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## Professional Services Automation (PSA) applications

Jan. 15, 2014

Accounting and business management software developer [FinancialForce.com](#) has announced the Winter '14 release of [FinancialForce Accounting](#) and FinancialForce PSA. With improved project management capabilities and tools that will help simplify financial management on the Salesforce Platform, FinancialForce.com furthers its commitment to help companies grow the top and bottom line.

### FinancialForce Accounting

The Winter '14 release of [FinancialForce Accounting](#) streamlines and provides additional automation of a number of financial processes and activities including year-end, accounts receivable ageing, bank reconciliation, accounts payable processing and currency revaluation. Additionally, the application will now integrate with [Avalara](#), the leading provider of sales tax and compliance automation services in the cloud. This integration will enable customers to better manage complex sales and use taxes on the Salesforce Platform and will give them the option to use Avalara to track and submit tax forms and payments.

Pascal Van Dooren, EVP of sales and marketing at Avalara said, "Manually managing sales tax is difficult, expensive and time consuming – and businesses can face stiff penalties if they don't get it right. Avalara's software as a service offering makes sales tax compliance simple and automatic for thousands of customers every day, and we look forward to doing the same for FinancialForce.com customers. In today's electronic world, it just doesn't make sense to manually manage sales tax."

### FinancialForce PSA

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projects, tasks and resources that will allow them to see the flow of a project and the relationship of tasks over time.

- Mobile expense capabilities give customers the power to add and edit expenses in the mobile application, even if their phone has no connectivity, such as on an airplane.

“2013 was a big year for FinancialForce.com in terms of growing our product offerings, customer base and company presence. What remains unchanged is our focus on customer feedback and making each point solution more useful, reliable and cutting edge, whether as a standalone or combined as part of an ERP suite,” said Jeremy Roche, president and CEO of FinancialForce.com. “We are dedicated to rethinking possibilities for the back office cloud. This Winter '14 release is another step towards our vision for a seamless, collaborative back office that positively impacts our customers' top and bottom line. There is much more on the horizon this year!”

The Winter '14 versions of FinancialForce Accounting and FinancialForce PSA are immediately available to FinancialForce.com customers as part of their subscription fee.

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