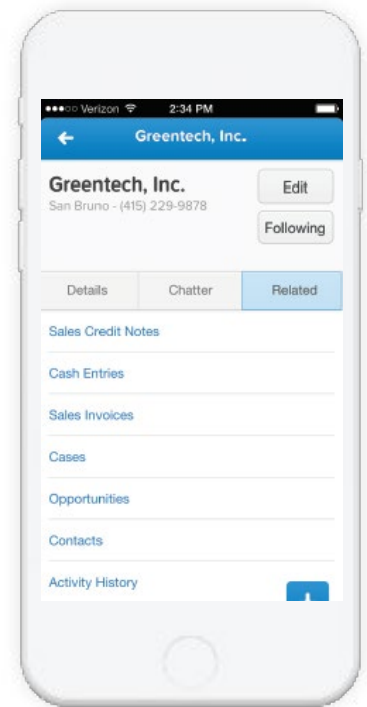




10 REASONS FINANCE WORKS BETTER ON THE SALESFORCE PLATFORM

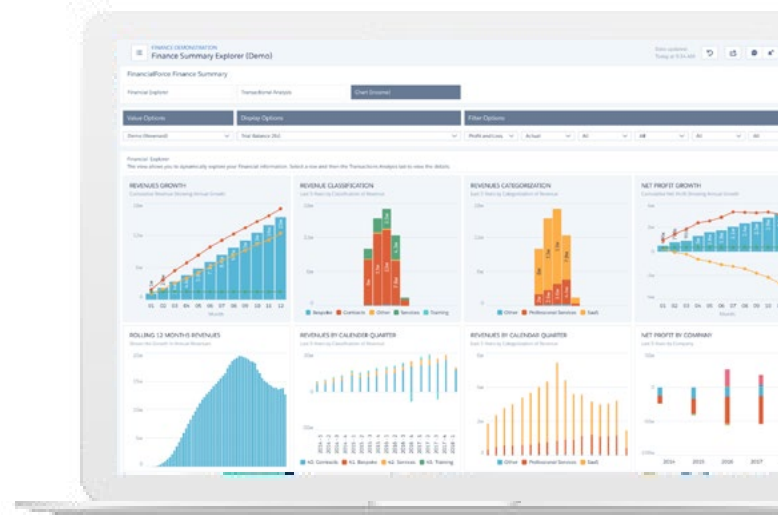
Build a customer-centric business

Running your finances on the Salesforce Platform gives not just the accounting team but also your sales and services team complete visibility into financial transactions, account balances, and other important critical data. That's a great first step to building a truly customer-centric business where everyone can find the answers they need to better serve customers. Your service levels will improve, customer satisfaction will increase, and your finance team will have less interruptions in their day-to-day workflow. Built on the Salesforce Platform, for example, FinancialForce Financial Management gives you a single account record for each of your customers—shared across the organization.



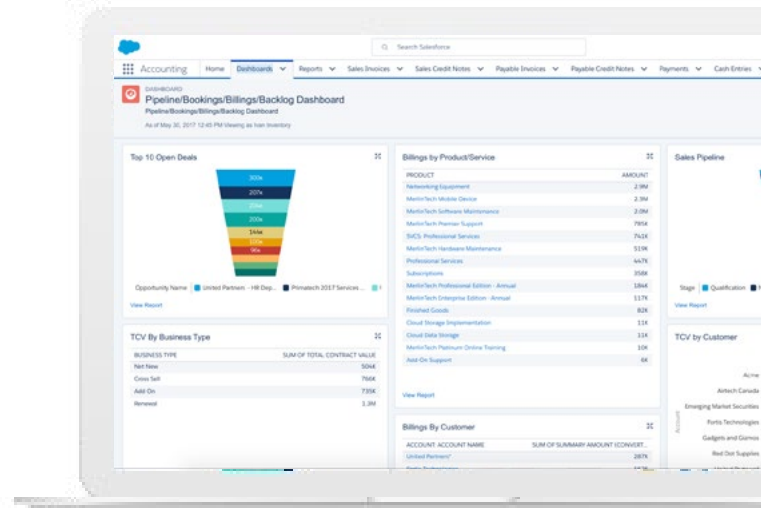
Make accountability automatic

When audit time comes around, having your finances on the Salesforce Platform means all your transactions, supporting documents, audit trails, approvals, and relevant conversations will already be in one place. This consolidation reduces audit times, costs, and overall effort required throughout the audit process. Additionally, with all your opportunities, quotes, orders, deliveries, cash receipts, and general ledger entries linked together in the same database, your auditors can perform their step-by-step transaction walk-throughs by simply clicking from record to record. They can also see the business process from end-to-end with all the explanatory backup. It doesn't get any simpler than that.



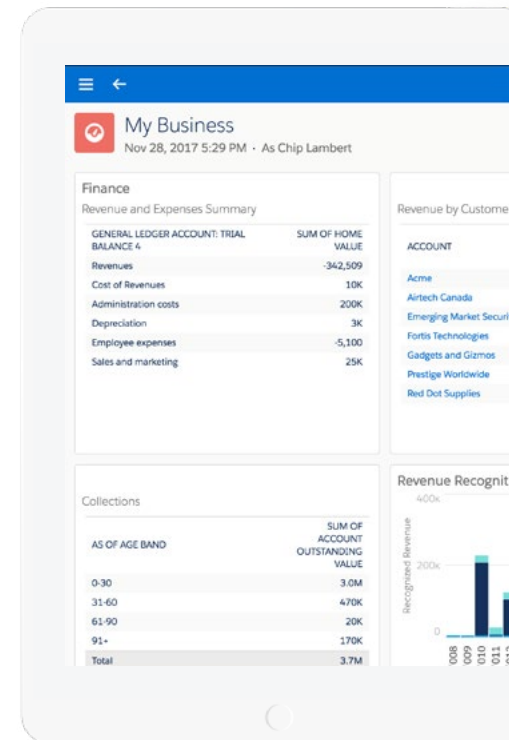
Break down departmental barriers

Instead of staying constrained by rigid departmental boundaries, modern businesses are reorganizing themselves to be more agile. A platform shared by the entire organization empowers your finance team to offer easily digestible and actionable information to others in the organization. Finance can field questions regarding revenue and costs from across the business more quickly and efficiently. Salesforce provides a company-wide, customer-centric platform that breaks down departmental barriers and promotes social collaboration all with the aim of improving the customer experience.



Access finances whenever and wherever

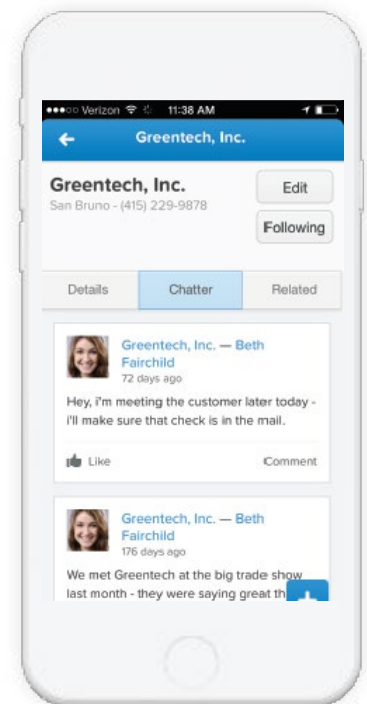
It's not just sales teams that need to work from the road, in a meeting, or in a coffee shop. Your finance team members also want the ability to do their work from mobile devices like smartphones and tablets. With your financial management system running on the Salesforce Platform, finance teams can access all their most important resources—including day-to-day reports, dashboards, documents, approval processes, and tasks—from within the same Salesforce1 mobile app used for CRM data. It's smart, secure, and designed for the modern worker.



Accelerate cash flow

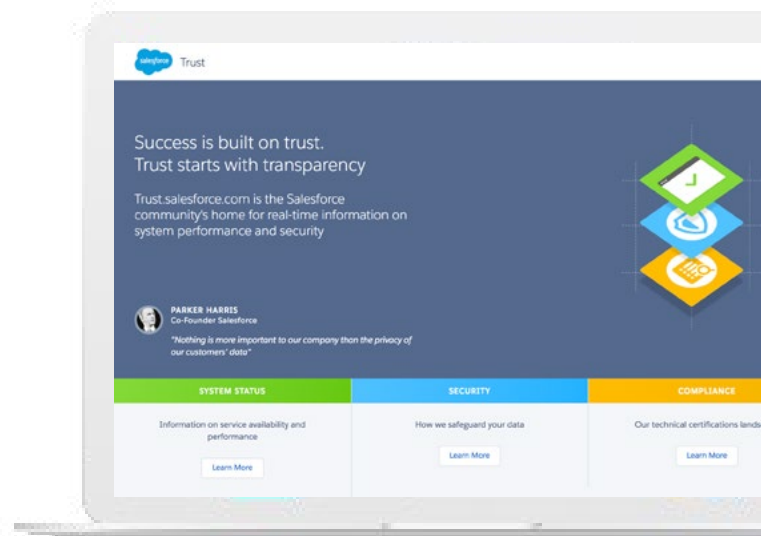
A shared platform for sales and finance means the customer gets billed for exactly what they ordered. Eliminating the need for complex integrations or even error-prone, manual keying of orders, your CRM or custom objects on the Salesforce Platform can be directly mapped to invoices in FinancialForce Financial Management. There's no surprises for the customer and all your customer-facing staff can see exactly what's been billed.

When it's time to chase down outstanding payments, you can leverage the strong business relationships formed during the sales process and tap the right person to be your most effective debt collector. Finally, the sales team gets full visibility into payment status and customer account balances, and can collaborate directly with Finance via Salesforce Chatter on specific invoices, credit notes, and cases to resolve



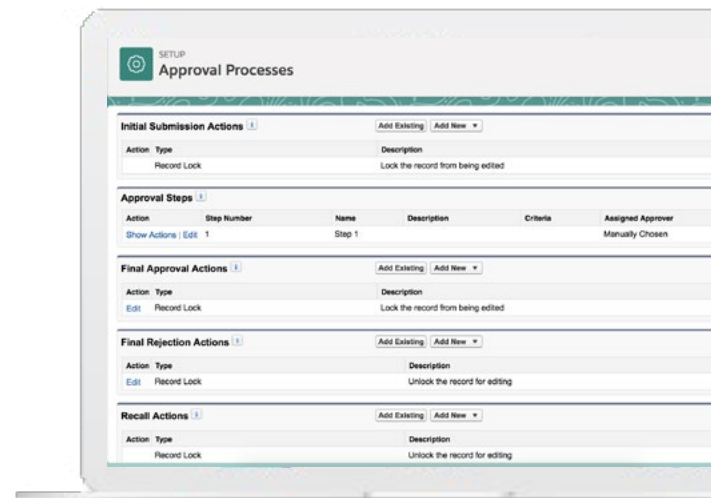
Get enterprise-class data security

Salesforce provides a world-class data infrastructure, protecting business-critical and highly confidential data for many of the world's largest organizations. Running your finances on the Salesforce Platform grants your data those same protections, including physical data center security controls, threat protection processes, and data privacy certifications. And you'll always have real-time information on system performance and security through trust.salesforce.com.



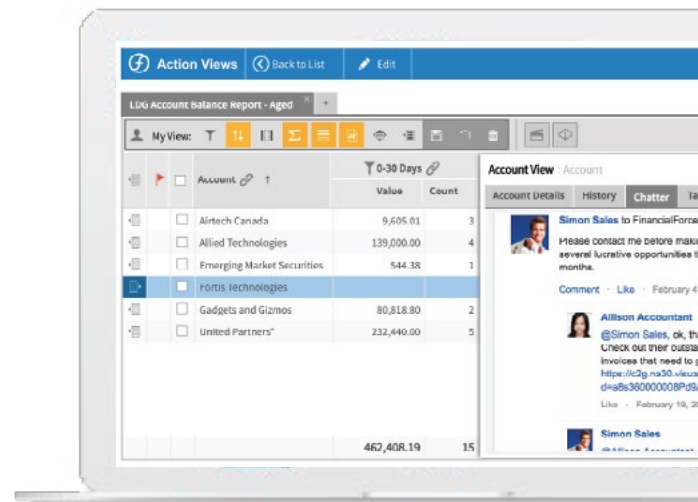
Centralize compliance and policy management

Your finance team must be able to define and manage company policies and monitor compliance across the entire company. The Salesforce Platform offers that full scope with an enterprise-grade approvals engine that allows you to define and monitor approval processes for compliance and policy management. It provides one place to define your organization hierarchy, manage multi-level approval rules definitions, automate non-erasable approval history audit trails, and provide full email and mobile access for requesters and approvers. One common engine for approvals means your employees have only one tool to learn, your managers can manage all their approvals from a single list, and your auditors have one place to review policy documentation and to test compliance.



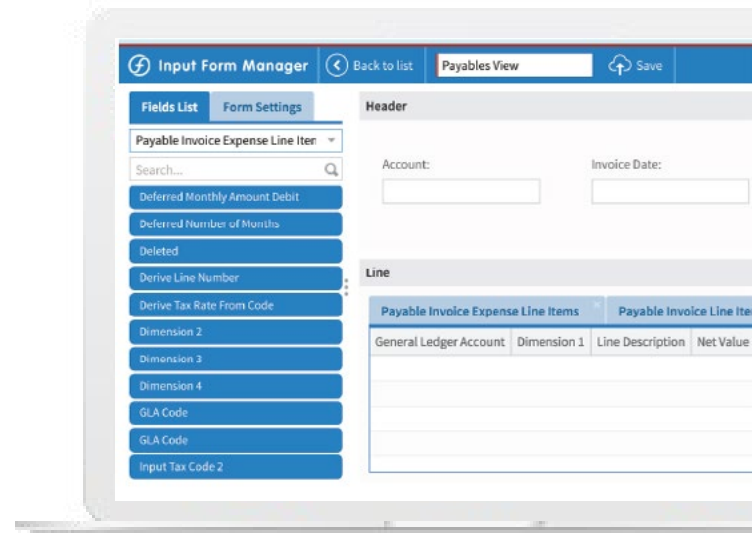
Make more informed decisions

Good decisions get made when decision makers have access to the most accurate information. With FinancialForce Financial Management natively built on the Salesforce Platform, you can embed tasks and capture conversations across your organization, giving everyone the context they need to make good decisions. You can build role-based work panes (e.g. for a credit manager) to pull multiple sources of data into a single view while also generating 360-degree customer and supplier views to take faster action on billing, collections, and more. As always, the platform automatically keeps entire conversations and tasks attached to a single customer record, so instead of lost data points you actually boost visibility and collaboration.



Personalize your productivity

Traditional business and ERP vendors spend countless resources designing their applications for “one-size-fits-all” data input and reportability. But this prescribed format never “fits” any company just right. Thanks to the flexibility of the Salesforce Platform, FinancialForce FinancialForce Management has built “Personalized Input Forms” and “Related Content Panels” that can be configured by end users with no programming skills required. With visibility into information and data in a way that matches your own workflow, data entry and access become more efficient and more personalized.



Generate enterprise-wide insights

Finance teams know they have the data, but generating the report can be a pain. Many resort to the “hunt and peck,” a maddening search for a report that works just well enough. Some even bring in IT department to create special reports. With finances on the Salesforce Platform, however, individuals can be empowered to generate their own insightful reports from system-wide data.

Tools like Salesforce and FinancialForce help you sort, filter, group, perform calculations, culling data from any app that lives on platform. Even further, FinancialForce Action Views allows you to perform ad hoc queries, save views as mission critical key performance indicators (KPIs), and drill into any data source—because it’s all on the same platform. Finance teams want to “find it, fix it, and move on,” and they should have the tools to do so.

General Ledger Account	Qtr 1	Qtr 2	H1 (000s)
4000 - Sales - Product	10,777,744	10,513,576	21,291,320
4100 - Sales - Subscription	32,395,949	32,912,481	65,308,430
4200 - Sales - Service	9,247,220	9,394,809	18,642,029
4300 - Sales - Maintenance	2,299,071	2,342,103	4,641,174
4400 - Sales - Support	21,547,547	21,875,725	43,423,272
5000 - COS - Product	(10,133,104)	(13,897,512)	(24,030,616)
5100 - COS - Subscription	(2,015,423)	(2,121,746)	(4,137,169)
5200 - COS - Service	(1,798,257)	(1,707,727)	(3,505,984)
5300 - COS - Maintenance	(449,564)	(426,932)	(876,496)
5400 - COS - Support	(1,343,615)	(1,415,697)	(2,759,312)
6000 - Telephone	(3,529,933)	(3,497,644)	(7,027,577)
6010 - Office supplies	10,909,349	7,496,985	18,406,334



FinancialForce is the leading cloud ERP for the new services economy. The #1 ERP native to the Salesforce Platform, FinancialForce unifies data across the enterprise in real-time, enabling companies to rapidly evolve their business models with customers at the center. Founded in 2009 and headquartered in San Francisco, FinancialForce is backed by Salesforce Ventures, Technology Crossover Ventures, Advent International, and UNIT4. For more information, visit www.financialforce.com.

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