

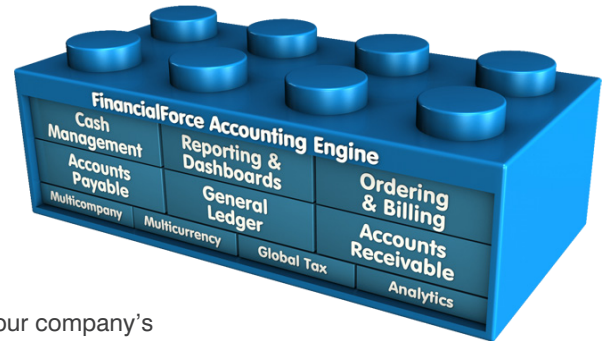
Introducing...FinancialForce Accounting

FinancialForce Accounting is a simple, yet powerful, accounting application that is straightforward to learn, easy to implement and trouble-free to maintain. This end-to-end solution is the perfect business software platform for sales- and service-oriented companies seeking not just to grow but to do so efficiently and profitably.

Cloud Accounting – the future of finance

FinancialForce Accounting takes a ground-breaking accounting system design and combines it with the power and flexibility of the Force.com cloud platform. The result is an efficient and cost-effective solution that goes well beyond basic bookkeeping and transaction processing, spawning a new generation of financial management applications.

Its ingeniously simple design masks a highly sophisticated solution that's both easy to use and easy to adapt to the widest possible range of business needs. FinancialForce Accounting can support everything from the smallest virtual organization to the most complex multinational corporation. So, regardless of your company's size and focus, you'll benefit from the application's efficiency, real-time analysis, and its lack of the departmental boundaries found in traditional accounting systems.



Delivering CRM to Accounting – end-to-end in Salesforce

FinancialForce Accounting resides on the same cloud platform as Salesforce CRM, Force.com. The applications share the same infrastructure, database, development tools, reporting tools, user interface – even the same user logins. FinancialForce Accounting and Salesforce CRM are literally embedded together, making the lines between applications indiscernible. The joined-up nature of the applications simplifies user adoption and enables cross training between functions.

One company, one system, one view of the customer

From a financial perspective, tight integration allows the opportunity to cash process to flow seamlessly and securely through sales, billing and receivables without manual effort, special integrations or extraneous spreadsheets. Your team will be on the same page because all your financial information is held securely in one system, in one place. This includes FinancialForce.com's 360° view, the most comprehensive customer relationship reporting available in any financial system today, spanning customer activities in Accounting, CRM and Service.

The multi-everything accounting engine

At the application's core is an innovative accounting engine that can accommodate the most diverse or complex enterprise requirements. It includes advances like a single ledger design and a multidimensional chart of accounts, which enable it to generate real-time business intelligence and to shorten period closes. The accounting engine includes sophisticated accounting components such as multicurrency, global tax and multicompany accounting capabilities that permeate the entire system.

Real-time accounting for real-life business

FinancialForce Accounting is built for the fast-paced and competitive business era in which we live. Unlike on-premise accounting systems of the past, FinancialForce Accounting is a 100% real-time and perpetually closed system. Its unique single ledger eliminates subledger reconciliations and laborious period-close processes. It is built for real-time financial analysis and modeling, not just to generate financial statements.

Harness the world's #1 cloud platform

Unlike on-premise based accounting systems of the past, you can harness modern, world class systems and applications without the IT costs and headaches including:

- Real time analytics from anywhere, at anytime.
- Mobile device support for iPads, iPhones, Droids, Blackberries etc.
- Chatter, the social media and collaboration tool for business.
- Customization and integration tools to customize and link your systems.
- Authorization workflow tools to coordinate your entire company.
- A full range of development tools to build your own app on the same cloud in less than 1/5 the time.
- 800+ complementary and vertical applications listed on the AppExchange that integrate with FinancialForce.com and salesforce.com applications.

General Ledger – flexible, efficient and always in balance

- Flexible, multidimensional chart of accounts.
- Multicurrency and multicompany transaction handling.
- Transfer costs between companies or business units with an inter company journal.
- Perform accruals with automatic reversing journals.
- Automatic calculation of cumulative, year-to-date budgets for each period.
- User and role based dashboards provide real time visibility.

Accounts Payable – streamlined, controlled invoice-to-pay processing

- Reduce keystrokes with document templates and electronic invoicing.
- Use authorization workflow for automated invoice and expense approvals.
- Set vendor credit limits and credit terms by vendor account.
- Pay vendors by check or electronically.
- Automatically calculate due dates and settlement discounts, based on vendor terms.
- Prevent payment of duplicate invoices.
- Define your own check print formats.

Accounts Receivable – streamlined, seamless opportunity-to-cash processing

- Create invoices from Salesforce opportunities in a single click.
- Set credit terms both globally and by customer account.
- Automatic calculation of due dates and settlement discounts.
- Automatically allocate payments to invoices based on document references and amounts.
- Use tasks as reminders to chase past due accounts.
- Use Chatter to collaborate with sales and service personnel on late payers and customer accounts.
- Send statements and reminder letters by email.
- Use “My Account” a customer self-service billing portal.

Cash Management - optimise your cash flow and working capital

- Easily forecast cash flows and currency needs.
- Set up multiple bank accounts in different currencies.
- Record receipts from your customers and refunds issued.
- Record one-off payments to vendors and refunds to/from vendors.
- Automatically reconcile your bank statements without re-keying.
- Record bank charges and interest shown on your bank statement.

Ordering and Billing – eliminate manual processes and complex integrations!

Sales ordering

- Create an order from a Salesforce opportunity, quote or custom object – in a single click.
- Create orders automatically in batch – “no-touch” order processing.
- Generate invoices automatically from approved orders.
- Eliminate manual processing, re-keying errors, spreadsheets and unnecessary databases – do it all in one cloud.
- Get complete visibility of the CRM-to-Accounting cycle.
- Improve order cycle times, cash flow and sales capacity.

Billing

- Raise an invoice directly from any activity in Salesforce CRM (standard or custom objects).
- Create a single invoice with multiple installment payment-due dates.
- Set up recurring invoices for regular bills, such as an annual maintenance agreement invoiced monthly.
- Generate accounting entries for FinancialForce Accounting or your on-premise ERP system.

The Financial Management Complement to Salesforce CRM is delivered on-demand from Force.com – the world’s leading cloud computing platform, pioneered by salesforce.com.

About us

FinancialForce.com is the cloud applications company.

We focus 100% on building business applications for Force.com – the world’s leading cloud computing platform from salesforce.com. Our applications include Accounting, Billing, Professional Services Automation (PSA) and Services Resource Planning (SRP). We serve fast-growing organizations as well as dynamic enterprises, helping them to align Finance, Sales and Service in a way that enables profitable growth. We are backed by two of the biggest and best players in the business, UNIT4 and salesforce.com.

To find out more about FinancialForce solutions, please contact us on: sales@financialforce.com or 866-743-2220.

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