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# You Have Revenue, Now What? How to Streamline Your Growth as a Tech Company

September 17, 2024



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# Welcome



**Debbie Gilmore**  
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Chief Financial Officer  
CAAS



# Agenda

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Introduction to CLA

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Introduction to Sage Intacct

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Industry Discussion and Q&A

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Sage Intacct Demo

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Conclusion



# Why CLA



# Serving *You*

CLA creates opportunities for businesses, individuals, and communities through our wealth advisory, outsourcing, audit, tax and consulting services. With nearly 9,000 people, more than 130 U.S. locations, and a global vision, we promise to know you and help you.



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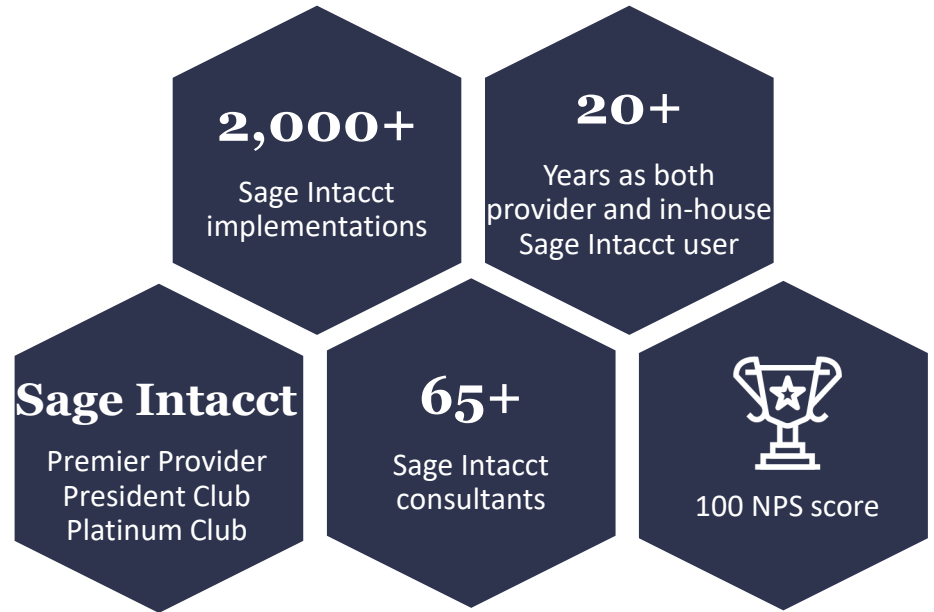
# Find support at *every* turn

Benefit from guidance on  
all aspects of your business.



# CLA is a Sage Intacct Premier Provider

- Sage Intacct provider since 2001
  - Numerous awards and distinctions from Sage
- Highest net promoter score ever earned – **a perfect 100!**
- Deep industry knowledge
- 1,000+ internal users of Intacct
- Team resources rivaled by few





# Why Sage Intacct



# Start Simple, Scale Big



# Industry Leader Q&A



# What's Important for a Series A or B company?

| Stage       | Use of funds                                   | What to accomplish  | Financial process   | Key measure       |
|-------------|--|---|---|-------------------|
| Seed        | Product market fit                             | 10 ecstatic customers   | Assess cash and payroll   | Cash              |
| Series A    | Prove revenue model                            | Growing 100%<br>75% of sales meeting quota  | Automate cash flow<br>Subscription billing<br>AP and AR   | Unit economics    |
| Series B    | Prove net expansion<br>Revenue model           | Growing 50%+<br>Customers buying second<br>and third time   | Track upsells, renewals, and<br>cancellations<br>ASC 606 compliance<br>FP&A revenue/billing/cash<br>Cut the close | CMRR per customer |
| Series C-F  | Grow to \$100M in gross<br>profit              | Growing at 40%+ with<br>repeatable product<br>development, sales, and<br>customer success processes | Gross margin analysis<br>Customer success   | Gross profit      |
| Sale or IPO | Expand product line, go<br>global, acquisition | Take what works and move<br>to adjacent markets and<br>new geographies                              | Acquisitions<br>International expansion<br>Compliance   | Net profit        |



# Industry Hot Topics To Consider When Selecting Your ERP

Reports need dimensionality

Multi-entity management is seamless

Consolidated reporting is automated

Revenue schedules are stored in your system, recognition automated

Billing to customers is scheduled and

Internal controls are set and managed in the system

Sales tax compliance is managed in the system

Need dual book reporting, i.e., GAAP vs. Non-GAAP



# Sage Intacct Demo



# Conclusion



**“We run the business better on Sage Intacct.”**  
- Aaron Levin, CFO, ChurnZero



**TOP-RATED AND  
MOST-LOVED  
CUSTOMER SUCCESS  
SOFTWARE**



### Challenges

One tech stack

Automated accounting

Reporting



### Before, using Netsuite

No integration across systems

Automated the financial close

Clunky and not user friendly,  
Needed two systems for  
complete reporting



### After, using Sage Intacct

Integrated tech stack across  
Salesforce.com, ChurnZero, Bill.com,  
and financials

Subscription savings of +50%

Single, intuitive solution that  
was easy to use for finance and  
consulting teams  
Real time reports from six weeks to  
every month in five to seven days





# Springbuk grows 400% with Sage Intacct

Springbuk is the health data analytics solution that equips you with the insights and knowledge you need to sharpen your benefits strategy, advance employee health, and contain costs.



## Challenges

**Manual accounting**

**No tech stack**

**Compliance**

**Manual Reporting**

**Manual Planning**



## Before Sage Intacct

Manual order entry

QuickBooks and spreadsheets

Manual rev rec

Manual spreadsheets

Manual reporting, starting after the close of 21 days



## After Sage Intacct

Automated two different billing scenarios

One billing system of record across Salesforce.com, billing, and GL

Automated rev rec and tax

Cut close 73%  
Dimensions added on all transactions

1+ year visibility on revenue, billings, and cash



## Impact

Automated invoicing as contract volume grown 4x; Automated renewals and upsells improving churn 7%

Reduced DSO 50%; Accelerated \$1M of operating cash flow

Passed audit for fundraising

Build financial reports in seconds, not days

Invested in engineering ahead of plan to improve gross margin 8%; Reduced variance 50%



# Signs That You Are Ready for an Upgrade

- Outgrowing QuickBooks
- Too many spreadsheets
- Need system integrations
- Lengthy month-end close
- Issues with internal controls
- Automated workflows (PO/order entry)
- Robust reporting needs; visibility into finance
- Multiple locations or entities
- Allocations
- Revenue recognition
- Complex billing



# *Thank you!*

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# Appendices



# Vertical Experience: Technology

## 80+ technology Sage Intacct implementations

- Clean technology
- Entrepreneurial start-ups
- Software application and developers
- Life sciences
- Private equity and capital venture
- Software as a service

|                |                    |                  |
|----------------|--------------------|------------------|
| popmenu        | SCORPION           | Aztec Software   |
| ChurnZERO      | Industrial Thought | HYPHEN Solutions |
| ActiveCampaign | springbuk          | Bonterra         |



# Sage Intacct

Flexibility and choice for your entire organization with over 400 marketplace partners





300+ SaaS, subscription, usage, and project billing scenarios, with rev rec



200+ investor metrics created up to 80% faster

The core essentials for every SaaS from startup to IPO and beyond



Up and running in as little as 60 days



Costing 40% less than buying the tech stack parts separately

# SaaS Metrics – a SaaS CEO’s Must-Have

