CONFESSIONS

OF A CFO

6 Six costly problems that keep CFOs awake at night... and how they can get back to business and get some rest.

Intacct.

INDEX

INTACCT

Nobody ever said being a CFO was easy. But sleepless nights, teeth-gnashing and tension headaches are rarely mentioned in the job description.

For CFOs of growing companies who want to leave their troubles behind and get down to business, help has arrived. Intacct offers powerful, flexible, best-in-class financial management solutions that are revolutionizing the way small and medium-sized companies are getting the upper hand on the complex financial issues they face. As your business grows, you may have run into limits with QuickBooks—or your existing accounting system—even though it worked really well for you when your business was smaller.

Intacct features industrial-strength financial applications that thousands of growing companies are using to streamline and automate critical financial business processes. Not only has it helped these companies eliminate growing pains, it's helped boost profitability, enhance productivity, increase control and visibility, reduce capital expenditures, and speed up the flow and accuracy of reporting and intelligence for better informed business decisions.

This booklet examines many of the "confessions" that too many CFOs keep locked inside, and the solutions that can make everything better.

We're spending way too much time running our business with spreadsheets.

1

CONFESSION

As your business grows, you may find you're stretching the limits of QuickBooks, or your existing accounting system. If your finance team is creating more and more manual and paper processes—outside your accounting system—to deal with increasing accounting and reporting complexities, you're spending as much as $50,000 in extra hours and dollars every year.

Drive operational efficiencies by streamlining time-consuming, manual, error-prone processes.

"I'm afraid to admit to anybody how much time we spend with spreadsheets every month"

Intacct delivers automation to your daily finance processes, including order-to-cash, procure-to-pay, and budgeting. That means you no longer need to spend time managing a maze of spreadsheets and manual processes. Instead you can automate workflows, including payment approvals for purchase orders, automatically create invoices, and eliminate non-value added manual processes.

1

PROBLEM

Delivering accurate and timely reporting to the management team is impossible.

"It's like performing a **song and dance** *whenever I report to the management team."*

2

CONFESSION

Any time you have to reach out and touch multiple, independent sets of data to provide management with an idea of what's going on in the business, you've got a problem. Compounding the difficulty of maintaining accuracy is the ability to create reports with up-to-the-minute information.

There's no doubt that the deficiencies in generating accurate and timely financial intelligence negatively impacts the management team's ability to drive performance.

Accurate, timely financial information at your fingertips to help you better manage and measure business performance and monitor key market conditions.

Intacct offers decision-makers graphical dashboards and real-time reporting capabilities that provide up-to-the-minute visibility into ongoing business operations, underlying transactions, and performance indicators. It can also link and embed other business applications, collaborative tools, financial resources, or even news and consumer content in the same dashboard.

2

Now any manager, anywhere in the world, can get real-time financial information securely over the Internet, enabling them to feel confident in the quality, timeliness, relevance, and scope of their business and financial information.

Our ability to manage and consolidate multiple sets of books, businesses, and currencies is labor-intensive and error-prone.

"Consolidating financial data shouldn't require superpowers."

CONFESSION 3

Many growing companies operate with multiple sets of books, different tax IDs, and even different business identities, but they all reside under the same corporate umbrella. When management wants quick access to critical financial data, updated information has to be collected, consolidated, and updated manually.

What's more, far-flung sales, support, and development offices operate with different currencies, so all that data must be converted from the local currency. The result? Delayed, error-prone, labor-intensive financial reporting, which leads to slow, ineffective decision-making.

Rolling up all financial data into a single, consolidated "global" view.

3

Intacct provides market-leading, multi-entity financial management with real-time data consolidation. That means no matter how distant, diverse, or complex your business grows, all financial data is automatically rolled up into a single, updated, easy-to-use view.

And whether your overseas entities are using euros, pounds or rupees, all local currencies are consolidated into one base-currency view. The upside: fast, accurate, and consolidated financial data for more informed business decisions.

We're losing revenue by not billing 100% of project time and expenses.

4

CONFESSION

Using manual, paper-based time-tracking methods, spreadsheets, and standalone applications can be a major source of revenue leakage, especially when employees work "in the field," or are geographically dispersed in locations close to clients.

Why? Because they rely on each employee's memory, which can be wildly inaccurate. There's also no automated way to capture all project-related expenses, including employee expenses, purchase orders, and other expense transactions.

And, because expenses can't be automated and integrated with accounting systems, the manual data entry required to capture this critical information invites mistakes that can lead to massive amounts of non-billable time.

All of these factors result in lost revenue. So, how can you recapture it?

Track time and expenses in the cloud—automatically.

*"For every $10 we bill, $1 or $2 slip through the cracks."*

4

Because Intacct is a comprehensive, cloud financial management solution, employees, remote workers, and subcontractors can access it anywhere, anytime over the Internet using a PC, Mac, iPad, Tablet, or even a smart phone. It streamlines and automates the capture of all billable and non-billable time and expenses, eliminates re-keying of information, improves accuracy, and gives your finance organization the ability to tag non-employee-related expenditures as billable items.

What's the bottom line? Using Intacct to capture time and expense information can help you capture up to 10% of revenue that may have fallen through the cracks using manual methods.

Our current on-premises accounting system lacks the flexibility to easily integrate with multiple operational business systems.

5
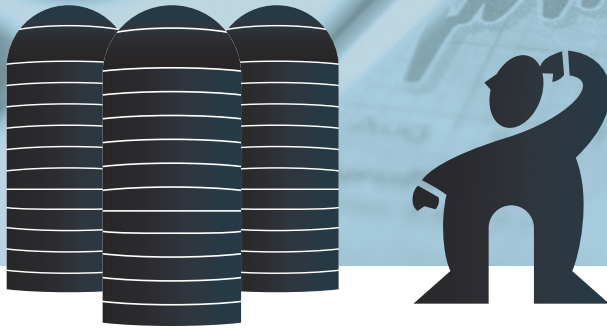
CONFESSION

Accounting and payroll operate independently from CRM, while budgeting and planning are each off in their own silos, with very little integration. This leads to inaccuracies and disconnected processes.

Using industry-standard best-in-class web services, you can choose and match the best solutions to your unique business needs.

"Our business systems don't integrate well, because they're each in their own silos."

5

The Intacct open services-oriented architecture (SOA) platform and web services make it easy for companies to extend the value of Intacct applications by taking advantage of additional best- in-class, cloud applications to round out the back-office, and easily integrate with packaged and customized on-premises applications.

And, because Intacct solutions are designed to work with other best-in-class applications such as payroll, HR management, and sales compensation, you can rest assured that as your company scales, you'll be able to add users, business units, and additional applications with ease.

Our business is increasing, but there isn't an automatic connection between our financial system and Salesforce.

6

CONFESSION

Every month we're booking more business, which, in turn, slows down our ability to monitor and move transactions through the system. The overall hit on productivity is substantial because quotes, orders, and invoices are required to be manually keyed into multiple systems.

This invariably leads to errors, backlogs, the frustration of management, and audit risk. And, sales teams have no visibility into what happens after a deal closes since all of the information is locked in our financial system.

Eliminate the walls between sales and finance by streamlining, integrating, and synchronizing the financial system with Salesforce.

"I can't break down the walls between sales and finance."

Intacct is the leading cloud-based financial management system seamlessly pre-integrated with Salesforce, making it easy to close the loop between sales and finance, eliminating duplicate and triplicate data entry, and streamlining the order to cash process.

Sales and management now have a 360-degree view of each customer, resulting in enhanced control of the sales process, improved sales cycles, more accurate forecasting, and improved customer service.

6

DON'T WORRY, YOU *CAN* GET THERE FROM HERE.

The time has come to take control and make the important decision that hundreds of growing companies stretching the limits of QuickBooks have made before you:
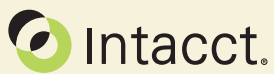
Switch to Intacct, the leading cloud-based financial management and accounting system for growing companies.

As you've learned in this guide, the truly compelling reasons to upgrade to Intacct include:

1. Automating inefficient, costly, manual processes.
2. Getting more timely and accurate reporting, providing better visibility into your business.
3. Streamlining and rapidly consolidating financial data.
4. Maximizing revenue by automating billing processes.
5. Integrating your accounting system with your other business systems.
6. Eliminating walls between your sales and finance teams using Salesforce.

Learn more at www.intacct.com or get immediate relief by calling an understanding Intacct representative at 1-877-437-7765.

Intacct.