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automate the calculation of operational insights for SaaS companies using real-time transactional data from systems of record.

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Intacct, a developer of cloud ERP software, has launched the new Intacct Digital Board Book, a set of real-time reports, charts and performance cards that provide accurate metrics and insights essential to successfully growing a SaaS business.

This launch marks Intacct as the first and only mid-market cloud ERP system to automate the calculation of operational insights for SaaS companies using real-time transactional data from systems of record.

Previously, finance teams have been faced with the challenge of navigating multiple applications in order to collect data for board reports that go beyond GAAP measures to include SaaS metrics. This forced them to use spreadsheets or buy Business Intelligence solutions to aggregate data and perform the necessary calculations – a time-consuming process that created the risk of inaccuracies, compromised data integrity or integration issues. SaaS business leaders need reliable and accurate metrics in real time so that they can take immediate action on emerging trends, challenges, and opportunities. Without access to real time insights that can explain

root causes of performance trends, managers are unable to take the needed actions to

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transactional data from Salesforce, the leader in cloud CRM, combine it with real-time financial data from Intacct and deliver SaaS metrics in the financial system of record alongside GAAP metrics. With access to accurate, live data, decision-makers are empowered with faster, more strategic insight, without the errors and delays of compiling metrics manually.

SaaS metrics such as Monthly Recurring Revenue (MRR), Customer Acquisition Cost (CAC), Churn, and Customer Lifetime Value (CLTV) are recognized as de facto standards for venture capitalists to value SaaS businesses and manage their investment portfolios. Wall Street similarly evaluates both private and public software companies with a core set of SaaS metrics and associated benchmarks. Success in growing a subscription-based business is not possible without timely and accurate insight into these key metrics.

“In today’s fast-paced and increasingly competitive marketplace, corporate executives and line-of-business (LoB) managers need easy access to reliable KPI data that can help them make real-time business decisions,” said Jeffrey M. Kaplan, Managing Director of THINKstrategies, Inc. and founder of the Cloud Computing Showplace. “The new Intacct Digital Board Book gives them the information they need anywhere and anytime they need it.”

“The Intacct Digital Board Book is a powerful, real-time strategy tool that will enable users to get a true view of key business drivers inside their financial system of record at the exact moment they need it. No other solution can deliver the insight you need in real time to manage your dynamic business,” said Robert Reid, CEO of Intacct. “Intacct is committed to delivering best in class solutions that are built for our Cloud customer’s unique needs. The Intacct Digital Board Book is designed with that in mind; the solution is flexible, scalable, and allows companies to focus on their growth drivers.”

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