

Scaling your SaaS company with Sage Intacct

October 10, 2023



INTRODUCTION AND RSM OVERVIEW

With you today



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Complex Billing and Revenue

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Agenda

Topic	Minutes
Introduction and RSM overview	5
SaaS business environment	10
Salesforce and Advanced CRM Connector	15
Contracts and revenue management	20
Reporting and metrics	5
Q&A	5



Learning objectives

By the end of this presentation, participants will be able to:

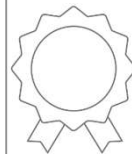
- Describe integrations that sync customer relationship management records to enterprise resource management systems.
- Illustrate how customer contract invoices can be invoiced in bulk.
- Explain how to recognize revenue in accordance with ASC 606 based on fair value.

RSM consulting service overview

The right strategies and solutions require specialized knowledge, on-point experience and the depth of resources to respond quickly

STRATEGY AND MANAGEMENT CONSULTING	TECHNOLOGY CONSULTING	RISK CONSULTING	TRANSACTION ADVISORY SERVICES	FINANCIAL ADVISORY SERVICES
<p>Business transformation and improvement</p> <ul style="list-style-type: none"> Finance and accounting Technology and digital Human capital Supply chain Operations <p>Strategy execution</p> <ul style="list-style-type: none"> Strategy and planning Economic and social impact Mergers and acquisitions Program and project management Change enablement 	<ul style="list-style-type: none"> Business applications—enterprise resource planning (ERP) Business applications—customer relationship management (CRM) Corporate Performance Management (Budgeting & Planning) Data and analytics Finance and accounting outsourcing Infrastructure Cloud solutions Managed services Application development and integration E-commerce solutions Lease accounting, including LeaseQuery 	<ul style="list-style-type: none"> Internal audit and controls Cybersecurity and data privacy AML and regulatory compliance Technology risk Risk management process automation Enterprise and strategy risk Third-party and credit risk Systems and process assurance 	<ul style="list-style-type: none"> Due diligence Merger integration Divestitures and carveouts Portfolio optimization 	<ul style="list-style-type: none"> Valuation services Litigation and dispute advisory Financial investigations

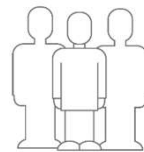
Our Sage Intacct practice



Annually one of the Top 10 **Sage Intacct partners**



RSM offices in 85 U.S. cities and 4 Canadian cities



Regionally based Sage Intacct resources

30+ Sage Intacct certified consultants



- Certified Public Accountants
- ERP Consultants
- Application Developers
- Project Managers



2022 Sage Growth Partner Award recipient



500+ Sage Intacct customers



Sage Intacct Sage Partner Award for 5 years in a row



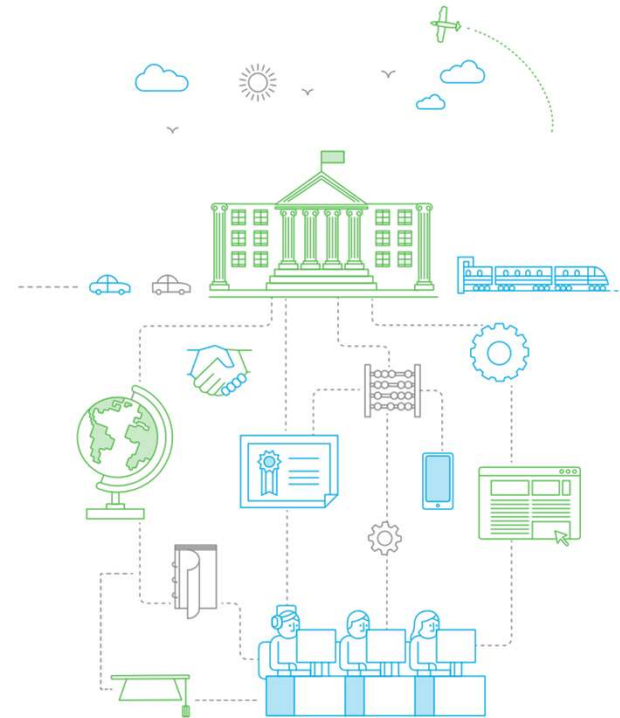
2009 Sage Intacct practice began



SaaS BUSINESS ENVIRONMENT

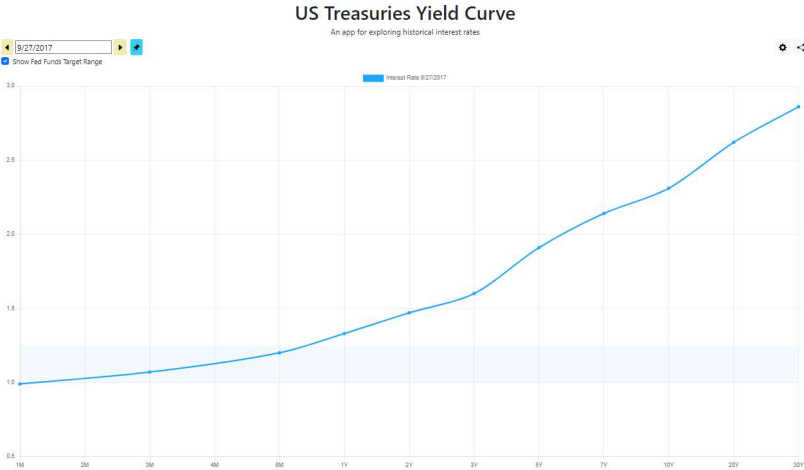
SaaS business environment – Overview

- Inflation
- Bank failures
- Rising interest rates
- IPO market
- Tech layoffs
- Hopeful soft landing

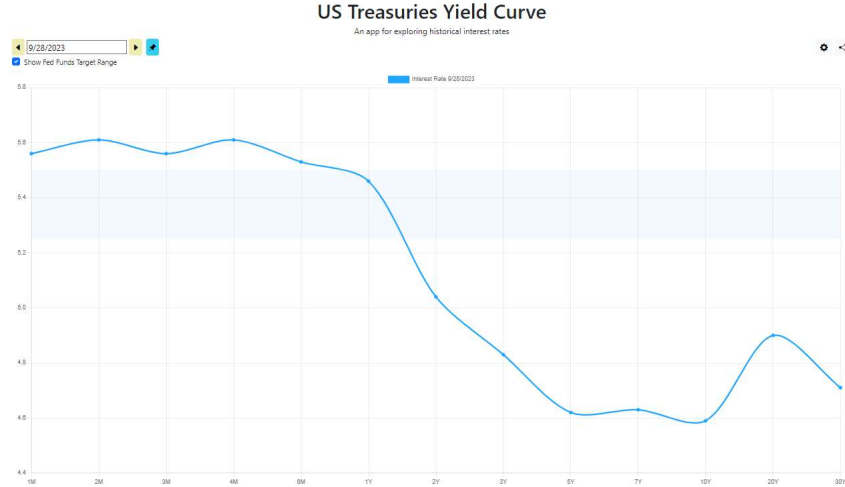


SaaS business environment – Yield curve

Healthy

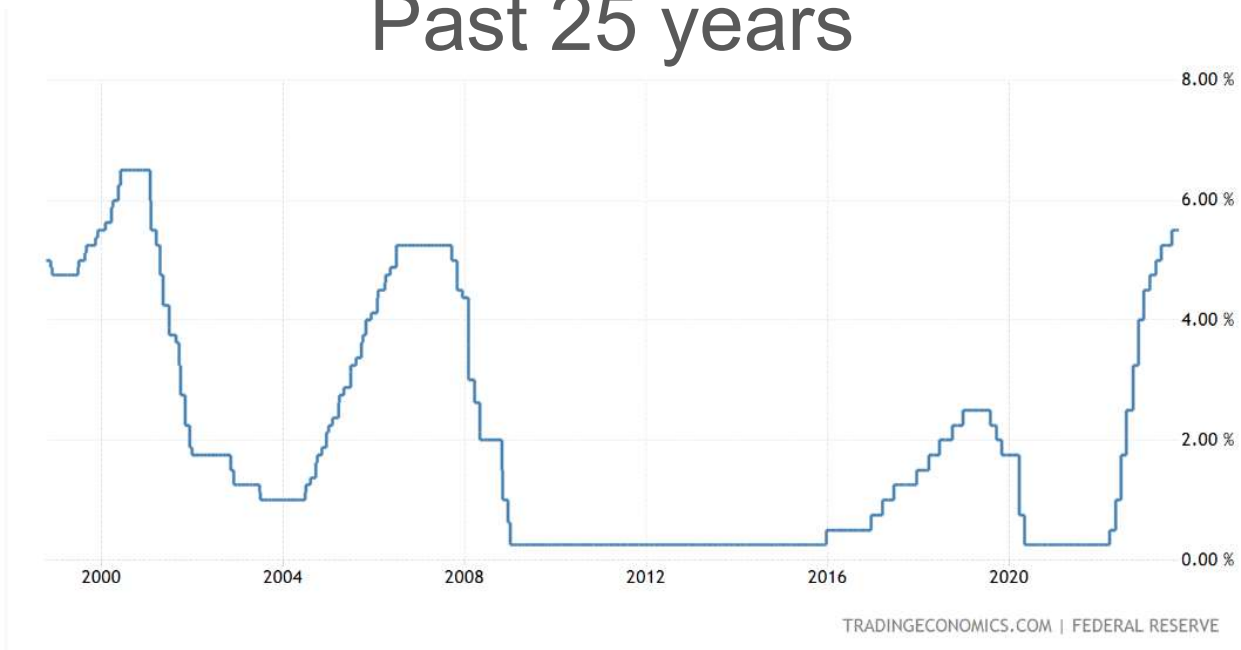


Today



SaaS business environment – Fed funds rate

Fed funds rate Past 25 years



SaaS business environment – Interest rates vs SaaS performance



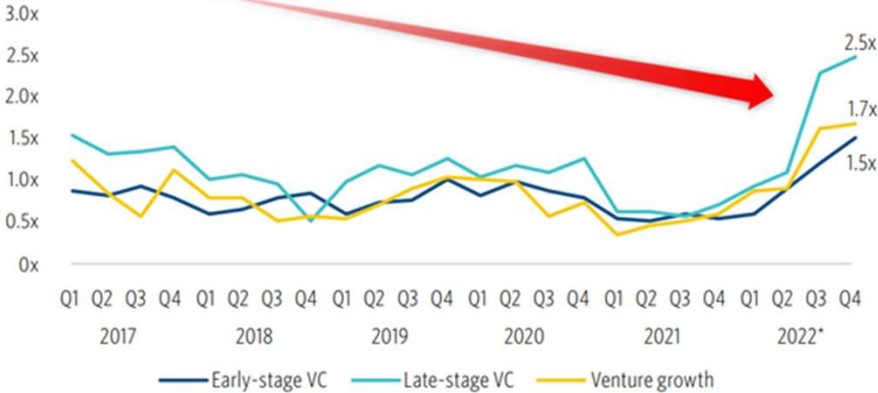
Sep 27 2023, 9:18AM EDT. Powered by YCHARTS



SaaS business environment – Runway

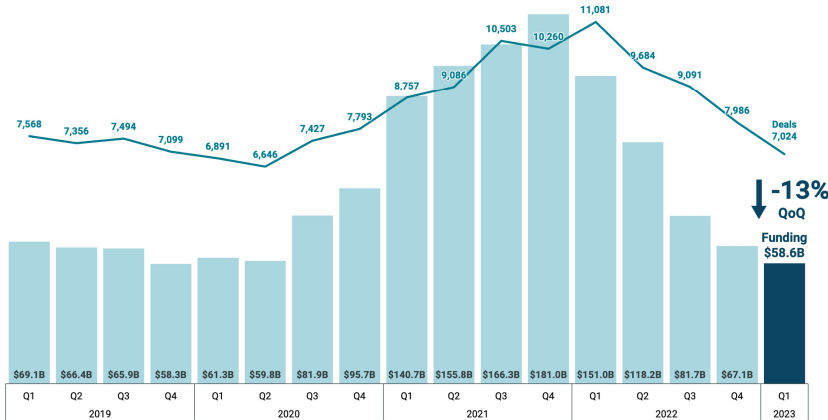
Estimated venture capital demanded to supplied multiple by quarter

Capital demanded by startups has far exceeded capital supply, starving startups



Source: PitchBook | Geography: US
*As of December 31, 2022

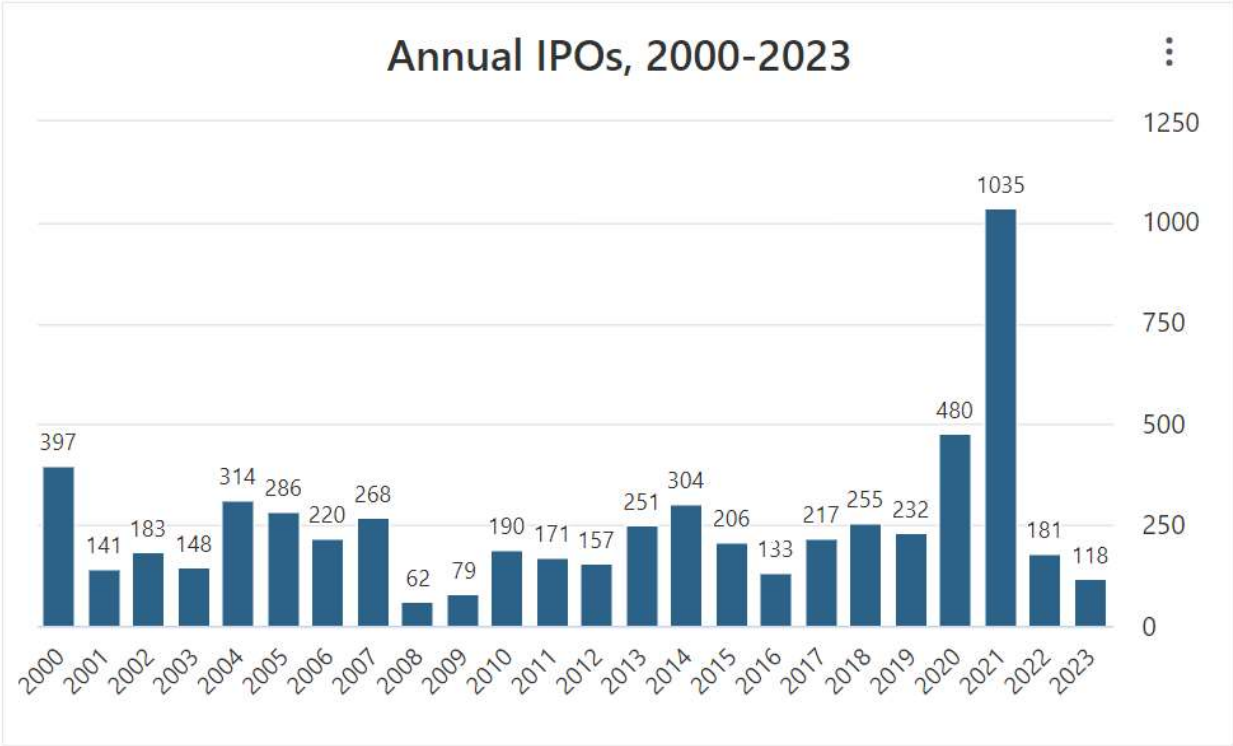
Global venture funding continues to slide in Q1'23, despite Stripe's \$6.5B deal



Source: CB Insights



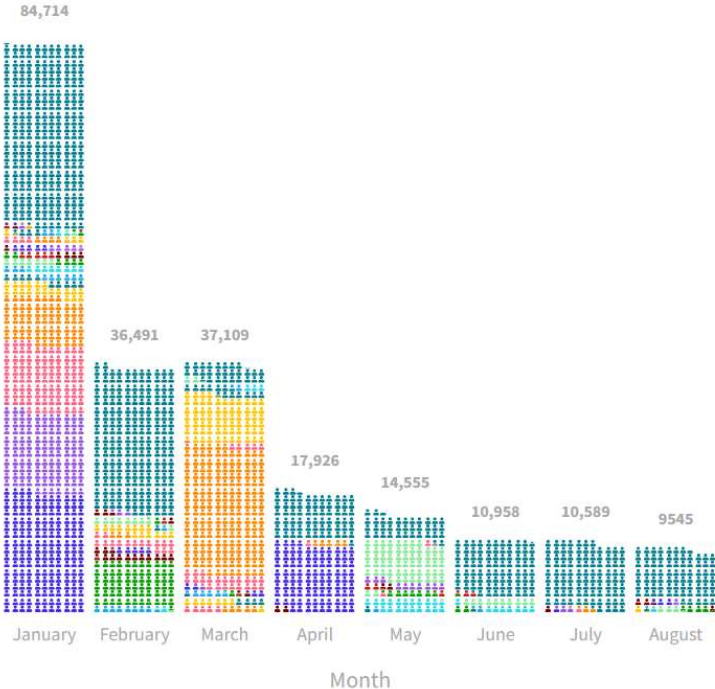
SaaS business environment - IPOs



SaaS business environment – Tech layoffs

2023 Tech Layoffs

👤 = 100

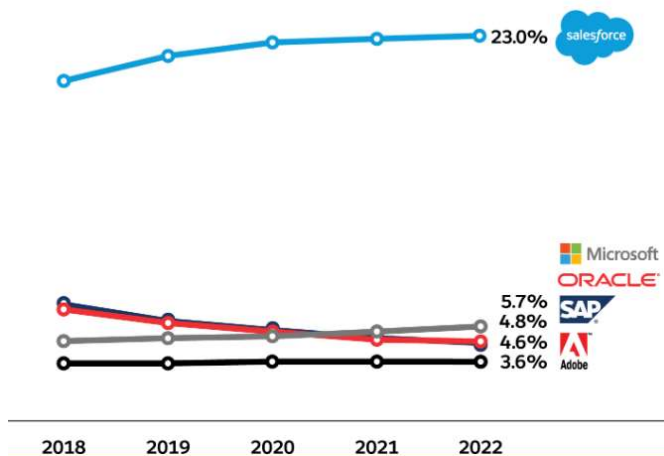




SALESFORCE AND ADVANCED CRM CONNECTOR

Salesforce and Advanced CRM Connector – About Salesforce

- #1 ranked CRM application for 10 consecutive years by IDC
- Used by 150,000 companies, big and small, across all industries



Salesforce and Advanced CRM Connector – RSM Salesforce team



10+ YEARS
SALESFORCE PARTNER



700+
CLIENTS



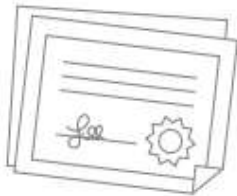
2000+
PROJECTS



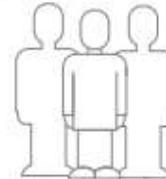
4.83/5
CSAT RATING



20+
INDUSTRIES AND
SECTORS SERVED



170
SALESFORCE
CERTIFICATIONS



40+
CERTIFIED
PROFESSIONALS



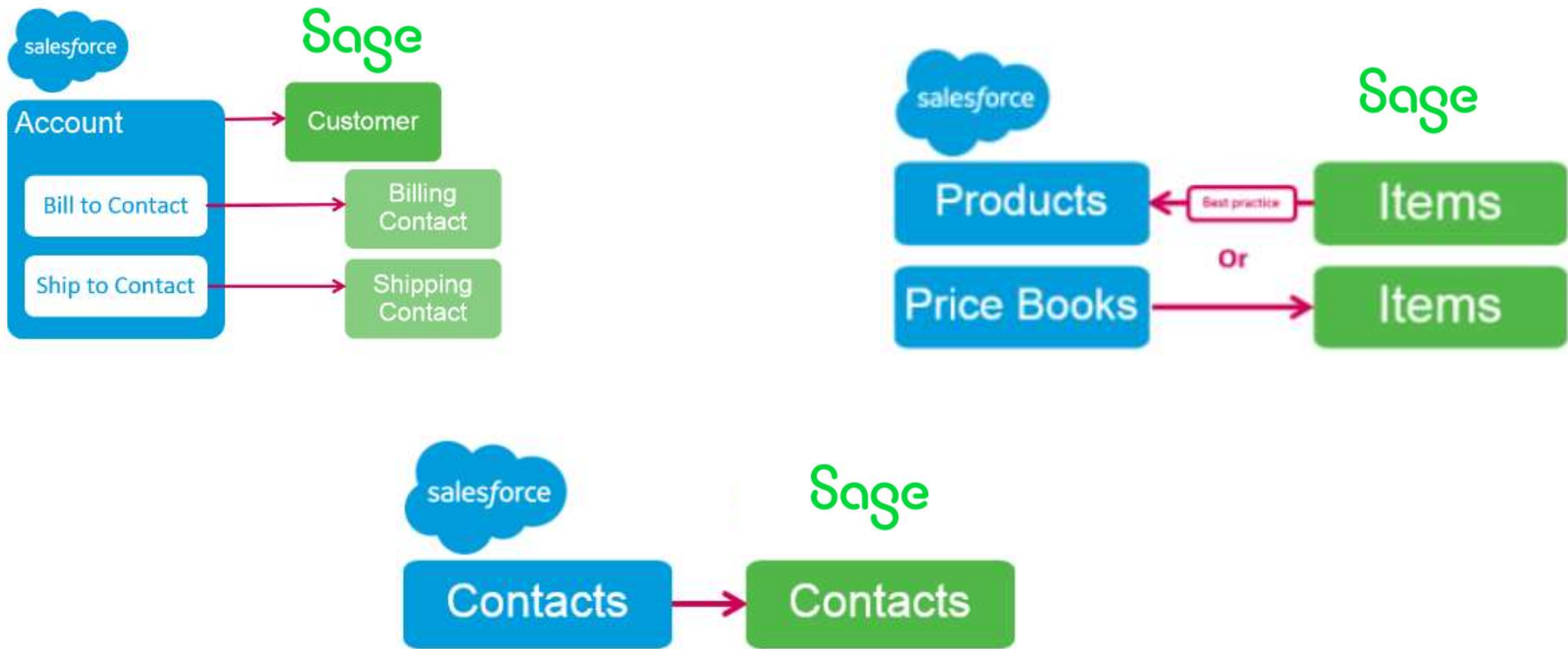
Salesforce and Advanced CRM Connector – Overview



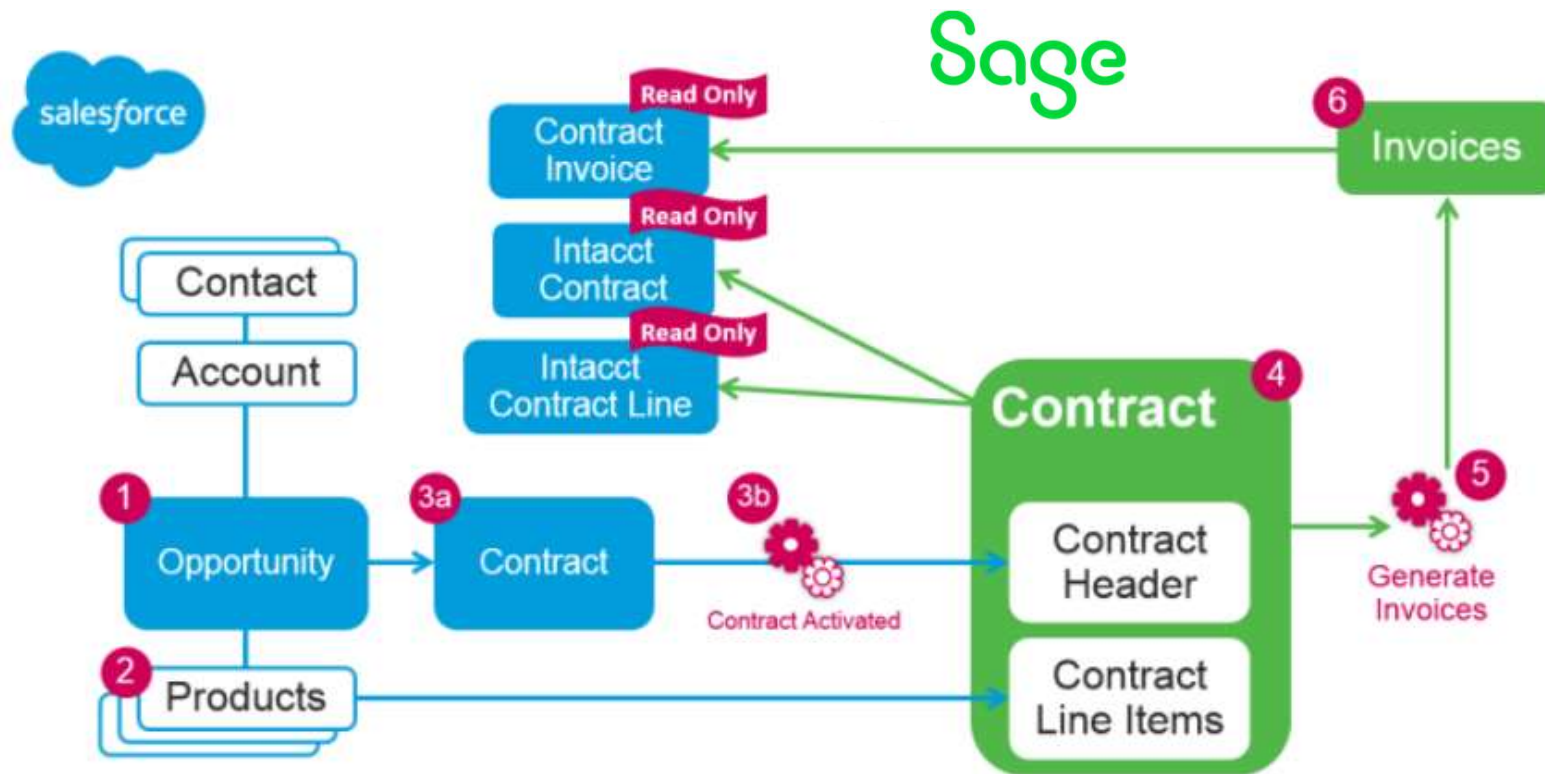
- Pre-built integration
- Works with Salesforce Enterprise, CPQ and Nonprofit Success Pack
- Seamlessly integrates data bi-directionally in real time between Salesforce and Sage Intacct
 - Customer and contact information
 - Invoicing and payment activity
 - Salesforce Price Book and Sage Intacct Price List
- Scale sales process and reduce quote to cash cycle
 - Create and modify orders, projects, and contracts within Salesforce
 - One click quote conversion
 - Predefined email templates and notifications
 - Automatically generate renewal sales opportunities
- Supports a variety of Salesforce workflows including
 - Lead to Cash
 - Contract and subscription billing
 - Project tracking



Salesforce and Advanced CRM Connector – Master records



Salesforce and Advanced CRM Connector – Lead to cash workflow



Salesforce and Advanced CRM Connector – Field mapping

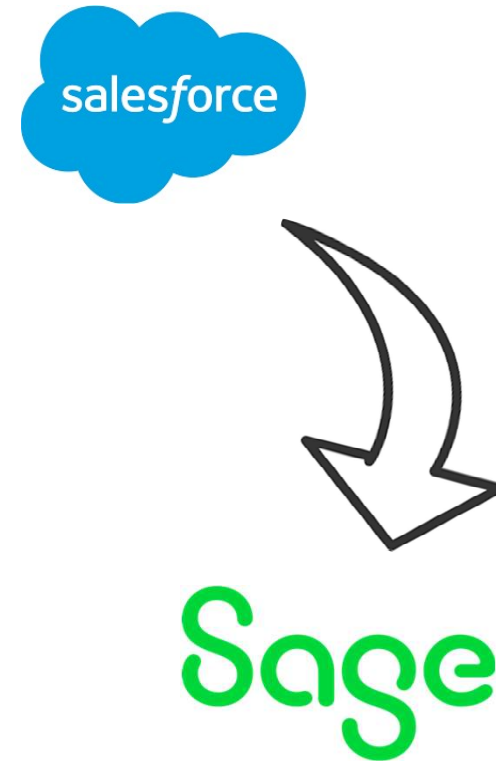
SFDC contract field mapping

▼ Default mapping

	Intacct field *	Salesforce field *	Sync rule	Status
1	Contract ID (CONTRACTID)	Intacct Contract ID (ia_crm__Intacct_Contract_ID__c)	To Intacct	Active
2	Contract name (NAME)	Contract Name (Name)	To Intacct	Active
3	Start date (BEGINDATE)	Contract Start Date (StartDate)	To Intacct	Active
4	Customer (CUSTOMERID)	Account ID (AccountId)	To Intacct	Active
5	Payment term (TERMINAME)	Term (ia_crm__Term__c)	To Intacct	Active
6	Transaction currency (CURRENCY)	Currency ISO Code (CurrencyIsoCode)	To Intacct	Active
7	Location (LOCATIONID)	Intacct Entity/Location (ia_crm__Intacct_Entity__c)	To Intacct	Active
8	End date (ENDDATE)	Contract End Date (EndDate)	To Intacct	Active
9	Bill to (BILLTOCONTACTNAME)	Bill to (ia_crm__Bill_to__c)	To Intacct	Active
10	Ship to (SHIPTOCONTACTNAME)	Ship to (ia_crm__Ship_to__c)	To Intacct	Active
11	Billing frequency (BILLINGFREQUENCY)	Billing Frequency (ia_crm__Billing_Frequency__c)	To Intacct	Active
12	Renew (RENEWAL)	Renew (ia_crm__Renew__c)	To Intacct	Active
13	Renewal template (RENEWALMACRO)	Renewal Template (ia_crm__Renewal_Template__c)	To Intacct	Active
14	Evergreen template (EVERGREENMACRO)	Renewal Template (ia_crm__Renewal_Template__c)	To Intacct	Active
15	Term type (TERMTYPE)	Term type (ia_crm__Term_type__c)	To Intacct	Active
16	Renewal term length (RENEWTERMLENGTH)	Renewal length (ia_crm__Term_Length__c)	To Intacct	Active
17	Renewal term period (RENEWTERMPERIOD)	Renewal period (ia_crm__Renewal_period__c)	To Intacct	Active
18	Billing price list (PRCLIST)	Price Book ID (Pricebook2Id)	To Intacct	Active
19	Description (DESCRIPTION)	Description (Description)	To Intacct	Active
20	Bill in advance (ADVBILLBY)	Bill in advance (ia_crm__Bill_in_advance__c)	To Intacct	Active
21	Bill in advance term (ADVBILLBYTYPE)	Bill in advance term (ia_crm__Bill_in_advance_term__c)	To Intacct	Active
22	Exchange rate type (EXCHRATETYPE)	Exchange Rate Type (ia_crm__Exchange_Rate_Type__c)	To Intacct	Active

▼ Custom mapping

	Intacct field *	Salesforce field *	Sync rule	Lookup object	Status	
1	Intacct field	Salesforce field	To Intacct	Lookup object	Active	+ 🗑
2			To Intacct		Active	+ 🗑
3			To Intacct		Active	+ 🗑



Salesforce and Advanced CRM Connector

Demo





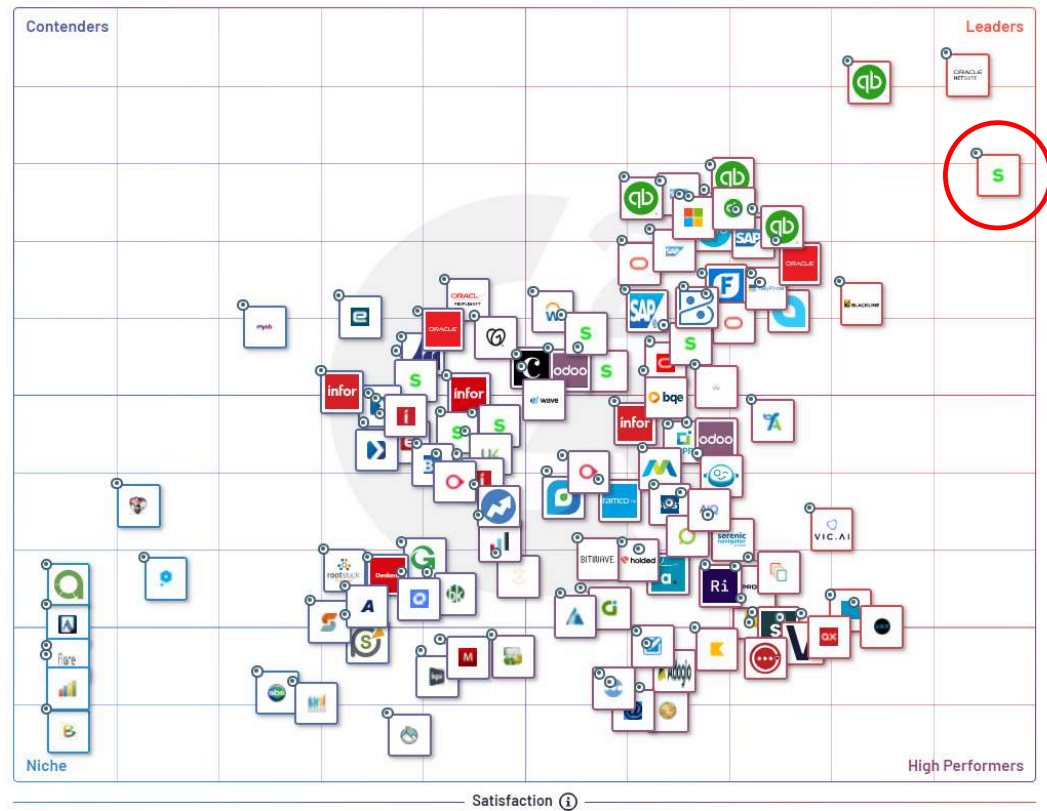
CONTRACTS AND REVENUE MANAGEMENT

Sage Intacct Contracts introduction



- Contract lifecycle management
- Billing automation
- Revenue management
- Seamless GL posting

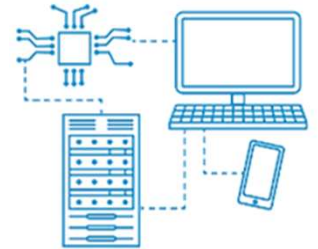
Sage Intacct Contracts solution – G2 Crowd reviews



G2 Grid[®] Scoring

Sage Intacct Contracts - Key features

- Automate SaaS billing to reduce costs associated with manual billing processes
- Improve accuracy with flexible pricing models tied to terms and usage or subscription
- Supports regular billing cadences and non-linear billing schedules
- Streamline renewal process
- Supports project billing including fixed fee and T&M
- Integrates with automated revenue recognition as performance obligations are met



Sage Intacct Contracts solution – What is a contract?

What is a contract?

A contract is a container for the products or services you are providing to a customer.

Contract

Customer Coffee CRM
Start date Jan. 1
End date Dec. 31

Contract lines

Line no	Item	Line start	Line end	Total flat/fixed amount	Billing method
1	Service	Jan. 1	Dec. 31	10,000.00	Fixed price
2	Subscription A	Jan. 1	Dec. 31	12,000.00	Fixed price

Contracts

Company type: Sales demo

RSM RSM VAR Top level

Contracts

Contract 10004 -- Rebook Test MEA

General Renewals Journal balances Transaction history Billing transaction history MEA allocations Compliance

State	Contract total	Billed amount	Received amount	Outstanding amount
In progress	13,750.00	13,150.00	0.00	13,150.00

Contract ID 10004	Contract type --	Description Rebook System Implementation
Customer Rebook--Rebook	Bill to Rebook(CReebok)	Ship to Rebook(CReebok)
--	--	--
Contract name Rebook Test MEA	State In progress	Status Active
Term type Termed	Post memo	

Start date 08/01/2023	Payment term Net 30	Attachment --
End date 12/31/2023	Billing price list System	Defer estimated time-based revenue by --
Billing frequency Monthly	Fair value price list Test001	
Bill in advance		
No. of days or months before contract start date --		



Sage Intacct Contracts solution – What is a contract line?

Contract line

A contract line is a product or service associated with the contract.

Contract line		
Item	Service	
Line start	Jan. 1	
Line end	Dec. 31	
GL posting date	Jan. 1	
Billing		
Billing method	Flat/fixed amount frequency	Amount
Fixed price	One-time	10,000.00
Revenue		
REV Template	Rev Straight Line	

Contract lines

Contract lines About contract lines ?

Line no.	Item	Item description	Kit	State	Line start	Line end	Total flat/fixed amount	Billing method	Billing status	CNRJ status
1	HWD001--Hardware 001	--	--	In progress	08/01/2023	12/31/2023	9,000.00	Fixed price	Completed	In progress
2	SFT001--Software 001	--	--	In progress	08/01/2023	12/31/2023	4,000.00	Fixed price	Completed	In progress
3	SER001--Services 001	--	--	In progress	08/01/2023	12/31/2023	750.00	Fixed price	In progress	In progress



Billing and renewals automation

- Automated billing schedules—monthly, quarterly, annual, custom, non-linear
- Bill by customer group
- Automatic renewals
- Copy existing contracts
- Contract change automation and scheduling
- Process in multiple currencies
- Real time tax (exclusive)



Pricing models and billing approaches

- Billing models:
 - Fixed price
 - Usage
 - Tiered
 - Volume
 - Billing and renewals automation
 - Price per thousand
 - Discount tiers
 - Minimum flat fees
 - Included units
 - Overages
 - Customer-specific
- Billing approaches:
 - One-time
 - In advance
 - In arrears
 - Every invoice

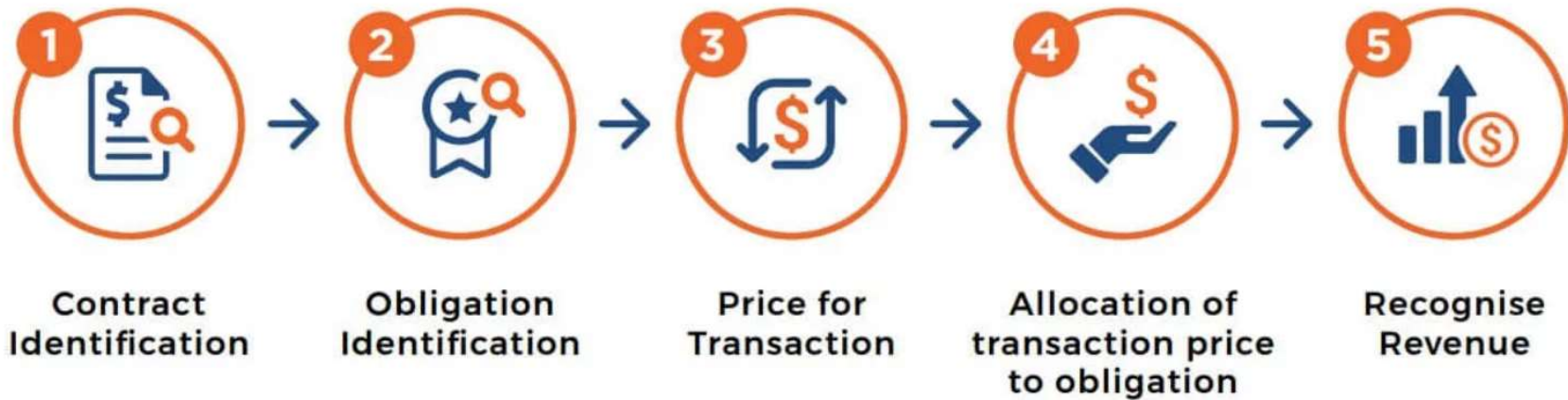


Revenue and expense management

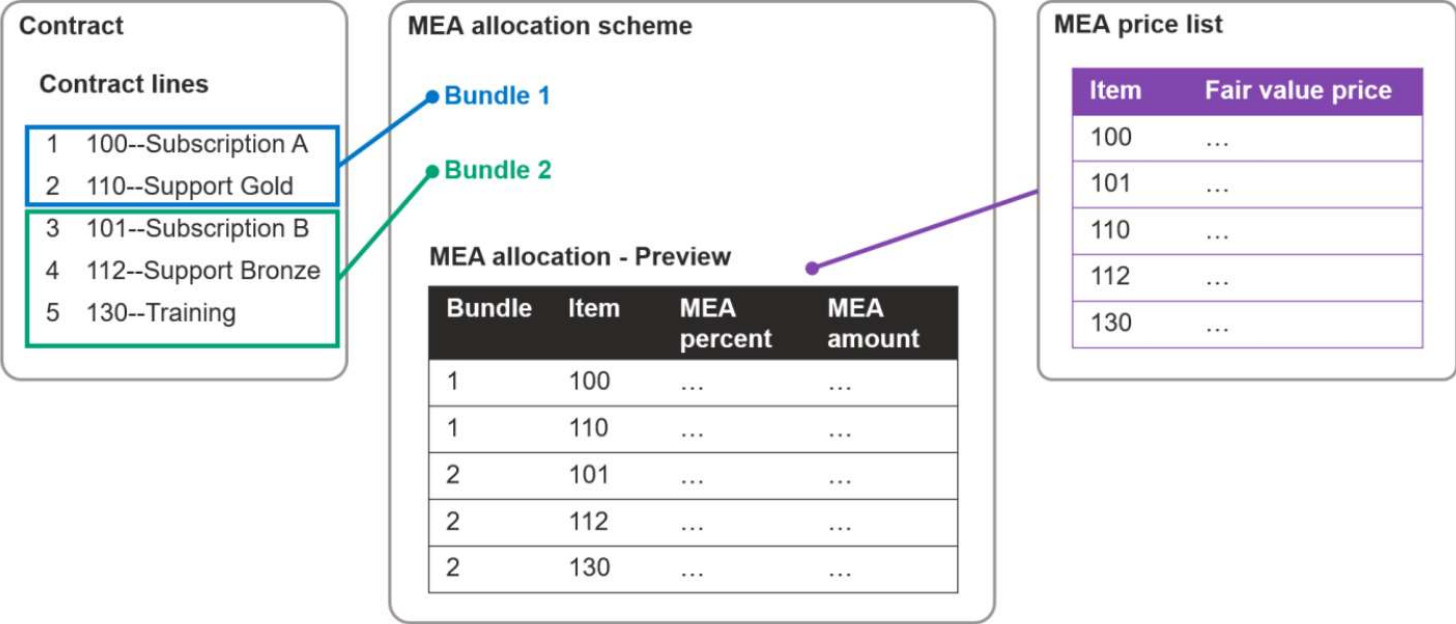
- Revenue management
 - ASC606 and IFRS 15
 - Automatic revenue reallocation for contract changes
 - Template-based revenue recognition, independent of billing
 - Usage-based revenue recognition
 - Revenue recognition across multi-element arrangements
 - Flexible automation of cancellations, hold/resume, and renewals
 - Revenue details in one location—the contract
- Multi-element arrangements
 - Audit trail for MEA executions
 - Separate book processing
 - MEA effective dates for execution
 - Multiple execution of MEA allocations
- Expense management
 - Expense amortization at contract or line level
 - Automatic expense amortization—including changes and updates
 - Expense amortization templates, independent from the revenue term



Sage Intacct Contracts solution – ASC 606



Sage Intacct Contracts solution – MEA setup



Sage Intacct Contracts solution – Fair value pricing (multiple element arrangements)

Total transaction price of the bundle = 80,000

<u>Bundle</u>	<u>Fair value</u>	<u>% of total</u>	<u>Allocated price</u>
Software	75,000	75%	75% of 80,000 = 60,000
Support	15,000	15%	15% of 80,000 = 12,000
Training	10,000	10%	10% of 80,000 = 8,000
<u>Total</u>	<u>100,000</u>		<u>80,000</u>

Seamless general ledger posting

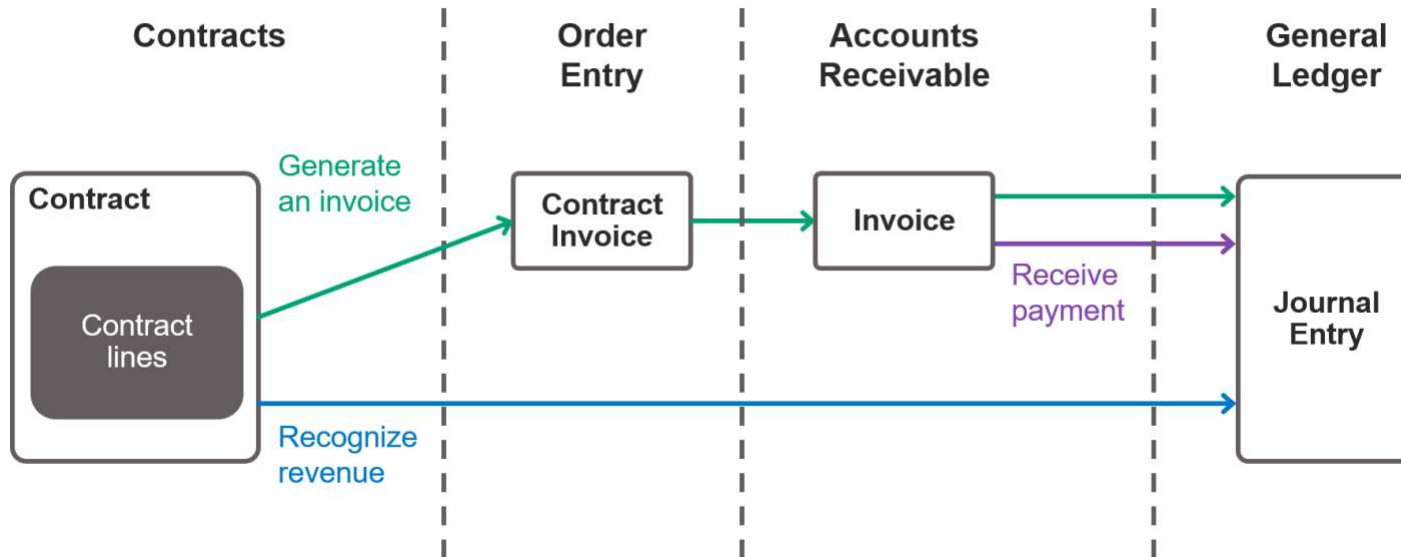
- Automatically generate posts to the GL
- Easy drill-down and investigation from GL into the subledger
- Slice and dice data by dimensions
- Maintain compliance with audit trails and compliance checklist



Sage Intacct Contracts solution – GL and subledger impact

Contracts revenue recognition accounting flow

The diagram shows the revenue recognition accounting flow in Contracts.



Sage Intacct Contracts solution

Demo



REPORTING AND METRICS



Sage Intacct contract and revenue reports



Customizable dashboards allow role-based and process-based metrics, reports, and charts to be created for quick insight and data-driven decisions



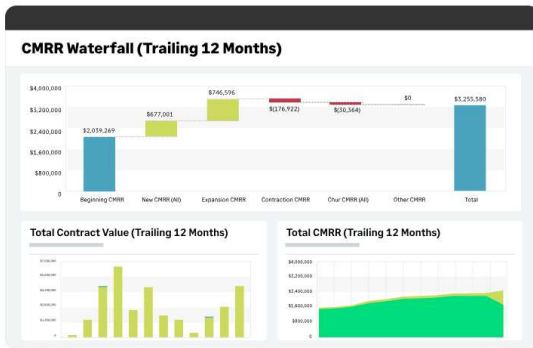
For in-depth reporting, the Sage Intacct Report Center contains a library of reports and financial statements, as well as charts and tools for modifying, duplicating, or creating completely new reports and charts



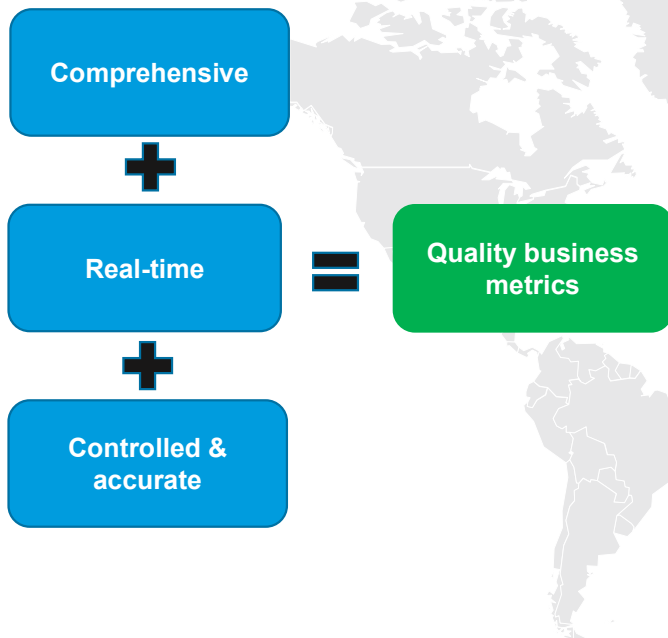
Activity-specific subledger reports, like customer aging and check registers, can also be found in the individual task area



External processes, like business intelligence or data warehousing, can be driven by using Web Services APIs or setting up data delivery services



Sage Intacct contract and revenue reports

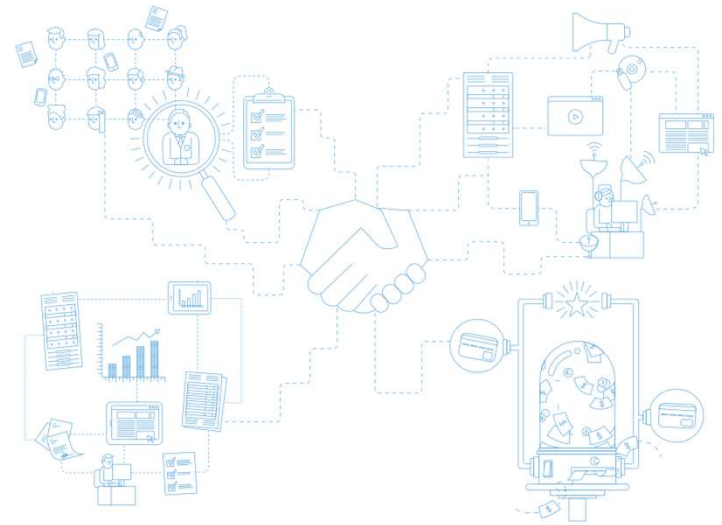


Ability to view and manage data from across the organization using:

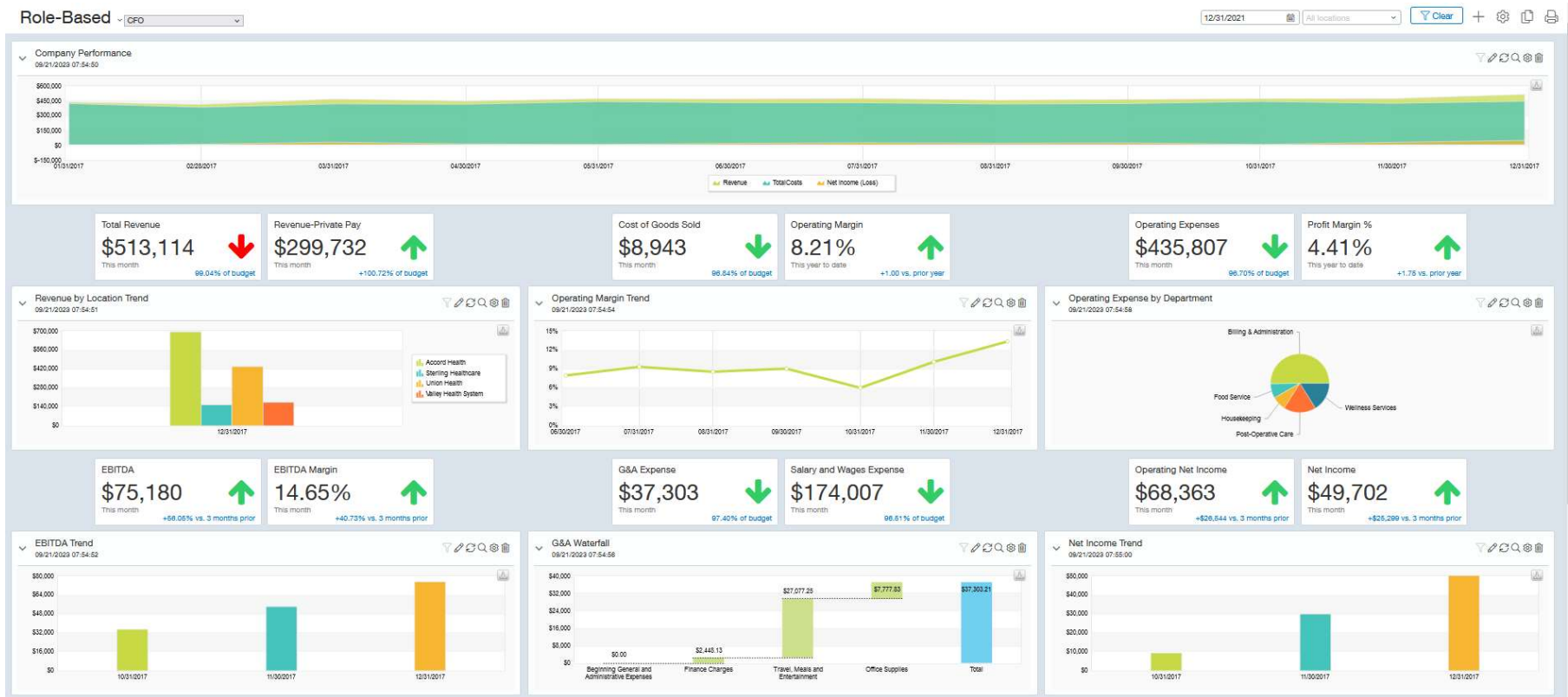
- Performance cards
- Financial reports
- Financial graphs
- Custom and memorized reports
- Period close and consolidation checklists
- External links and custom navigation
- Instant drill-down into transaction detail

KPIs

- All billing, revenue, and expense in one place
- Forecast billing, payments, and revenue across deferred and accrued revenue
- Unified reporting on billing and accounting
- Board-ready insights, including churn, CLTV, CMRR, Cash, CAC, and economic unit



Role-based dashboards



Sage Intacct contract and revenue reports

Contracts

CN_Contract Subledger

Subtotal name	Contract Id	Contract name	Customer ID	Customer name	Line number	Item ID	Location ID	Department ID	Transaction Amount	Base Amount
▼ Accounts Receivable, Billed										
Sum for 788	CH1001	11001 - Annual Contract	11001	Corley Energy	1	10100	100	100	63,700.00	63,700.00
Sum for 789	CH1001	11001 - Annual Contract	11001	Corley Energy	2	10200	100	100	1,104.00	1,104.00
Sum for 770	CH1001	11001 - Annual Contract	11001	Corley Energy	3	10300	100	100	10,000.00	10,000.00
Sum for Accounts Receivable, Billed									74,804.00	74,804.00
▼ Accounts Receivable, Unbilled										
Sum for 788	CH1001	11001 - Annual Contract	11001	Corley Energy	1	10100	100	100	0.00	0.00
Sum for 789	CH1001	11001 - Annual Contract	11001	Corley Energy	2	10200	100	100	0.00	0.00
Sum for 770	CH1001	11001 - Annual Contract	11001	Corley Energy	3	10300	100	100	0.00	0.00
Sum for Accounts Receivable, Unbilled									0.00	0.00
Sum for Accounts Receivable									74,804.00	74,804.00
▼ Deferred expense, Deferred										
Sum for No Contract detail key									3,208.34	3,208.34
Sum for Deferred expense, Deferred									3,208.34	3,208.34
Sum for Deferred expense									3,208.34	3,208.34
▼ Deferred revenue, Billed										
Sum for 788	CH1001	11001 - Annual Contract	11001	Corley Energy	1	10100	100	100	58,340.78	58,340.78
Sum for 789	CH1001	11001 - Annual Contract	11001	Corley Energy	2	10200	100	100	1,011.11	1,011.11
Sum for 770	CH1001	11001 - Annual Contract	11001	Corley Energy	3	10300	100	100	9,158.69	9,158.69
Sum for Deferred revenue, Billed									68,510.58	68,510.58
▼ Deferred revenue, Unbilled										
Sum for 788	CH1001	11001 - Annual Contract	11001	Corley Energy	1	10100	100	100	0.00	0.00
Sum for 789	CH1001	11001 - Annual Contract	11001	Corley Energy	2	10200	100	100	0.00	0.00
Sum for 770	CH1001	11001 - Annual Contract	11001	Corley Energy	3	10300	100	100	0.00	0.00
Sum for Deferred revenue, Unbilled									0.00	0.00
Sum for Deferred revenue									68,510.58	68,510.58
▼ Expense accrual, Deferred										
Sum for No Contract detail key									7,000.00	7,000.00
Sum for Expense accrual, Deferred									7,000.00	7,000.00
Sum for Expense accrual									7,000.00	7,000.00
▼ Recognized expense, Recognized										
Sum for No Contract detail key									3,791.66	3,791.66
Sum for Recognized expense, Recognized									3,791.66	3,791.66
Sum for Recognized expense									3,791.66	3,791.66
▼ Sales revenue, Billed										
Sum for 788	CH1001	11001 - Annual Contract	11001	Corley Energy	1	10100	100	100	5,359.22	5,359.22
Sum for 789	CH1001	11001 - Annual Contract	11001	Corley Energy	2	10200	100	100	92.99	92.99
Sum for 770	CH1001	11001 - Annual Contract	11001	Corley Energy	3	10300	100	100	841.31	841.31
Sum for Sales revenue, Billed									6,293.42	6,293.42



MEA allocation details

Skylight Software USA 1 vtierranova Help & Support

Contracts Search

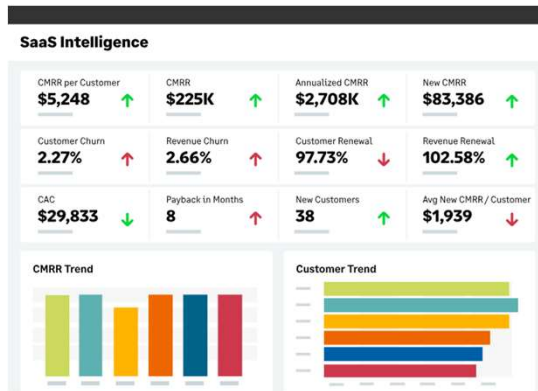
CN_MEA Allocation Details

Customize Graph View Print Process & store Email Add to dashboard Memorize Export

Subtotal name	Contract	Effective date	Adjustment type	Journal 1	Journal 2	Status	Allocation name	Bundle #	Line no	Line type	Item name	Rate	Quantity	Multiplier	Incl with every inv	Ext bn value	Fair value price	Ext fair value price	MEA percent	Carve in amount	Carve out amount	MEA amount
▼ CN1183																						
Sum for CN1183-MEA Allocation	CN1183	12/01/2019	One time	TRUE	TRUE	Active	CN1183-MEA Allocation	1		Sale				1.0000000000		58,126.00	50,470.00	66,850.00	100.00	0.00	0.00	58,126.00
Sum for CN1183-MEA Allocation-Revalue1	CN1183	12/15/2019	One time	TRUE	TRUE	Active	CN1183-MEA Allocation-Revalue1	1		Sale				1.0000000000		50,426.00	50,470.00	61,150.00	100.00	0.00	0.00	50,426.00
Sum for CN1183																108,552.00	100,940.00	130,000.00	200.00	0.00	0.00	108,552.00
▼ CN1184																						
Sum for CN1184-MEA Allocation 1	CN1184	01/01/2019	One time	TRUE	TRUE	Active	CN1184-MEA Allocation 1	1						1.0000000000		45,391.00	50,250.00	52,500.00	100.00	0.00	0.00	45,391.00
Sum for CN1184-MEA Allocation 2	CN1184	04/01/2019	One time	TRUE	TRUE	Active	CN1184-MEA Allocation 2	1						1.0000000000		69,934.00	61,500.00	63,750.00	100.00	0.00	0.00	69,934.00
Sum for CN1184-MEA Allocation 3	CN1184	07/01/2019	One time	TRUE	TRUE	Active	CN1184-MEA Allocation 3	1						1.0000000000		69,534.00	61,750.00	63,260.00	100.00	0.00	0.00	69,534.00
Sum for CN1184																184,859.00	173,500.00	179,500.00	300.00	0.00	0.00	184,859.00
▼ CN1185																						
Sum for CN1185-MEA Allocation 1	CN1185	01/01/2019	One time	TRUE	TRUE	Active	CN1185-MEA Allocation 1	1		Sale			1.0000	1.0000000000		38,934.00	17,520.30	17,520.30	0.00	0.00	0.00	38,934.00
Sum for CN1185-MEA Allocation 2	CN1185	07/01/2019	One time	TRUE	TRUE	Active	CN1185-MEA Allocation 2	1		Sale			1.0000	1.0000000000		41,862.50	20,573.80	20,573.80	0.00	0.00	0.00	41,862.50
Sum for CN1185																80,596.50	38,093.90	38,093.90	0.00	0.00	0.00	80,596.50
▼ CN1186																						
Sum for CN1186-Bundle Sale 1	CN1186	01/01/2019	One time	TRUE	TRUE	Active	CN1186-Bundle Sale 1	1		Sale				1.0000000000		50,000.00	10,000.00	10,000.00	0.00	0.00	0.00	50,000.00
Sum for CN1186																50,000.00	10,000.00	10,000.00	0.00	0.00	0.00	50,000.00
▼ CN1187																						
Sum for CN1187-Bundle sale license	CN1187	01/01/2019	One time	TRUE	TRUE	Active	CN1187-Bundle sale license	1		Sale			1.0000	1.0000000000		60,000.00	12,000.00	12,000.00	0.00	0.00	0.00	60,000.00
Sum for CN1187																60,000.00	12,000.00	12,000.00	0.00	0.00	0.00	60,000.00
▼ CN1206																						
Sum for CN1206-MEA Allocation 1	CN1206	01/01/2019	One time	TRUE	TRUE	Active	CN1206-MEA Allocation 1	1		Sale				1.0000000000		50,000.00	10,000.00	10,000.00	0.00	0.00	0.00	50,000.00
Sum for CN1206-MEA Allocation 2	CN1206	07/01/2019	One time	TRUE	TRUE	Active	CN1206-MEA Allocation 2	1		Sale				1.0000000000		50,000.00	10,000.00	10,000.00	0.00	0.00	0.00	50,000.00
Sum for CN1206																100,000.00	20,000.00	20,000.00	0.00	0.00	0.00	100,000.00
▼ CN1207																						
Sum for CN1207-MEA Allocation 1	CN1207	01/01/2019	One time	TRUE	TRUE	Active	CN1207-MEA Allocation 1	1		Sale				1.0000000000		50,000.00	10,000.00	10,000.00	0.00	0.00	0.00	50,000.00
Sum for CN1207-MEA Allocation 2	CN1207	07/01/2019	One time	TRUE	TRUE	Active	CN1207-MEA Allocation 2	1		Sale				1.0000000000		50,000.00	10,000.00	10,000.00	0.00	0.00	0.00	50,000.00
Sum for CN1207																100,000.00	20,000.00	20,000.00	0.00	0.00	0.00	100,000.00
Sum Total																694,007.50	374,533.90	408,593.90	500.00	0.00	0.00	694,007.50



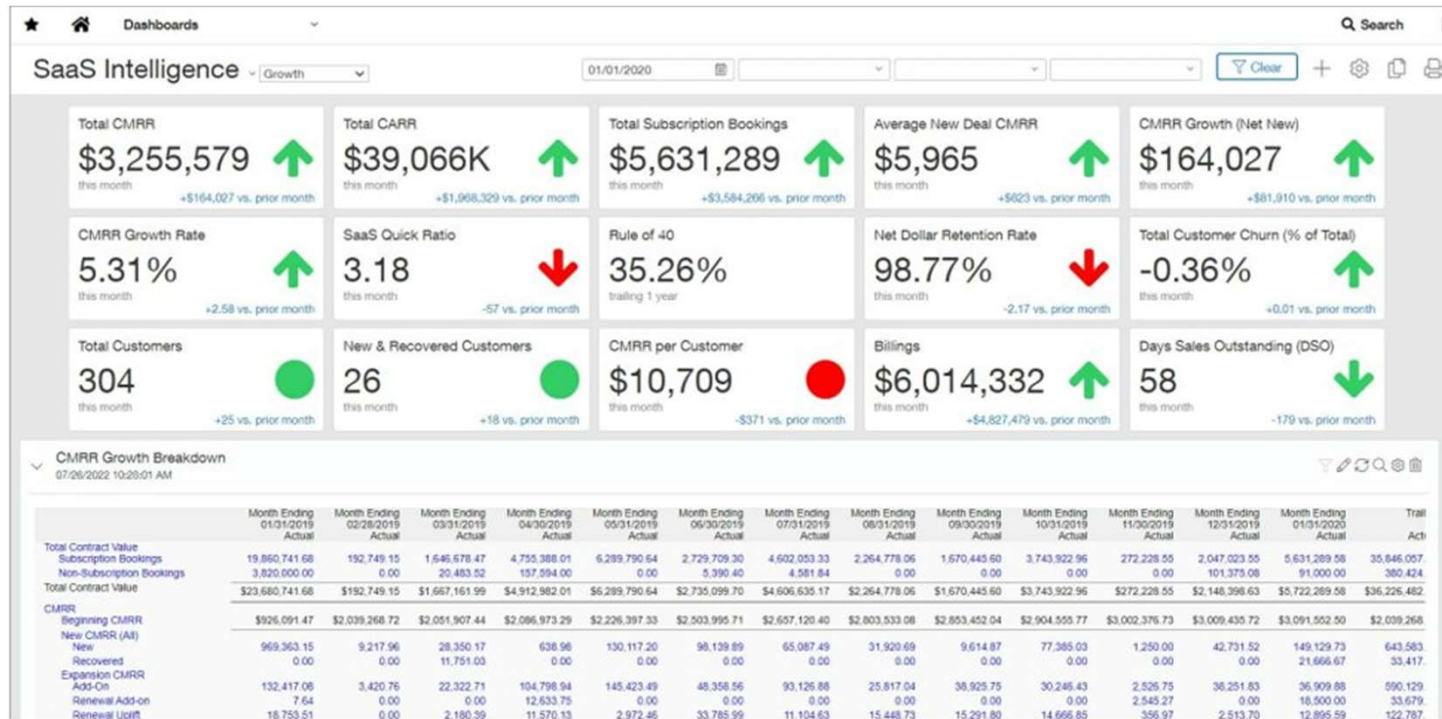
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