

How SaaS Subscription CFOs Drive Growth and Success

Market Dynamics

SaaS
CLOUD MARKET

The Cloud Market continues to grow and SaaS startups will continue to attract investors

\$1T

Size of the cloud industry in 2020¹

44X

Market cap growth of the top 5 public cloud companies from 2008 to 2020¹

\$100B

SaaS application industry run rate¹

10%

Best SaaS startups churn less than 10% of logos/yr²

5X

Best CLTV/CAC ratio for SaaS Startups²

5 Yrs

Prediction: Cloud becomes majority of software market in 5 years¹

94%

Percentage of enterprises that use a cloud service²

CFO

SaaS
CFO

The demands, but also opportunities, for SaaS CFOs are changing rapidly

CFO roles are changing

98%

98% of CFO jobs changed significantly in the last 5 years³

Focusing more time on adding strategic value is a growing need

46%

46% are faced with new demands to provide a higher level of business counsel and heightened expectations for improved insight³

Finance professionals spend 80% of their time on tactical projects and only 20% on strategic. This needs to be reversed.³

80%

CFO challenges

Hiring more headcount is not the answer - you need to find ways to be more efficient and effective

90% said mundane tasks hold them back (but see that automation can lead to significant productivity gains)

90%

New CFO opportunities

76%

76% of financial decision-makers play the lead role in their organization's adoption of digital transformation³

Look for technology that helps: planning and forecasting, securing your next round of funding, increasing cash flow and reducing churn.

90%

90% believe financial management technology can help businesses discover new opportunities and risks with better forecasting, automated period-end closes, and stronger data governance³

SaaS Startups deliver impressive results with Sage Intacct

Weave

Having expanded to over 2000 customers, Weave looked to Sage Intacct as they could no longer using Quickbooks with all the manual work they were performing around revenue recognition, deferred revenue, billing, and reporting.

50%

Reduced day sales outstanding by 50%

75%

Cut monthly close time from 20 days to five

3 Weeks

Reduced Series C due diligence reporting to three weeks

67%

Improved gross margin 67% using insights from new reporting

"We would have needed to add 10 new people to handle processes that are automated in Sage Intacct. To keep doing things the old way would have been a staff-killer"

weave

Joel Meriwether
Director of Finance, Weave



Jobvite

Jobvite switched to Sage Intacct to handle complex revenue recognition, multi-currency, and multi-entity challenges. They later added advanced features such as subscription billing, revenue management, and global consolidations.

5 Days

Delivered budget-to-actuals within 5 days of the close.

75%

Grew revenue 75%, while only growing G&A 5%

30%

Improved Quote-to-Cash cycle time by 30%

5 Entities

Consolidated 5 entities and sped the close to 5 days



"We are shifting effort from 80% transactional focused to 80% analytics and business-focused"

Jobvite

Lisa Schulz
Controller, Jobvite

Acquia

As Acquia continued to grow, they needed a more robust subscription management solution as their manual processes around tracking orders, billing, and reporting out of QuickBooks and Excel became increasingly cumbersome and error-prone.

- Managed over 1,600 customer contracts
- Integrated the order to salesforce.com directly to the subscription billing in Sage Intacct
- Increased operational cash flow 15%
- Achieved ASC 606 compliance

50%

Cut order to bill processing time by 50%

70%

Cut revenue/AR close 70% from 10 to 3 days

80%

Reduced cash forecasting variance by 80% while becoming ASC 606 compliant

"We have brought predictability to our revenue"

Acquia

Brett Belcastro
Worldwide Revenue Controller, Acquia



Footnotes:

¹ Bessemer's State of the Cloud 2020

² Bessemer's Cloud Industry Update for CFOs, 2020

³ CFO 3.0 - Digital Transformation Beyond Financial Management, Sage Intacct



Sage Intacct helps subscription finance teams evolve into strategic partners of the business.

Attend an interactive demo to learn how Sage Intacct drives profitability through rapid business insights.

[Interactive Demo](#)