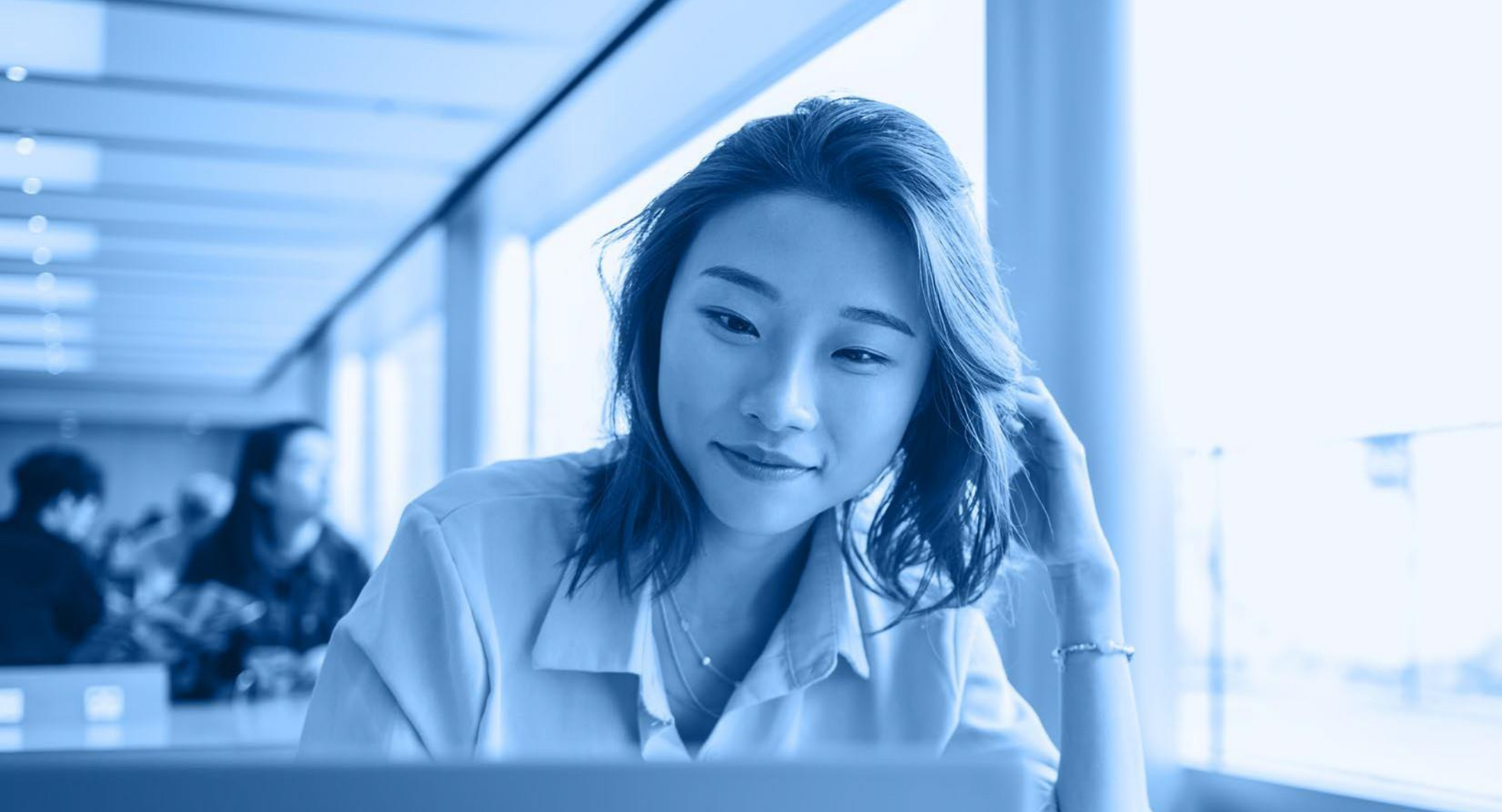
Functionality built to benefit SaaS companies includes:

For Finance Teams:

- Dimensional tagging for user-defined data analysis
- Multi-entity / multi-country management with 1-click consolidations
- Dimensional, AI-powered Intelligent GL
- Cash flow forecasting
- Built-in AASB 15, ASC 606, IFRS 15, GAAP, SOX support
- Automated workflows
- Process checklists
- Outlier detection
- Multi-currency
- SaaS metrics
- Sandbox

For FinOps and RevOps Teams:

- CRM/Salesforce integrations
- Planning and what-if-scenarios
- Budget vs. actuals
- Automated revenue recognition
- 300+ billing scenarios
- Contracts management
- Project costing and billing for services
- Integrated real-time dynamic reporting
- Role-based dashboards
- Pre-built integrations and open API
- Third-party integrations



“We make a change in Salesforce and the data is instantly updated in Sage Intacct, and vice versa. We now have a centralized repository for all our front-office and back-office data.”

*– Kent Hudson, CEO and
Co-Founder Dude Solutions
(acquired by Clearlake)*



3

We empower key stakeholders to make data-based decisions quicker

With Sage Intacct as the **single source of truth**, teams across your company have access to real-time reporting to make data-driven decisions quicker. There are hundreds of integrated reports, as well as SaaS specific metrics and dashboards. Customize or create your own to meet the unique needs of your business and your investors.

Eliminate the wait and know your current cash balance, unbilled, billed, and paid balances all in a single click. Avoid a backlog and schedule dashboards or reports to be sent to inboxes. Say goodbye to massive spreadsheets and easily analyze data at all levels from contract and project, to forecasts and trends.

Interactive reporting and dashboards:

Sage Intacct continuously innovates to provide a future-proof system incorporating artificial intelligence (AI) and machine learning that brings a level of much-sought-after predictability. You can **easily forecast and complete scenario planning and update them on the fly** to meet investor requests, right there during the meeting.

Interactively explore your live financial data with pre-built visuals, sequencing, and narration. Predictive capabilities allow you to project trends to prove lasting growth for a higher valuation when securing your next round of funding or preparing for an IPO.

“Sage Intacct has had a positive snowball effect for us. We are much more efficient and that allows us to report as a public company.”

– Megan Stichter,
Controller appfolio



4

Users gain
unparalleled
speed and
efficiency

Integration, automation, and artificial intelligence

More and more small to mid-size SaaS companies rely on the Sage Intacct Intelligent GL to make quick work of day-to-day accounting and provide the finance team with more time to focus on improving business performance.

The Sage Intacct SaaS tech stack is powered by its Intelligent GL that connects financial and organizational workflows, **utilizes artificial intelligence (AI), and integrates with best-in-class solutions via our open API.** Automation and synchronization should provide accuracy and efficiency beyond simply eliminating manual processes and reducing clicks. Sage Intacct takes it further with automated multi-entity consolidations, the continuous close, and so much more, all in an easy-to-use interface.



“With Sage Intacct, our financial close was cut in half, and that extra time is huge for us because we’re a small team. We’re saving five days of work for four people, which gives us back 20 days of work each month that we can put into more strategic activities.”

– Project Accountant-
Yardstick – now Proctor U



5

We continue
to enable SaaS
companies to
grow and scale

sage
Accountants

Thousands of companies across the globe rely on Sage Intacct to help them scale and effectively fuel their growth.

Discover how Acquia utilizes Sage Intacct to scale growth with predictability, while increasing customer lifetime value, reducing churn, and meeting GAAP / ASC 606 requirements.



The SaaS Company

Acquia, based in Boston, Massachusetts, enables marketers, developers, and IT operations teams at thousands of global organizations to rapidly compose and deploy digital products and services that engage customers, enhance conversions, and help businesses stand out.



The Challenge

Acquia needed to attain GAAP / ASC 606 compliance while growing rapidly and expanding internationally. Manually tracking orders and billing was not sustainable and was slowing things down. Risk levels were increasing as deferred and unbilled reporting methods were breaking. Plus, visibility into net deferred revenue was murky at best.



The Solution

By automating processes such as linking deferred revenue accounts with associated contracts and transaction updates, as well as forecasting for billings, cash, and revenue, Acquia accelerated the handoff of budget-to-actuals information to business leaders. This facilitated the decision to invest in a new product line, resulting in increased customer count and customer lifetime value.



The Results

With Sage Intacct core financials, automated subscription billing and Salesforce integration, Acquia:

- Reduced the financial close from 10 days to 3
- Reduced DSO - 10%
- Cut order-to-bill processing time - 50%
- Reduced cash forecasting variance - 80%
- Reduced deferred AR balance - 33%
- Increased operational cash +10%
- Became GAAP / ASC compliant



“We know whether we are well-positioned to invest and expand into new markets or regions, pursue potential acquisition targets, relocate offices around the globe, adjust pricing models, or increase our investment in key products that will be easier to sell and boost customer lifetime value.”

*- Brett Belcastro, Revenue
Controller, Acquia*

ACQUIA

6

Customers love
Intacct & analysts
applaud it's
powerful and
innovative
applications

Customer reviews



Customers rank Sage Intacct as **#1 in customer satisfaction** on G2's Grid Report for Mid—Market ERP System over 6 years in a row.



User review scores on TrustRadius earned us two 2021 “Best Of” Awards for **Best Feature Set and Best Usability**—that means Sage Intacct earned first place in the Accounting category for these two attribute segments.

Analyst accolades

Sage Intacct's #1 rated core financials continue to earn impressive ratings from premier global analyst firms

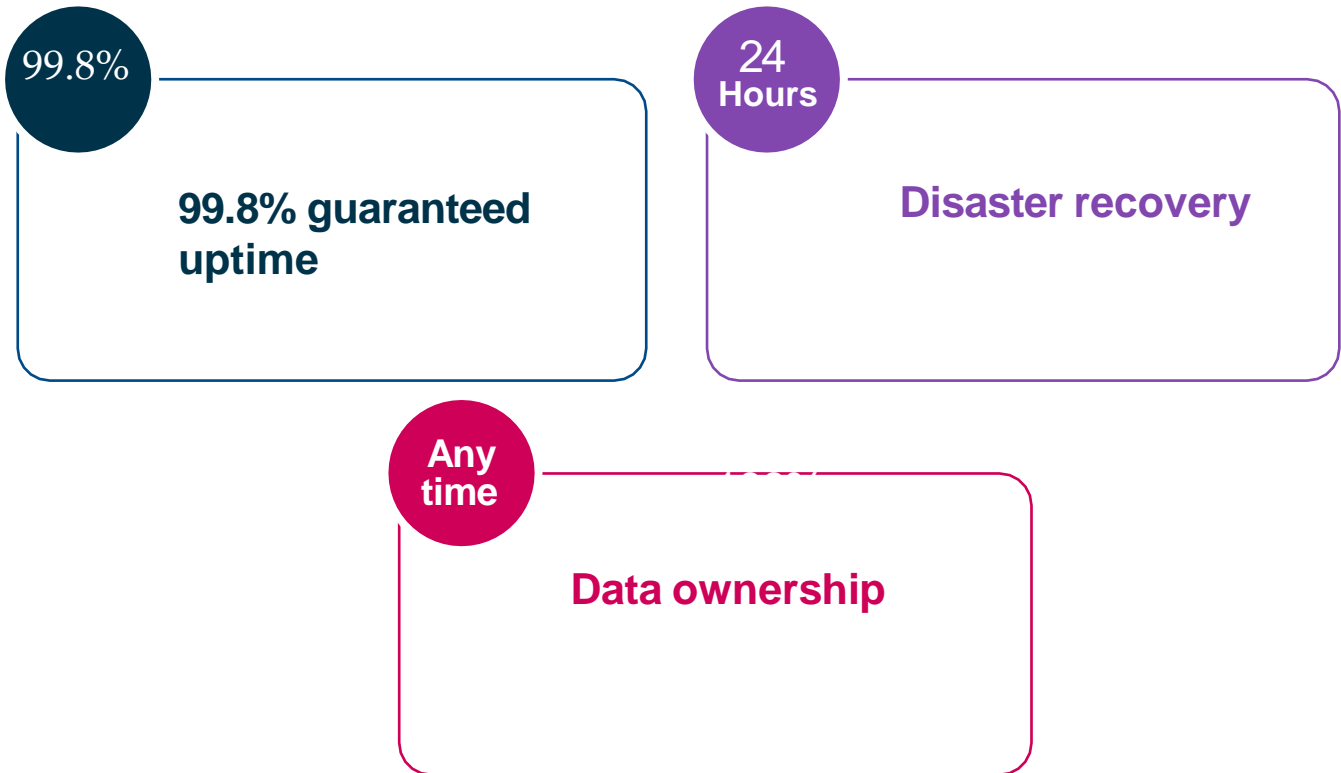
- Sage Intacct named a **Leader** by the IDC MarketScape inWorldwide SaaS and Cloud-Enabled Midmarket Finance and Accounting Applications
- Sage Intacct named a **Major Player** in the IDC MarketScape for Worldwide SaaS and Cloud PSA ERP Applications
- Sage Intacct receives the **highest product score** in core financials for the lower midsize enterprises use cases from Gartner for the last 5 years.

7

Sage - the only vendor to offer a Buy with ConfidenceSM guarantee—they partner in your long-term success

To demonstrate their commitment to your success, Sage established a **Buy with ConfidenceSM** program, outlining the level of service you can expect. Gain peace of mind knowing your financial application is consistently secure, reliable, and available.

The Service Level Agreement (SLA) is detailed, airtight, and one of the strongest in the industry.



Source: sageintacct.com/trust/buy-with-confidence

The Customer for Life Program provides a roadmap for long-term success

Sage understands that one size does not fit all, and partner with you to understand what success means for your company. In fact, many of their well-touted ease-of-use and dynamic capabilities are the direct result of listening to their customers.

The Akuna team is here to assist you step by step throughout your entire customer journey, helping ensure that Sage Intacct serves your organization's needs now and into the future.

8

431,000 CPAs
cannot be wrong
(plus accountants
around the world)

Built-in AASP 15, GAAP, ASC 606, and IFRS 15 compliance support

From quote to cash, Sage Intacct offers one subscription system of record including billings, revenue, expenses, cash, and entities, with real-time data. Complete compliance with AASB / GAAP / IFRS and front-to-back-office audit trails. SaaS Companies with an IPO on the roadmap rely on Sage Intacct to provide the framework needed to reduce risk and help meet segregation of duties, internal controls, and SOX compliance requirements.



AICPA®

Business Solutions

Preferred Provider of Financial Applications

Sage Intacct is the AICPA's only preferred provider of financial applications. Not only does the AICPA set the professional and technical standards for the CPA profession, it is also one of the largest accounting Industry member associations in the world, with over 431,000 members in 122 countries and territories.



"We chose Sage Intacct's AICPA award-winning platform over Oracle NetSuite, Microsoft Dynamics, and Blackbaud Financial Edge because it was the easiest to use, and every accountant and auditor we talked with absolutely loved the system."

*– Chace Holland, Director,
Grammy Museum Mississippi*



9

Intacct helps create
a company-wide
culture of financial
responsibility

Sage Intacct gives your teams the information they need to make financially minded, strategic decisions quicker. Armed with customizable dashboards that can include real-time spend, gross profit, and trendlines, your finance teams, sales teams, and product teams can spot potential opportunities or even usage declines early enough to act before they impact costs or profitability.

Users can avoid surprises with at-a-glance key performance metrics populated with real-time data, that can be accessed anytime, anywhere, even from their favorite mobile device.

Sage Intacct brings **all of the financial and operational data into one place**, helping teams across the company be more efficient, whether

automating financial reports, consolidating entities, or easily drilling into dashboards for an inquisitive board member.

Native SaaS metrics

The Sage Intacct SaaS metrics dashboard includes real-time data on CMRR, CAC, Churn, CLTV, upsells, renewals, and more.

Slice and dice data like never before

Sage Intacct uniquely enables you to **tag transactions as well as operational data with dimension values** so you can easily track what's important to your business.

“The reason I pushed hard to bring on Sage Intacct was to begin to report data at the department, product, location, project, and employee level. I knew what the software was capable of and wanted to bring that to Active Campaign.”

– Tim Compton, Sr. VP Finance,
ActiveCampaign

Active
Campaign >

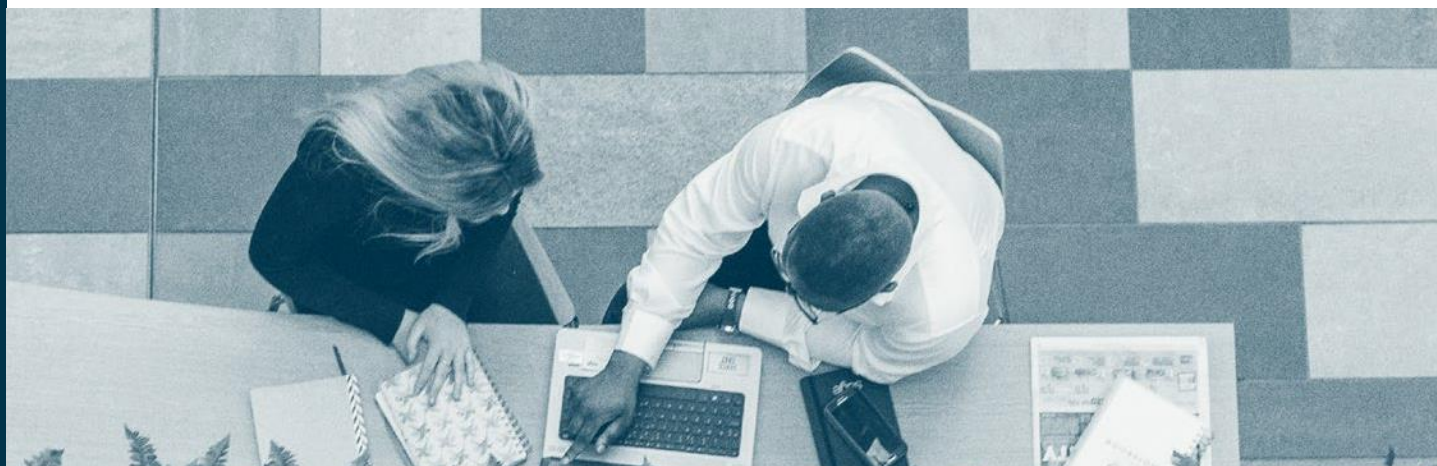
10

Sage's leading
technology
was born in
the cloud

Sage has over 20 years of cloud experience as an early innovator in cloud financials. Sage Intacct was born in the cloud and continues to lead the industry with **cutting edge technology such as artificial intelligence and machine learning.**

Digital connections and open APIs allow you to easily integrate your favorite payroll, CRM, and even homegrown systems, bringing all of the data together into Sage Intacct for one source of truth, improved collaboration, and better visibility and control.


Unlike legacy on-premises solutions, the multi-tenant true cloud foundation means you'll never have to worry about being on the latest software version or about complicated and expensive upgrades. It also provides the key framework required to incorporate artificial intelligence and machine learning to provide the speed, accuracy, and insights that can take your teams' capabilities to the next level. While other vendors talk about the future on their roadmap, Sage Intacct is already delivering.



"As a finance team, we have the ability and insights to predictably and profitably scale the company, without simply throwing bodies at the problem."

- Peter Benevides, SVP Finance
Olo





Fast-growing SaaS companies choose Sage Intacct because its comprehensive accounting and financial management capabilities are tailored to support SaaS businesses, helping them improve efficiency in their day-to-day tasks while meeting their strategic goals, from getting the next round of funding to going public. The numerous companies that go public on Sage Intacct are further proof of the trust it continues to earn in the SaaS community and other industries. It's customer-for-life mentality and culture means doing right by customers is in Sage's DNA. Sage and Akuna partner with customers for the long term to help them consistently achieve positive outcomes.

Authorised Sage Intacct partner:

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