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benchmarks with its Adaptive Suite integrated planning and analytics product.

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Adaptive Insights, a maker of cloud-based strategic [corporate performance management \(CPM\)](#), has launched a software industry initiative, representing the company's first vertical solution. Leveraging its expertise with 400+ software customers, many of which are listed in the Forbes Cloud 100 and Deloitte Technology Fast 500, Adaptive Insights has combined best practice models, KPIs, and industry benchmarks with its Adaptive Suite integrated planning and analytics product.

Optimized to accelerate and enable active planning for software companies, the Software Planning & Analytics Solution is being showcased here, at the company's [user conference](#), where a dedicated session on "Cloud Trends and Benchmarks for Success" will also be presented by recognized cloud expert and partner at Bessemer Venture Partners, Byron Deeter.

“Software finance teams tell us that navigating change is their biggest challenge,”

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implementation time and ability to manage business-critical metrics that drive their success.

### **Comprehensive Solution to Model, Monitor, Report, Analyze, and Benchmark**

Software companies have a critical need to better predict revenue, increase deal size, improve lifetime value of customers (LTV), reduce churn, and reduce customer acquisition costs (CAC). By combining the Adaptive Suite planning and analytics platform with industry performance benchmarking from [OPEXEngine](#), Adaptive Insights' benchmarking partner, software companies can leverage the experience and best practices of thousands of companies with similar business challenges. The complete Software Planning & Analytics Solution includes prebuilt, configurable models for topline forecasting, planning renewals, sales capacity planning, marketing demand generation modeling, prebuilt KPI dashboards, including benchmark targets; easier-than-ever visual analytics; and prebuilt, one-click SaaS board packs.

Benchmarking to set targets and to assess performance vs. peers is part of a best practice active planning process for companies. This view was validated in a [recent CFO survey](#), where 63% of CFOs indicated that their board of directors or CEO measure performance against benchmarking data. To meet that demand, Adaptive Insights has partnered with OPEXEngine to enable SaaS customers to leverage data from 400 GAAP and Non-GAAP benchmarks from both public and private software companies. Integrated into the planning and dashboard capabilities of the Adaptive Suite, OPEXEngine benchmarks provide guidance for companies mapping their growth strategies and setting targets, as well as course correcting using industry leading metrics as guideposts.

“Software companies face unique challenges as they plan and monitor how they market, sell, and deliver software as a service, innovate for differentiation, and aim to

keep up with ever evolving market dynamics,” says Deeter. “Benchmarking is key for

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different company stages and BVP’s SaaS trend predictions for 2017 in a presentation titled “Cloud Trends and Benchmarks for Success.”

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