

Six Win:Win

propositions for IT and Finance



Improve your
bottom line with
The Future of Accounting
for Salesforce CRM



Six **Win:Win** propositions for IT and Finance

Improve your bottom line with

The *Future of Accounting* for Salesforce CRM

FinancialForce Accounting is a completely scaleable, multi-company, multi-currency, single ledger enterprise accounting application. It is pre-integrated with Salesforce CRM; designed, built and looked after for you – as a secure, on-demand service – on the world’s most trusted business cloud computing platform, from salesforce.com.

Bringing together your CRM and accounting applications – in our single, secure cloud – offers major “Wins” for both the IT team and the Finance team...

...**WIN ROUND** – with lower support costs and improved cash flow

...**WIN BIG** – with better solutions and less to pay

...**WIN OVER** – with better cross-functional alignment

...**WIN THROUGH** – with better-integrated systems

...**WIN OUT** – with our state-of-the-art security

and gain even more...

...**QUICK WINS** – with the “Custom Cloud”.

WIN ROUND – with lower support costs for IT and improved cash flow for Finance

IT team Wins

- Being built on the Force.com platform makes FinancialForce applications easier and cheaper to implement and support:
 - *Easier adoption and use* – users gain powerful, familiar Salesforce CRM tools and functions, reducing training and support overheads.
 - *Leveraging in-house knowledge* – it is also easier for IT to assist users, as many will already be familiar with features and tools from Salesforce CRM, such as the report writer, workflow rules, authorization flows, calendar-based events, reminders and follow-ups; all of which can be used with FinancialForce data in exactly the same way as they are used for CRM.

Finance team Wins

- FinancialForce applications help reduce payment delays and bad credit risks:
 - *Quicker, more accurate client billing* – using information already held in Salesforce CRM. This both ensures that invoices are issued as promptly as possible and speeds up payment by avoiding delays caused by incorrect or out-of-date details.
 - *Better client management* – with FinancialForce Accounting, the finance team can add a whole new dimension to the information at the fingertips of your customer facing staff, by giving them a real-time view of a client’s account, including recent invoices and payments, payments outstanding and accurate credit limits.

WIN **BIG** – with better solutions and less to pay

IT team Wins

- FinancialForce applications offer a more cost-effective way to update and extend the tools that the IT team can offer to the organization. The “pay-as-you-go” rental approach of cloud computing removes:
 - *the initial setup costs* – no additional hardware to purchase, no upfront license fee to pay
 - *and the ongoing resource costs of ownership* – user support, hardware maintenance, application upgrades, data back-ups and disaster recovery are all handled for you, in return for a straightforward, predictable monthly fee.

Finance team Wins

- FinancialForce.com is revolutionizing the future of accounting by opening up the advantages and opportunities of cloud computing to accountants and CFOs. Now you can benefit from the very best accounting tools – together with online, real-time financial information that is always in balance and always up to date – but delivered as a flexible, secure, cost-effective online service. So, you’ll get much more but need much less:
 - less setup investment to afford it
 - less hardware to use it
 - less IT resource to support it
 - less maintenance budget to keep it.

WIN **OVER** – with better cross-functional alignment

IT team Wins

- FinancialForce Accounting supports the IT team’s strategic role of facilitating improved efficiency. It enables straightforward but secure and controlled sharing of data between the traditionally closed business units of sales and finance – instead of emailing spreadsheets and order forms.

Finance team Wins

- FinancialForce Accounting delivers streamlined and better controlled business processes that work seamlessly across departments. Your teams gain instant access to accurate, up-to-the minute customer and financial information, without rekeying or complex system integrations; minimizing errors and data duplication.

WIN **THROUGH** – with better integrated systems

IT team Wins

- Our applications are native to the Force.com platform, so there’s no need for expensive or complex integration between Salesforce CRM and FinancialForce Accounting, in order to transfer data for billing between your teams.
- Flexible integration is designed into the applications, so that they will adapt to meet the requirements of the business operation without a high ongoing IT resource cost. For example, invoices can be created from any standard or custom object in the Salesforce CRM to reflect how the company actually operates, such as from account, product, price book or other details held there.
- Salesforce CRM and FinancialForce applications offer easier web-based integration with other tools and applications – enabling IT to make the latest tools and services available across the business. For example, it enables rapid integration with other web services, such as Google Docs, PayPal and mapping applications. Working in the SaaS environment opens up this kind of advanced functionality, which would be much harder to achieve with traditional on-premise applications.

Finance team Wins

- FinancialForce Accounting draws upon the same design experience and expertise as the award-winning on-premise finance systems of our sister company, CODA. This offers you the confidence of a 30-year track record in delivering best-of-class finance engines that link seamlessly to any other business system that you need them to support or share information with.
- Our applications’ web-based integration capabilities also open up new possibilities – for example, helping you encourage swifter settlement of bills by giving your customers a “Pay Now!” button in your invoice email, so that they can make an instant payment to you via PayPal.
- FinancialForce applications are also extremely cost-effective ways to *supplement existing* accounts packages – whether you need to support specific business processes, operating units or territories. FinancialForce Accounting and FinancialForce Billing collect transaction data from your business systems (including Salesforce CRM) and deliver the processed figures into your main financial or ERP systems.

WIN **OUT** – with our state-of-the-art security

IT team Wins

- The increasing complexity and cost of delivering effective security and risk management make them ideal candidates for outsourcing to an organization with the technology and resources to protect you properly.
- FinancialForce applications offer you reliable service delivery – being built and delivered on salesforce.com architecture gives our applications recognized international standards of security, trusted and transparent availability and performance (backed by clear service-level agreements), all within a quickly scalable and easily upgradeable framework.
- Trusting an external company with your organization's most sensitive data and critical systems is a big decision. FinancialForce.com offers you the credibility and reassurance you need. Over 63,000 successful customers trust salesforce.com to deliver reliable security; our customers gain the same levels of assurance and security enjoyed by leading companies, such as Cisco Systems and Allianz insurance.

Finance team Wins

- Risk reduction and compliance are key concerns for Finance. FinancialForce applications deliver reliable data security with improved process transparency and auditability.
- We offer you a safe home for your accounts – moving sensitive financial data into the cloud is a departure from the traditional on-premise approach but it makes excellent sense. Rather than the cost and uncertainty of trying to protect data held in house (which may already reside in a number of separate company sites), your data is held securely in a proven facility, from a trusted provider with state-of-the-art protection, back-up and disaster recovery.
- Internal data sharing is more secure too – FinancialForce applications' pre-integration with Salesforce CRM in a single, shared "cloud" also eliminates data security risks by replacing unsecure paper and email sharing of data between your teams.
- The finance team retains complete control over the data and tools that each user is allowed to access and work with. This delivers reliable data security and underpins auditability.

QUICK WINS – with the "Custom Cloud"

IT team Wins

- The benefits of integrating your systems and data on a single, secure, shared cloud can also be rapidly extended by adding in specific functional support with solutions from the salesforce.com AppExchange. This offers a wide range of applications that are integrated via the Force.com platform, so there are no custom links to be maintained and system upgrades do not impact on: the data, the individual applications or (most importantly) the users.
- Force.com is extremely effective as a development platform, and is already well established – making it easy to either commission custom applications or develop them in house. This ensures that IT is able to respond as the business develops or the requirements change.

Finance team Wins

- Choosing FinancialForce.com immediately opens up a huge range of new applications to the Finance team. Because FinancialForce Accounting and FinancialForce Billing have been designed, built and delivered on Force.com, they are not only integrated with Salesforce CRM but also with the thousands of ready-to-go applications on salesforce.com's AppExchange. This offers all sorts of opportunities to support the day-to-day working processes of your team (and the broader business) more effectively.
- It also makes it extremely easy to introduce your own custom applications for specific requirements by developing them (either externally or in-house) on the platform-as-a-service of Force.com.

Make IT and Finance *your* winning team

IT and Finance have the opportunity to make a big difference to your organization's bottom line, by saving money, reducing risk and revolutionizing your accounting. Email us at: info@financialforce.com and we'll call you to discuss your requirements in more detail or to arrange an online demo for your teams to explore the Win:Win proposition of FinancialForce applications and Salesforce CRM, together.

www.FinancialForce.com

About FinancialForce.com

FinancialForce.com is revolutionizing the future of accounting by doing for finance what salesforce.com has done for CRM.

It delivers unique cloud accounting applications that give accountants and CFOs online, real-time financial information, always in balance and always up to date. This enables a better understanding of their business and the confidence of reliable figures. All delivered by secure systems, which we look after for them on the world's most trusted business cloud computing platform, from salesforce.com.

FinancialForce.com is backed by Unit 4 Agresso (parent company of accounting software specialist CODA) and salesforce.com. It combines CODA's 30 years of designing and building financial applications, with the salesforce.com platform's decade of dependability, availability and security.

The result is a range of revolutionary on-demand applications, including FinancialForce Accounting – a full Software as a Service (SaaS) accounting application, delivered on a subscription basis; the first international SaaS accounting system developed on salesforce.com's cloud computing platform, Force.com.

