

## FinancialForce for Media - A billing solution for digital media

FinancialForce for Media automates and streamlines the booking to billing process for online advertising campaigns. The solution closes the loop between Salesforce CRM, ad servers like Google's DoubleClick for Publishers and FinancialForce Billing, creating one integrated process based on the Force.com cloud. Online publishers can simplify the billing process, drastically reduce reconciliation issues and gain complete account visibility through all stages of the sales, ad serving and billing cycle.

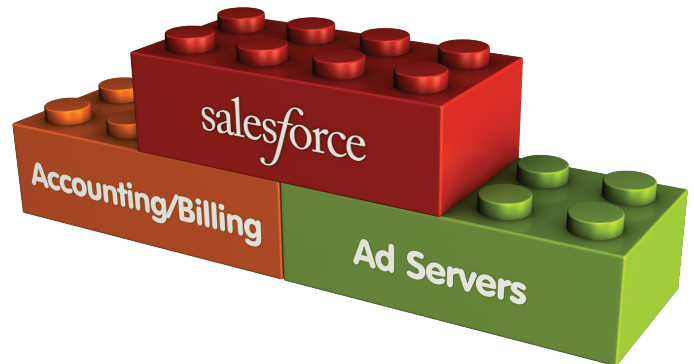
## Integrate Salesforce CRM, Ad Servers and Billing

FinancialForce for Media unifies and automates the processes and data flows across the fragmented application environments found at most media companies, eliminating the need for extraneous spreadsheets and homegrown standalone applications. The application allows you to tailor business processes to your company's specific workflow. For example, an opportunity created in Salesforce CRM can be linked to proposal creation in an ad server based on available ad units. This proposal is synced to FinancialForce Accounting for the creation of a media sales agreement and an insertion order; at the same time, the opportunity is updated in Salesforce CRM. Once the ad has been served, billing information is imported or linked via web services to FinancialForce Accounting to update the sales agreement on an as-needed basis. Users can automatically create invoices, easily reconcile with the original proposal, and post updated account information to accounts receivable as required. FinancialForce for Media can integrate with a variety of ad servers such as Operative and ERP systems such as Peoplesoft, Oracle and SAP. It can also simultaneously accommodate online and print advertising in a single cloud based system.

## 360° account and agency visibility

With the entire process tracked in a single cloud, 360° account and agency views are easy to see anytime, from anywhere on any device. You can analyze an account's opportunities, campaigns, insertion orders, impressions served, click rates, billing, and receivables all from one easily accessible and online information source. Sales teams have a complete view of account activity at their fingertips using a familiar tool they use every day, Salesforce CRM. Management benefits from a treasure trove of information to analyze accounts, properties, campaigns, cash and sales forecasts. Role based dashboards are easy to create and publish, including availability on mobile devices. This comprehensive database is further complimented by Chatter, salesforce.com's social media application that allows all employees to collaborate around a single data source online.

FinancialForce for Media helps publishers make the shift to online products with optimal speed and operational performance.



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“We are far more efficient and have dramatically improved the billing reconciliation process. Our sales and management teams now have information from the entire opportunity to billing cycle at their fingertips on Force.com”

**US News and World Report**

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## Benefits Include:

- Streamlines and automates the advertising booking and billing process
- Simplifies order and billing reconciliation
- Shortens period close processes and increases cash flow
- Eliminates re-keying, extraneous spreadsheets and standalone billing/reconciliation systems
- Same look and feel as Salesforce CRM so reduces training costs

## Integrates into your environment

- Shares account and product objects with Salesforce CRM
- Integrates with ad servers such as Google DoubleClick, Operative and AdTech
- Can synchronize products and ad units with ad servers and CRM.
- Use FinancialForce Accounting Accounts Receivable or legacy ERP systems
- Leverages your skills with salesforce workflow, reporting
- Easily extensible and customizable with Force.com tools
- Use Chatter to collaborate across sales, operations and finance teams

## Creates one system of record on Force.com

- Improve confidence in revenue reporting and billing
- More timely revenue, campaign and account reporting
- 360° view account analysis includes: opportunities, insertion orders, campaigns, invoices and payments
- Analyze impressions contracted vs impressions delivered by account, agency, insertion order and campaign
- Track print ad position, print rate, gross rates, discounts, bonus impressions, production charges and agency commissions
- Complete audit trail on Force.com from opportunity to payment
- 24x7 access to user defined dashboards and reports

## Flexible billing and workflow

- Bill by account, agency or other third party
- Accommodates a variety of billing methods including CPC, CPD, CPM and bonus impressions
- Reconciliation process and controls ensure accurate invoices
- Combines digital and online print advertising billing in one system
- Create print advertising invoices directly from sales opportunities in Salesforce CRM in a single click
- Use FinancialForce.com's embedded Accounts Receivable to collect and track payments on the same system

### 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](mailto:sales@financialforce.com) or 866-743-2220.

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