5 Steps to Build Your FinOps Tech Stack & Metrics Dashboard





David Appel

Global Head Subscription & SaaS Vertical Sage Intacct **Guy Marion** Chief Marketing Officer Chargebee



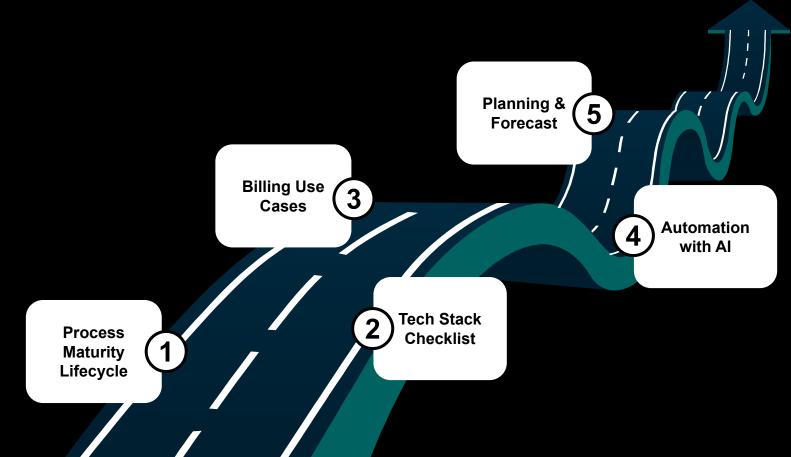


Macro-trends for Finance

<u><2022</u>	<u>2023</u>
Growth at all	Efficiency
costs	LTV
CAC payback	Integrations
Point solutions	

2024 **Efficient Growth** LTV:CAC **One FinOps Tech** Stack

The Five Insights



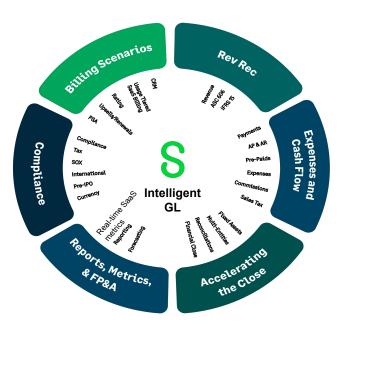
1. Process Maturity Lifecycle

Stage	Use of funds	What to accomplish	Financial Processes	Key measure
Sale or IPO	Expand product line, go global, acquisitions	Move to adjacent markets and geographies	Acquisitions, International, Compliance	Net Profit
Series C-F	Grow to \$100M in gross profit	Predictable, Profitable, and Repeatable	FP&A and Customer Success	Gross Profit
Series B	Prove Net Expansion Revenue Model	Customers buying 2nd and 3rd time	Amendments, rev rec, closing, forecasting	CMRR per Customer
Series A	Prove revenue model	Growing 100%	Automate cash-flow and billing	Unit Economics
Seed	Product market fit	10 ecstatic customers	Manage cash & payroll	Cash

2: The Finance Tech Stack Checklist

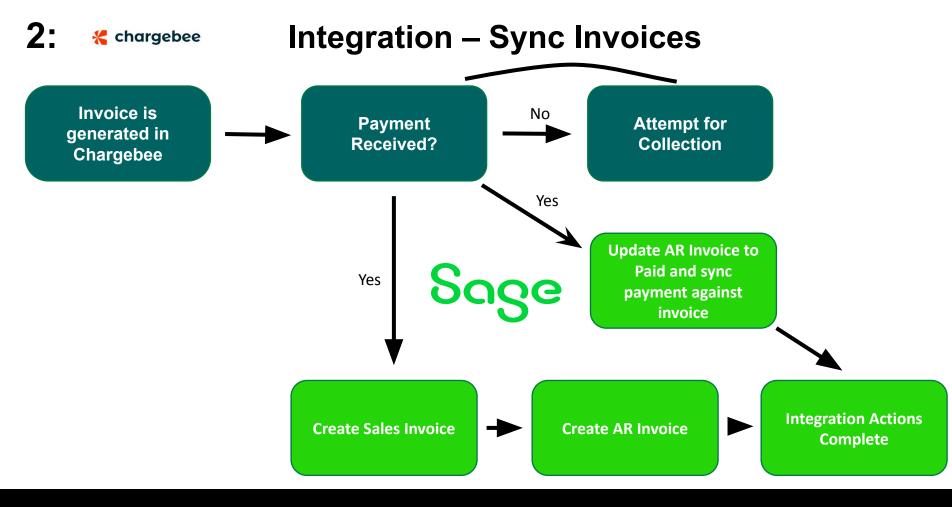


2: The Tech Stack





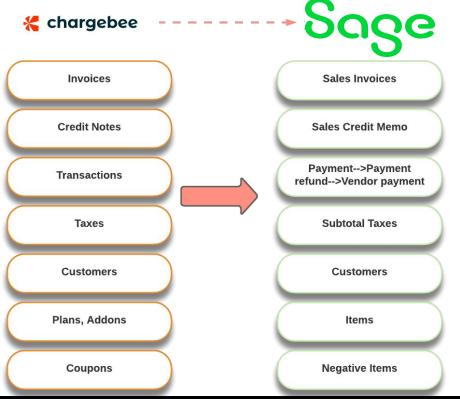




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2: An easy integration

% chargebee



Robust Documentation:

https://www.chargebee.com/docs/2.0/intacct.html https://www.chargebee.com/docs/1.0/intacct-config.html https://www.chargebee.com/docs/2.0/intacct-preimplementatio n.html https://www.chargebee.com/saas-accounting-and-taxes/sageintacct-integration/

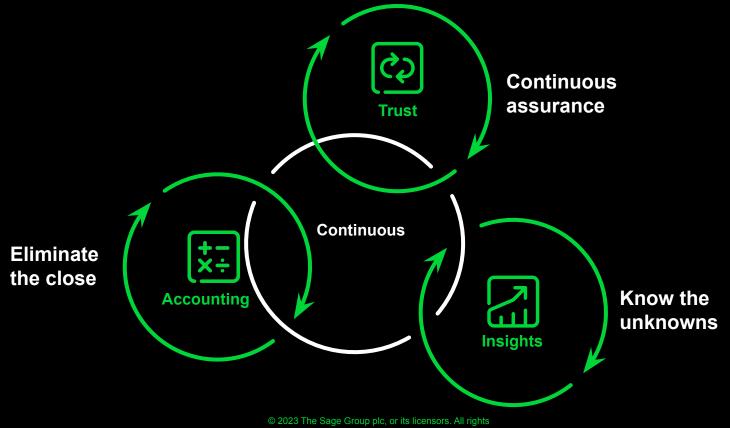
Page 8

3. Billing Use Cases



4. Automation with Al

Sage



4. Intelligent invoice upload and processing

- ✓ AI data entry, classification, matching
- Email, file upload, mobile app or API extraction service
- Quick and easy setup
- ✔ Global by design

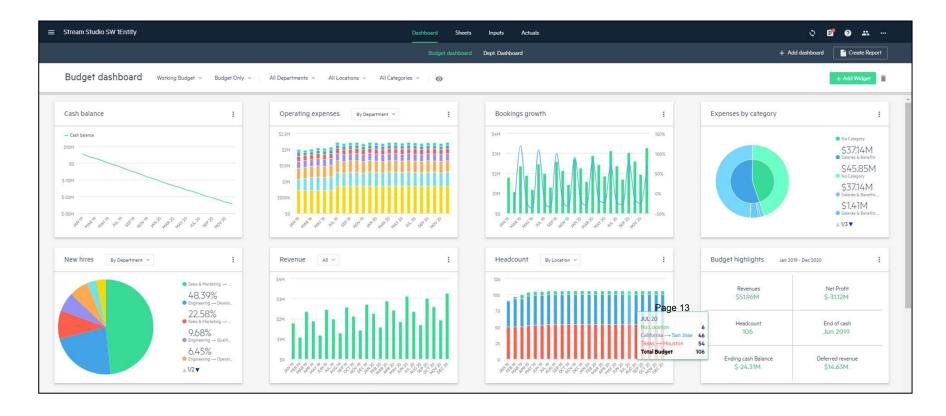




5. SaaS Metrics – a SaaS CEO's must-have

Soge Intac	ct Software 8		evel Y											R	💄 Taylor	🗩 Help & Supj
★ 🐔 Das	hboards	×														Q Search
SaaS Inte	lligence	~ Growth	~				02/2	3/2019	All depa	rtments	/ 100USA 1	~)[All customers	~) [- © C B
⊕ ⊗	Total CMRR \$572, this month	4 87 +\$36,335 vs.	の の の の で か の し の の し の の の の の の の の の の の の の	Total CARR \$6,86 this month	9,845 +\$436,021 vs.		Total Subscri \$789, this month	-\$11,702 vs.	prior month	\$6,41		f. prior month	\$36,3 this month		. prior month	
	CMRR Growth	6	prior month	SaaS Quick R 11.72 this month		prior month	Rule of 40 182.9 trailing 1 year		7 ₿\$	Net Dollar Re 99.60 this month		COL	Total Custom	no change ve		
	Total Custome 99 this month		prior month	New & Recover 6 this month		prior month	CMRR per Co \$5,78 this month	2	7 日本 (1) (1) prior month	Billings \$75,7 this month	50	了 C 傘面 个	Days Sales C 959 this month	Dutstanding (D +335 vs	SO)	
 CMRR Growth 07/20/2022 10:14:1 																ア∥₽₽₵₡₪
Total Contract Value Subscription Bookir	ngs	Month Ending 02/28/2018 Actual 311,839.60	Month Ending 03/31/2018 Actual 481,659.65	Month Ending 04/30/2018 Actual 243,126.23	Month Ending 05/31/2018 Actual 393,879.15	Month Ending 06/30/2018 Actual 596,400.70	Month Ending 07/31/2018 Actual 329,464.95	Month Ending 08/31/2018 Actual 554,940.40	Month Ending 09/30/2018 Actual 676,781.36	Month Ending 10/31/2018 Actual 434,440.35	Month Ending 11/30/2018 Actual 617,519.90	Month Ending 12/31/2018 Actual 839,770.50	Month Ending 01/31/2019 Actual 801,166.03	Month Ending 02/28/2019 Actual 789,463.24	Trailing Actual 6,758,612.46	12 Months Actual
Total Contract Value CMRR Beginning CMRR New CMRR (All)		\$311,839.60 \$213,223.74	\$481,659.65 \$231,609.71	\$243,126.23 \$254,778.63	\$393,879.15 \$262,365.25	\$596,400.70 \$276,709.96	\$329,464.95 \$300,197.62	\$554,940.40 \$314,839.39	\$676,781.36 \$339,430.96	\$434,440.35 \$377,129.79	\$617,519.90 \$402,758.83	\$839,770.50 \$437,960.99	\$801,166.03 \$484,113.19	\$789,463.24 \$536,152.01	\$6,758,612.46 \$231,609.71	
New Expansion CMRR Add-On Renewal Uplift		15,521.33 2,424.00 440.64	24,210.43 0.00 703.49	9,166.88 0.00 439.25	15,087.63 0.00 786.44	23,800.16 0.00 1,216.45	15,601.01 0.00 449.57	23,675.22 2,525.00 658.46	27,037.74 9,545.52 1,115.57	15,271.75 9,620.25 737.03	23,967.94 10,150.50 1,083.71	38,412.72 6,474.10 1,265.38	53,046.32 0.00 668.47	38,485.59 0.00 1,238.73	307,763.39 38,315.37 10,362.55	

Budget vs. actuals



Cash forecasting

sageIntacct Budgeting and Planning	9														SI_@taylor.br	own 🗸 🛛 Taylor Brown 🗸
≡ SaaS							Dashboard	Sheets I	nputs						ፍ 💕	@ <u>**</u> ···
						Cash Profit	& Loss Balance	Sheet Booking	s Headcount	Model						Create Report
															·	
Scenarios 🗸 Acquisition	(USA 2) 🗸 A	cquisition (USA 2) O	nly 👻 Month	ily 👻 Numbers	 All Depart 	tments 👻 All L	ocations v All	Classes ~ All	Categories 🗸	All Accounts 🗸	Θ					
X O	JAN 2019	FEB 2019	MAR 2019	APR 2019	MAY 2019	JUN 2019	JUL 2019	AUG 2019	SEP 2019	OCT 2019	NOV 2019	DEC 2019	JAN 2020	FEB 2020	MAR 2020	APR 21 TOTAL
v Revenues	\$951,285	\$924,575	\$852,561	\$1,191,059	\$1,082,044	\$1,101,837	\$1,076,303	\$1,322,140	\$1,247,784	\$1,285,316	\$1,294,018	\$1,502,291	\$1,639,358	\$1,617,945	\$1,535,499	\$1 \$33,316,572
Revenue - Servic (40100 +2more)	\$368,760	\$346,599	\$272,910	\$403,922	\$315,871	\$330,090	\$281,294	\$350,791	\$261,576	\$265,589	\$289,763	\$290,753	\$405,636	\$381,259	\$300,201	\$ \$7,933,629
Revenue-Subs (40500 40800-102)	\$196,590	\$199,760	\$208,999	\$408,898	\$410,199	\$422,893	\$437,981	\$636,309	\$657,869	\$682,654	\$688,918	\$902,507	\$915,418	\$939,893	\$944,441	\$ \$17,860,553
Copy of Revenue-Subscription	\$385,935	\$378,216	\$370,652	\$363,239	\$355,974	\$348,854	\$341,877	\$335,040	\$328,339	\$321,772	\$315,337	\$309,030	\$302,849	\$296,792	\$290,857	S: \$7,414,187
Revenue-Other (40900)	ā	5	-	\$15,000	-	6	\$15,150	5	1.71	\$15,302	150	-	\$15,455	8	50	\$\$108,203
✓ Cost of Revenues	(\$127,784)	(\$170,996)	(\$312,761)	(\$408,978)	(\$416,212)	(\$500,817)	(\$353,588)	(\$525,278)	(\$629,474)	(\$631,773)	(\$568,961)	(\$800,228)	(\$817,672)	(\$855,567)	(\$874,680)	(\$ (\$16,231,496)
Cost of Other Revenue (50900)	-	-	(\$68,900)	(\$76,320)		(\$73,140)	-	-	-	(\$75,260)	-		(\$66,780)	(\$79,500)	(\$73,034)	(\$ (\$751,137)
Cost of Goods Sold (50200)	-	(\$1,200)	(\$1,212)	(\$1,224)	(\$1,236)	(\$1,249)	(\$1,261)	(\$1,274)	(\$1,287)	(\$1,299)	(\$1,312)	(\$1,326)	(\$1,339)	(\$1,352)	(\$1,366)	((\$30,860)
Cost of Services Revenue (50300)	ş	2	(\$65,000)	(\$65,650)	(\$66,307)	(\$66,970)	(\$67,639)	(\$68,316)	(\$68,999)	(\$69,689)	(\$70,386)	(\$71,090)	(\$71,800)	(\$72,518)	(\$73,244)	(* (\$1,590,653)
Contract Expense (50400160160)	(\$127,784)	(\$169,796)	(\$177,649)	(\$265,784)	(\$348,670)	(\$359,459)	(\$284,688)	(\$455,689)	(\$559,189)	(\$485,525)	(\$497,263)	(\$727,813)	(\$677,752)	(\$702,197)	(\$727,037)	(\$ (\$13,858,846)
> Operational Expenses	(\$221,020)	(\$231,308)	(\$220,158)	(\$273,323)	(\$320,105)	(\$285,754)	(\$260,861)	(\$312,934)	(\$356,256)	(\$375,397)	(\$201,645)	(\$405,591)	(\$231,765)	(\$243,073)	(\$231,588)	(\$ (\$7,094,236)
> Other income and expenses	(\$18,723)	(\$11,131)	(\$25,766)	(\$21,212)	(\$22,731)	(\$23,486)	(\$32,190)	(\$51,977)	(\$25,202)	(\$27,516)	(\$38,839) Pag	o 14	(\$19,249)	(\$11,432)	(\$26,503)	C (\$690,806)
✓ USA 2		\$61,200	\$371,790	\$2,286,834	\$14,241,569	\$89,797,186	\$573,251,245	\$3,705 M	\$24,245 M	\$160,625 M	\$1,077 B	\$7,316 B	\$50,294 B	\$350,040 B	\$2,466 T	\$ \$2.1 × 10 ²³
∽ Cash Received	-	\$61,200	\$371,790	\$2,286,834	\$14,241,569	\$89,797,186	\$573,251,245	\$3,705 M	\$24,245 M	\$160,625 M	\$1,077 B	\$7,316 B	\$50,294 B	\$350,040 B	\$2,466 T	S \$2.1 × 10 ²³
Subscription Revenue		\$61,200	\$371,790	\$2,286,834	\$14,241,569	\$89,797,186	\$573,251,245	\$3,705 M	\$24,245 M	\$160,625 M	\$1,077 B	\$7,316 B	\$50,294 B	\$350,040 B	\$2,466 T	\$ \$2.1 × 10 ²³
Total	\$583,758	\$572,340	\$665,666	\$2,774,380	\$14,564,565	\$90,088,966	\$573,680,909	\$3,706 M	\$24,245 M	\$160,625 M	\$1,077 B	\$7,316 B	\$50,294 B	\$350,040 B	\$2,466 T	\$17,59 \$2.1 × 10 ²³
Cash Balance Total 🎄	\$12,530,758	\$13,103,098	\$13,768,764	\$16,543,144	\$31,107,709	\$121,196,675	\$694,877,583	\$4,400 M	\$28,646 M	\$189,271 M	\$1,267 B	\$8,582 B	\$58,877 B	\$408,916 B	\$2,875 T	\$20,46 \$2.1 × 10 ²³
	•															×

Revenues, over cohorts, over time

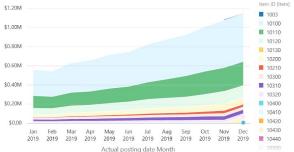
Actual Revenue - by Customer Type

 Scheduled posting date [Contract revenue schedule entry]
 Transaction currency [Contract]
 Schedule Type [Contract revenue schedule]
 Contract ID [Contract]

 1/1/19 - 12/31/19
 USD
 Revenue
 All



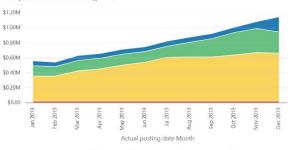
Status [Contract revenue schedule entry]: Posted



\$1.20M \$1.00M \$0.80M \$0.60M \$0.40M \$0.20M \$0.00 Jan 2019 Feb Mar Jun 2019 Jul 2019 Aug Sep Oct 2019 Dec Apr May Nov 2019 2019 2019 2019 2019 2019 2019 2019 Actual Posting Date Month

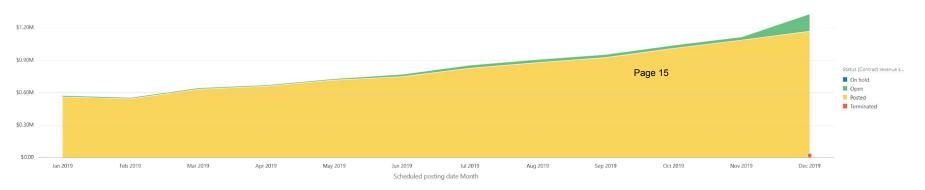
Customer type ID [Customer] Direct VAR





Name [Class] 📕 Enterprise 📕 Midsize Business 📕 Small Business 📕

All Revenues



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MRR Forecasting

≡ SaaS						Dashboard	Sheets I	nputs Actuals						φ	67 (
History Scenarios 🗸						Main	Model	Tables								
New	SaaS > MRR															
EBITDA 1	MRR												NI	Add to dashboard	0	i
 SaeS VISITORS & SIGNUPS PAYING CUSTOMERS 	 FIXED ASSUMPTIONS (4) + Add Assumption 	0														
MRR :	Name Main Subscription	r				Value 3,500			USD	~	Enter plan A price p	per month			1	♥ 🗇
Model CAC (Cost to Acquire a Custom	Name Additional Module	e 1				Value 1,500			USD	~	Enter plan B price p	per month			1	♥ 🗇
 Contract Expenses 	Name % Main Subsciptio	on Custome	ers			Value 75			%	~	Enter the percentag	ge of paying users	that registered to	o plan A	1	♥ 🗇
Commissions	Name % of Additional M	Iodule Cust	omers			Value =100 - % M	lain Subsciption	Customers	%	~	This model assume	s there are only tv	vo plans, if you ha	ve more please ch	ang 1	♥ □
Travel Abroad New	MODEL LINE + Add Model Line															Monthly
			JAN 2019	FEB 2019	MAR 2019	APR 2019	MAY 2019	JUN 2019	JUL 2019	AUG 2019	SEP 2019	OCT 2019	NOV 2019	DEC 2019	NAL	тоти
	MRR beginning of the month	Input	393,180	403,009.5	413,084.74	423,411.86	433,997.15	444,847.08	455,968.26	467,367.46	479,051.65	491,027.94	503,303.64	515,886.23	528,	12,718,
	MRR from customers		\$393,180	\$396,031.8	\$422,912.12	\$425,821.24	\$407,759.45	\$410,727.05	\$446,724.32	\$449,751.56	Page 16 99.08	\$500,897.17	\$486,016.14	\$489,166.3	\$486	\$10,878
	MRR end of month	Linked	\$786,360	\$799,041.3	\$835,996.86	\$849,233.1	\$841,756.6	\$855,574.13	\$902,692.57	\$917,119.02	\$976,860.73	\$991,925.11	\$989,319.78	\$1,005,052.53	\$1,01	\$23,597
	MRR Growth	Input	1%	3%	1%	5%	1%	2%	1%	1%	1%	2%	5%	5%	5	2.54
	ARPA (Average Revenue per Accou	u	\$6,000	\$6,052.86	\$5,930.29	\$5,983.03	\$6,193.04	\$6,249.22	\$6,062.08	\$6,117.5	\$5,886.96	\$5,940.89	\$6,106.71	\$6,163.87	\$6,2	\$156,0
			4												k.	
	DIMENSIONS															

Bookings Forecasting

≡ SaaS					Dashboard Si	heets Inputs				¢	É 0	*
			Ca	ash Profit & Loss	Balance Sheet	Bookings H	leadcount Mode	el			Create	Report
Scenarios V Acquisition	(USA 2) ~ A	cquisition (USA 2) Or	nly ~ Month	ly ~ Numbers	 New Book Bookings 		partments 🗸 A	All Locations \vee	All Classes 👻	All Categories \vee	All Accounts 👻	
×	JAN 2019	FEB 2019	MAR 2019	APR 2019	MA By Booki	ng Type	JUL 2019	AUG 2019	SEP 2019	OCT 2019	NOV 2019	TOTAL
∽ Revenues	\$1,170,120	\$1,145,640	\$1,108,907	\$1,268,305	\$1,1 New Boo	kings	\$1,199,288	\$1,267,910	\$1,238,437	\$1,272,969	\$1,279,083	\$31,655,202
Revenue - Servic (40100 +2more)	\$368,760	\$346,599	\$272,910	\$403,922	\$3 Renewal	Bookings	\$281,294	\$350,791	\$261,576	\$265,589	\$289,763	\$7,933,629
Revenue-Subs (40500140800-102)	\$786,360	\$799,041	\$835,997	\$849,233	\$8,Fxpansio	n Rookings, 🗸 🔻	\$902,693	\$917,119	\$976,861	\$991,925	\$989,320	\$23,597,287
Revenue-Other (40900)	\$15,000	-	-	\$15,150	-	-	\$15,302	-	-	\$15,455	-	\$124,285
V USA 2	-	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1
✓ Bookings	-	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1
Subscription Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0 Page	\$0 17	\$0	\$0	\$1
Total	\$1,170,120	\$1,145,640	\$1,108,907	\$1,268,305	\$1,157,628	\$1,185,664	\$1,199,288	\$1,267,910	\$1,238,437	\$1,272,969	\$1,279,083	\$31,655,202
	•										•	

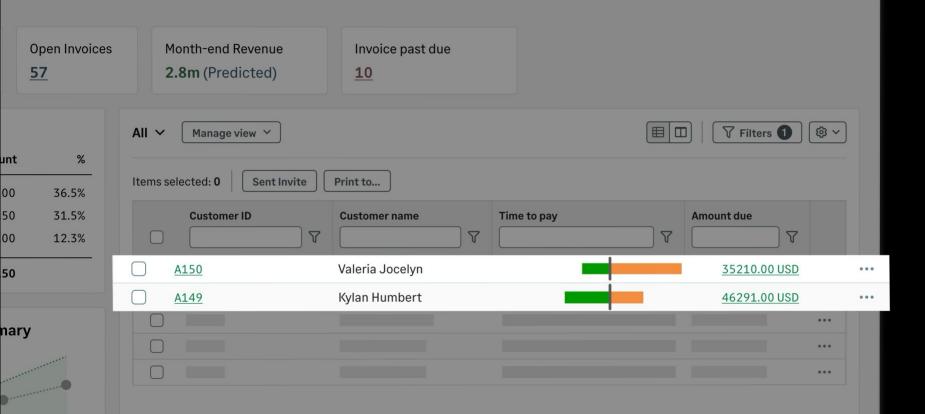
5: Al-powered AR insights

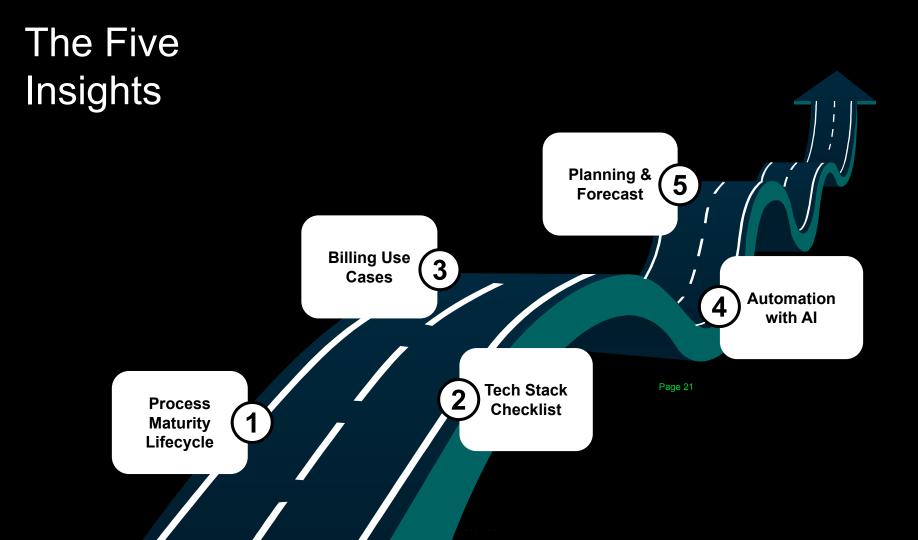
- Providing revenue visibility
- Predicting cash position
- Insights on customers' likelihood to pay
- Understanding credit risks

stomers									
Current Monthly Revenue	Open invoices	Month-end Revenu 2.8m (Predicted)			Customers not in N 10	letwork			
ging report		Customers							
Bracket A	Amount View Invoices	All 🗸 🚺	Manage view 🗸					Filters	
Up to 30 days 22,3	97USD	Customers s	selected: 0 Send I	nvite Print to					
501 to 2k USD xx,xx	oxUSD Invoices(2) oxUSD Invoices(2)		stomer ID	Customer name	Custor	mer rating	Amount due	Network status	7
	oxUSD Invoices (6)		stomer ID	Customer Name		* * * * 50	5000.00 USD	Not Invited	
	oxUSD Invoices (1)		stomer ID	Customer Name	**	* * * * 48	5000.00 USD	Not Invited	
	oxUSD Invoices(2)	Cus	stomer ID	Customer Name	**	* * * * 3.0	5000.00 USD	Not Invited	
	39USD	Cus	stomer ID	Customer Name	**	* * * * 21	5000.00 USD	Not Invited	
	39USD	Cus	stomer ID	Customer Name	*1	**** 1.0	5000.00 USD	Invited not accepted	
ont days 0,0	55005	Cus	stomer ID	Customer Name	**	* * * * 22	5000.00 USD	Invited not accepted	
		Cus	stomer ID	Customer Name	**	* * * 2.9	5000.00 USD	Invited not accepted	
licted Revenue summary		Cus	stomer ID	Customer Name	**	* \star ★ 2.0	5000.00 USD	Invited not accepted	•••
\$30k Predicted Payment			stomer ID	Customer Name	**	29	5000.00 USD	Accepted	
		Cus	stomer ID	Customer Name	**	* * * * 41	5000.00 USD	Accepted	
\$20k		Cus	stomer ID	Customer Name	**	* * * * 49	5000.00 USD	Accepted	
\$10k			stomer ID	Customer Name	**	1 1 1 10	5000.00 USD	Accepted	
\$0			stomer ID	Customer Name	**	****18	5000.00 USD	Accepted	
Today Next Next	Next		stomer ID	Customer Name	**	* * * * 5.0	5000.00 USD	Accepted	
7-days 14-day	rs 30-days	Cu:	stomer ID	Customer Name	**	* * * * 40	5000.00 USD	Accepted	
		Show 2	0 ~ 0		First Previo	us Page 1 of	1 Next Last	1	15 item

Y

Sage Intac	ct								
ustomers	i								
Current Monthly 500K	y Revenue	Open Invoices 57		onth-end Revenue 8m (Predicted)	Invoice past due <u>10</u>				
Customer Ag			All V	Manage view 🗡				D Filters) @ ~
Days Overdue	Amount	%	Items sel	ected: 0 Sent Invite	Print to				
Current	\$124,565.00	36.5%		·					
 <u>31-60</u> <u>61-90</u> 	\$102,953.50 \$35,549.00	31.5% 12.3%		Customer ID	Customer name	Time to pay	7	Amount due	7
01-70		12.3%							
Total	\$263,067.50		0	A150	Valeria Jocelyn			35210.00 USD	
				<u>A149</u>	Kylan Humbert			46291.00 USD	
Predicted cas	sh-in summar	у							
\$30k									
\$20k									
\$10k									
\$0									
	Next Next 7-days 14-days	Next s 30-days							
,	aayo 14 uay.	50 days							







- Rekor collects, connects, and organizes the world's mobility data to
- deliver revolutionary roadway intelligence
- 185 employees in Columbia, MD
- Public on NASDAQ: REKR

Issue	Before, using Quickbooks	With Sage Intacct and Chargebee	Impact
Build a Scalable tech stack	 Manual entry of data No system of record 	 One quote-to-cash process: Hubspot -> Chargebee -> Stripe -> Sage Intacct 	 Reduced close Lowered DSO to increase operational cash flow Launched new product with usage billing
Automate billing	 Manual billing with Stripe 	Deployed Chargebee for new billing models	 Grown MRR Rolled out new product Increased CLTV Created new tiered pricing model
Public company requirements	Manual controls and reporting	Incorporated 3 acquisitionsGone global	 Deep dimensional reporting for public markets with key KPIs for investors SOX compliant

"As soon as I discovered Chargebee + Sage Intacct, I knew it was the right solution."

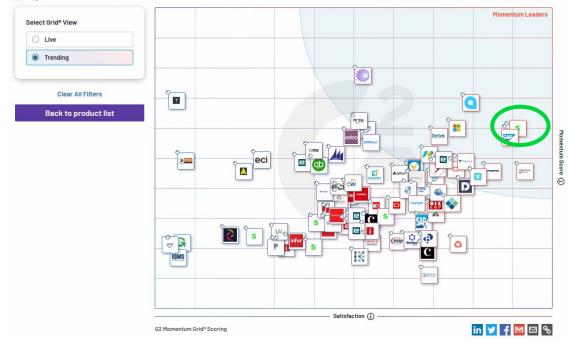
- Zach Edmunds, Director, Brand & Creative



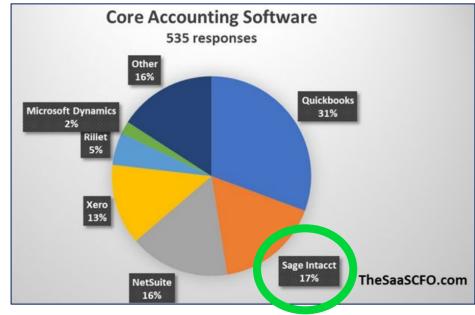
Recognition of our efforts to date

G2 Grid® for ERP Systems

Gain insight into products that are outpacing industry growth by delivering innovative solutions that meet the evolving needs of their users. The Momentum Grid® identifies products that are on a high growth trajectory based on user satisfaction scores, employee growth, and digital presence. Evaluate products on the Momentum Grid® to keep apprised of products that are pushing the boundaries of the market.



Recognition as the Marketshare leader

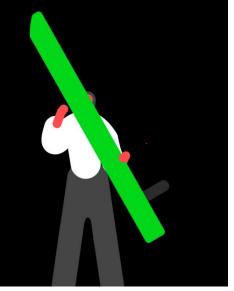






Modern SaaS Finance Academy

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