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

chargebee

beelieve

Macro-trends for Finance

<2022

Growth at all costs

CAC payback

Point solutions

2023
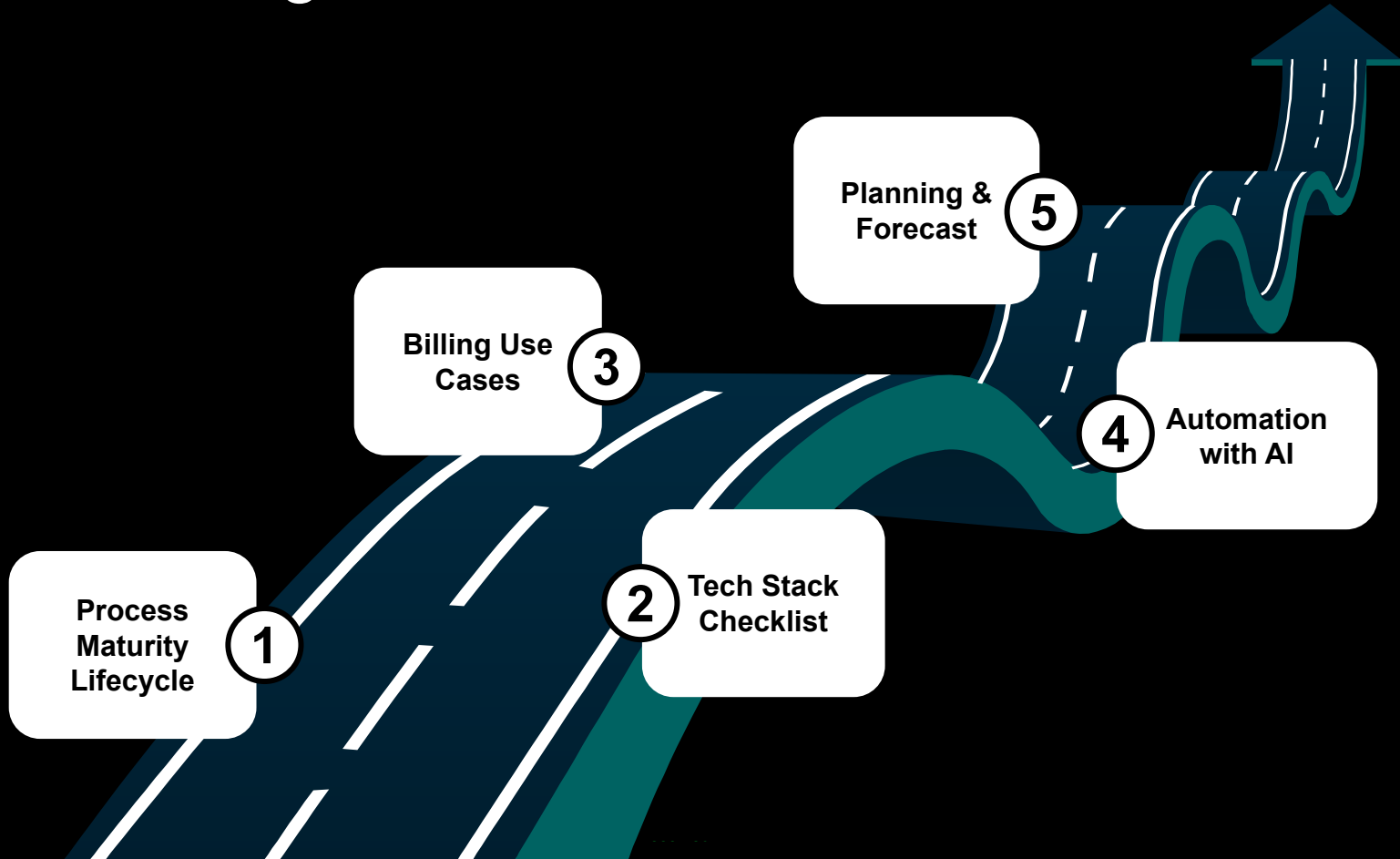
Efficiency

LTV

Integrations

2024

Efficient Growth

LTV : CAC

One FinOps Tech Stack

The Five Insights

Process Maturity Lifecycle 1

Tech Stack Checklist 2

Billing Use Cases 3

Automation with AI 4

Planning & Forecast 5

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

1 Set up your foundation: Build your GL

2 Know your billing use case

3 Know your revenue recognition scenario

4 Where is your data coming from for Reporting

5 How to anticipate exceptions in the selling process

6 Compliance

2: The Tech Stack
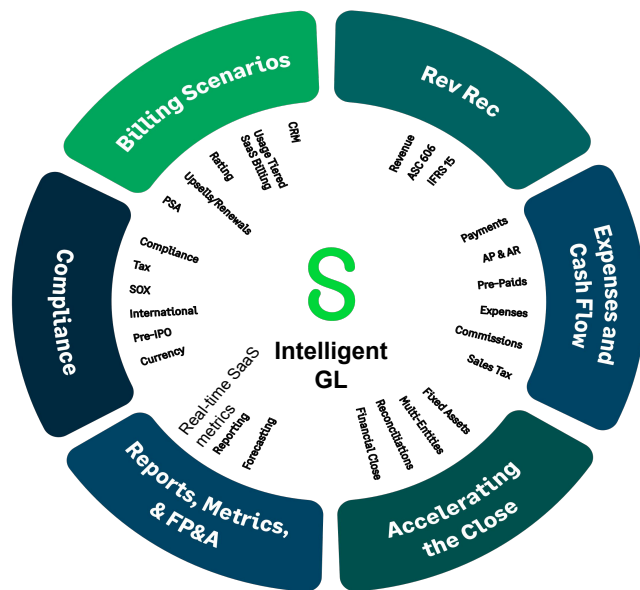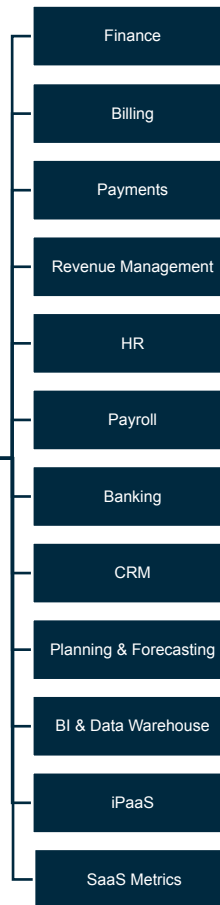
2: chargebee   Integration – Sync Invoices

| Invoice is generated in Chargebee | → | Payment Received? | No → | Attempt for Collection |

Sage

Payment Received? — Yes → Update AR Invoice to Paid and sync payment against invoice

Payment Received? — Yes ↓

Create Sales Invoice → Create AR Invoice → Integration Actions Complete

Update AR Invoice to Paid and sync payment against invoice → Integration Actions Complete

2: An easy integration

chargebee ⇢ **Sage**

Chargebee	Sage
Invoices	Sales Invoices
Credit Notes	Sales Credit Memo
Transactions	Payment-->Payment refund-->Vendor payment
Taxes	Subtotal Taxes
Customers	Customers
Plans, Addons	Items
Coupons	Negative Items

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/sage-intacct-integration/

Page 8

3. Billing Use Cases

Minimum:
minimum price points based on usage

Flat Rate:
fixed fee regardless of usage

Threshold:
pricing changes based on usage

Standard, Volume and Flat Rate Tiered:
various price points for ranges of usage

Rollover:
usage allocated not used in one service period is shifted to the next

Pay-as-you-go:
usage-based pricing, paying as the customers consumes

Time-based:
pricing set on a fixed time, typical of subscription offers

Overage:
fees for using more than the allotment

4. Automation with AI

Continuous assurance

Trust

Eliminate the close

Accounting

Continuous

Insights

Know the unknowns
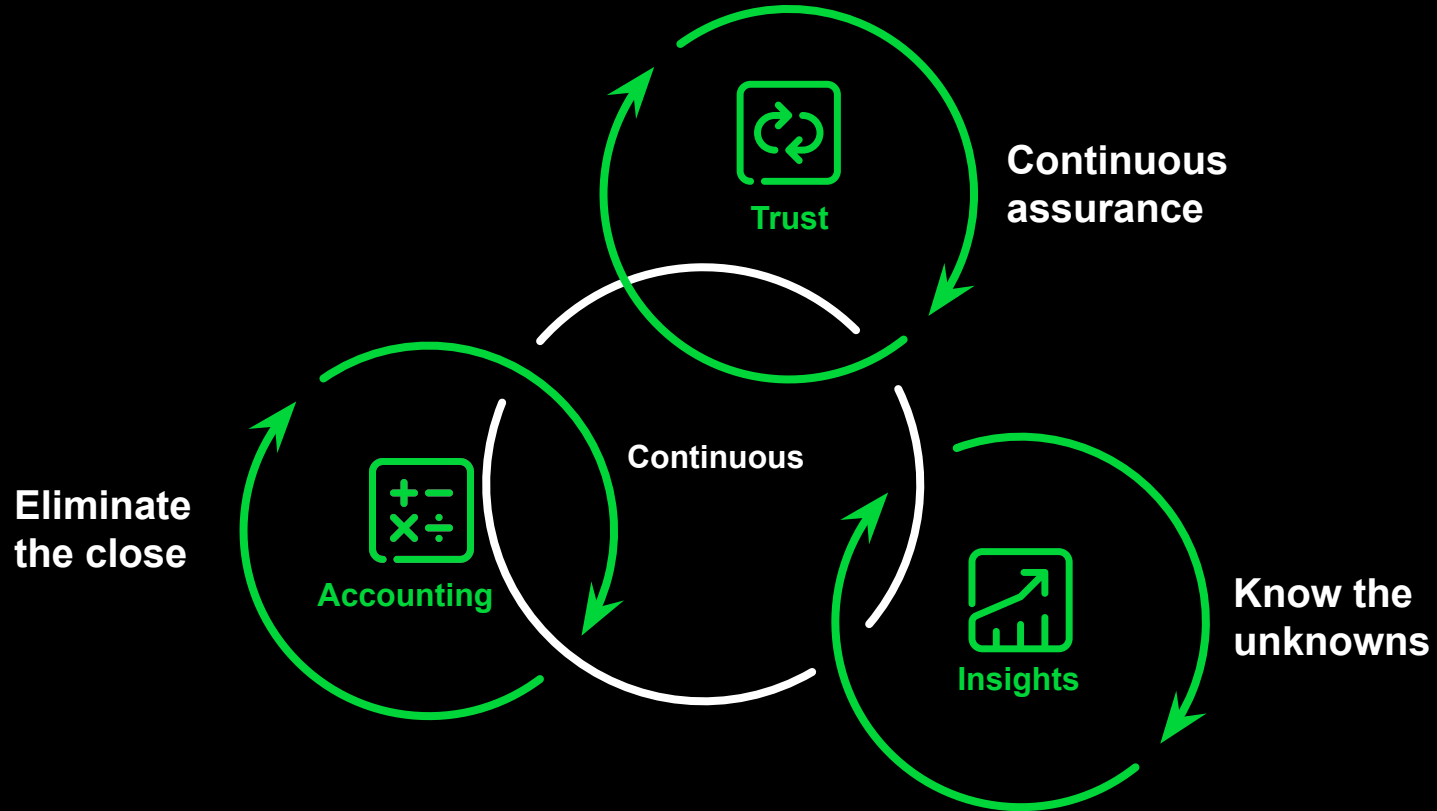
4. Intelligent invoice upload and processing

✔ 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
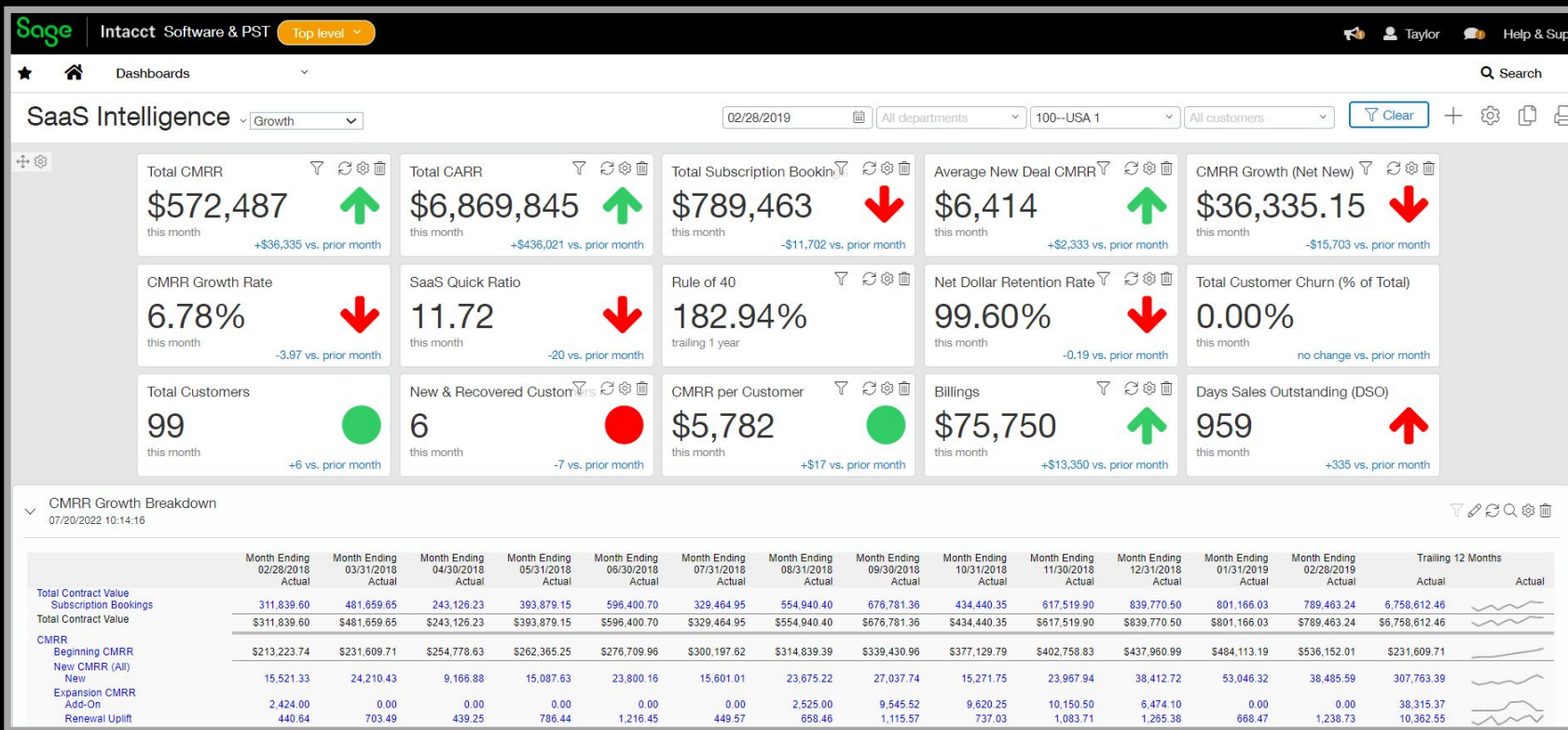
Budget vs. actuals
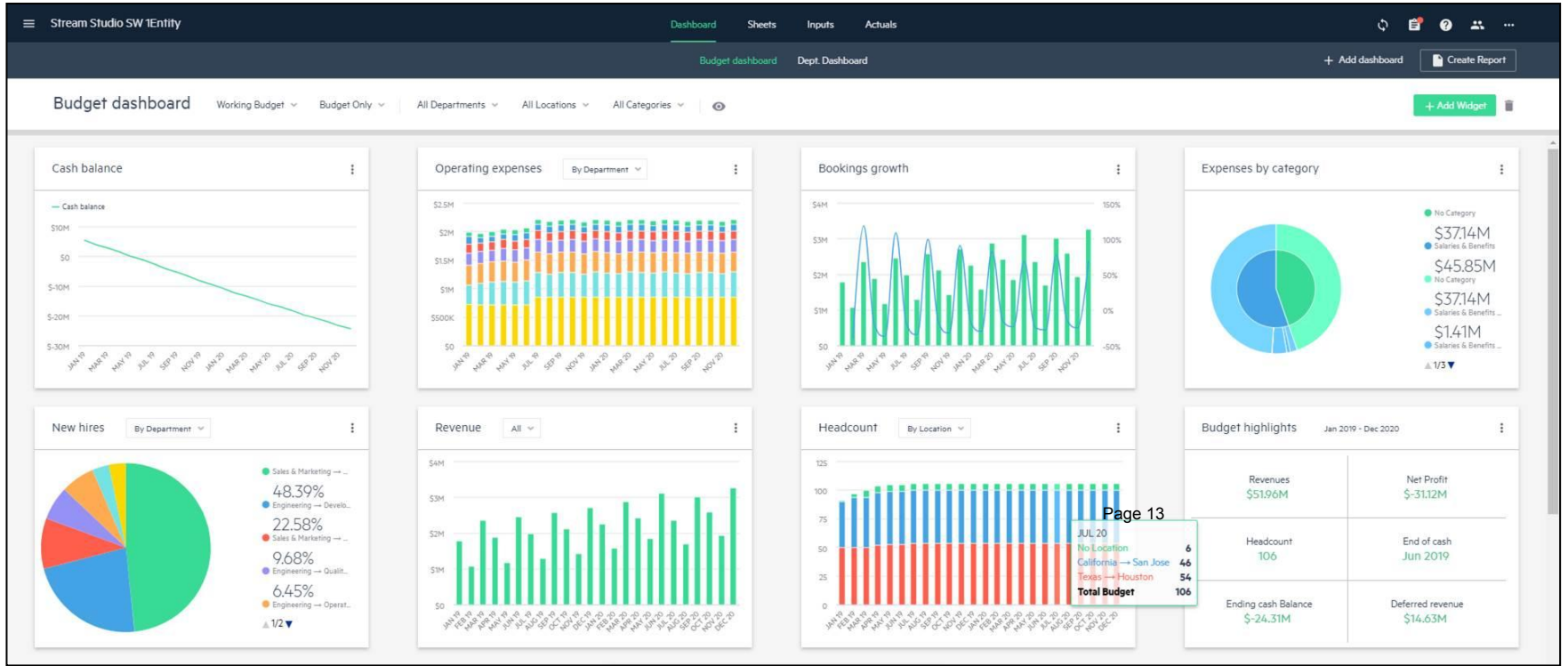
Cash forecasting

sageIntacct Budgeting and Planning

☰   SaaS   Dashboard   **Sheets**   Inputs

Cash   Profit & Loss   Balance Sheet   Bookings   Headcount   Model   📄 Create Report

Scenarios ⌄   Acquisition (USA 2) ⌄   Acquisition (USA 2) Only ⌄   Monthly ⌄   Numbers ⌄   All Departments ⌄   All Locations ⌄   All Classes ⌄   All Categories ⌄   All Accounts ⌄   👁

	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 2...	TOTAL
⌄ 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 | + 2 more)	$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	$	$7,414,187
Revenue-Other (40900)	-	-	-	$15,000	-	-	$15,150	-	-	$15,302	-	-	$15,455	-	-	$	$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)	-	-	($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 (50400|60160)	($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)	($41,734)	($19,249)	($11,432)	($26,503)	($	($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 × 10²³
⌄ 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	$	$2.1 × 10²³
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 × 10²³
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 × 10²³
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 × 10²³

Page 14
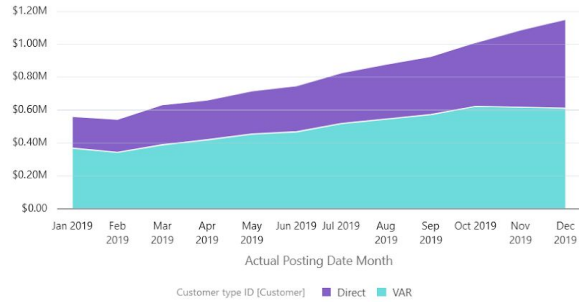
Revenues, over cohorts, over time

Scheduled posting date [Contract revenue schedule entry]
1/1/19 - 12/31/19

Transaction currency [Contract]
USD

Schedule Type [Contract revenue schedule]
Revenue

Contract ID [Contract]
All

Actual Revenue - by Product
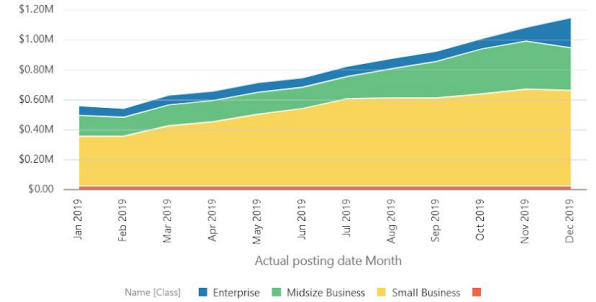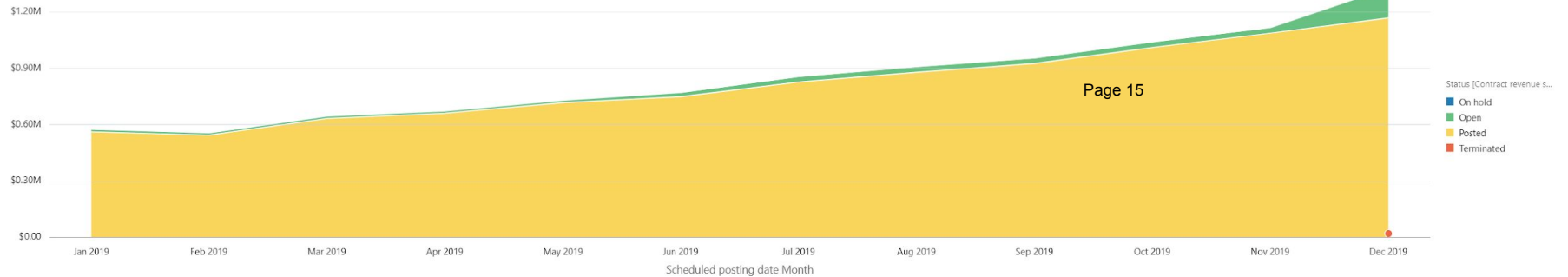Status [Contract revenue schedule entry]: Posted

Item ID [Item]
- 1003
- 10100
- 10110
- 10120
- 10130
- 10200
- 10210
- 10300
- 10310
- 10320
- 10400
- 10410
- 10420
- 10430
- 10440
- 10500

Actual posting date Month
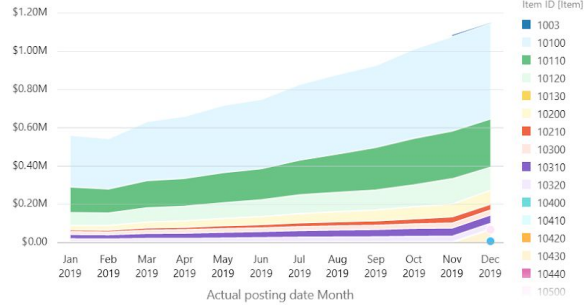
Actual Revenue - by Customer Type
Status [Contract revenue schedule entry]: Posted

Actual Posting Date Month

Customer type ID [Customer] ▉ Direct ▉ VAR

Actual Revenue - by Class
Status [Contract revenue schedule entry]: Posted

Actual posting date Month

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

All Revenues

Page 15

Scheduled posting date Month

Status [Contract revenue s...
- On hold
- Open
- Posted
- Terminated

MRR Forecasting

Bookings Forecasting

5: AI-powered AR insights

- Providing revenue visibility

- Predicting cash position

- Insights on customers' likelihood to pay

- Understanding credit risks

Customers

Current Monthly Revenue	Open Invoices	Month-end Revenue	Invoice past due
500K	**57**	**2.8m** (Predicted)	**10**

Customer Aging

Days Overdue	Amount	%
● Current	$124,565.00	36.5%
● 31-60	$102,953.50	31.5%
● 61-90	$35,549.00	12.3%
Total	**$263,067.50**	

Predicted cash-in summary

$30k

$20k

$10k

$0

Today | Next 7-days | Next 14-days | Next 30-days
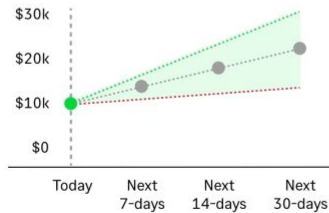
All ⌄   Manage view ⌄   ⊞ ⊟   Filters 1   ⚙ ⌄

Items selected: 0 | Sent Invite | Print to...

	Customer ID	Customer name	Time to pay	Amount due	
☐	A150	Valeria Jocelyn		35210.00 USD	•••
☐	A149	Kylan Humbert		46291.00 USD	•••
☐					•••
☐					•••
☐					•••

Open Invoices	Month-end Revenue	Invoice past due
57	2.8m (Predicted)	10

All ∨   Manage view ∨   ⊞ ▥ | ▽ Filters ❶   ⚙ ∨

Items selected: 0 | Sent Invite   Print to...

	Customer ID	Customer name	Time to pay	Amount due	
☐		▽	▽	▽	▽
☐	A150	Valeria Jocelyn		35210.00 USD	•••
☐	A149	Kylan Humbert		46291.00 USD	•••
☐					•••
☐					•••
☐					•••

unt   %
00   36.5%
50   31.5%
00   12.3%

50

nary

The Five Insights

Process Maturity Lifecycle 1

Tech Stack Checklist 2

Billing Use Cases 3

Automation with AI 4

Planning & Forecast 5

REKOR

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

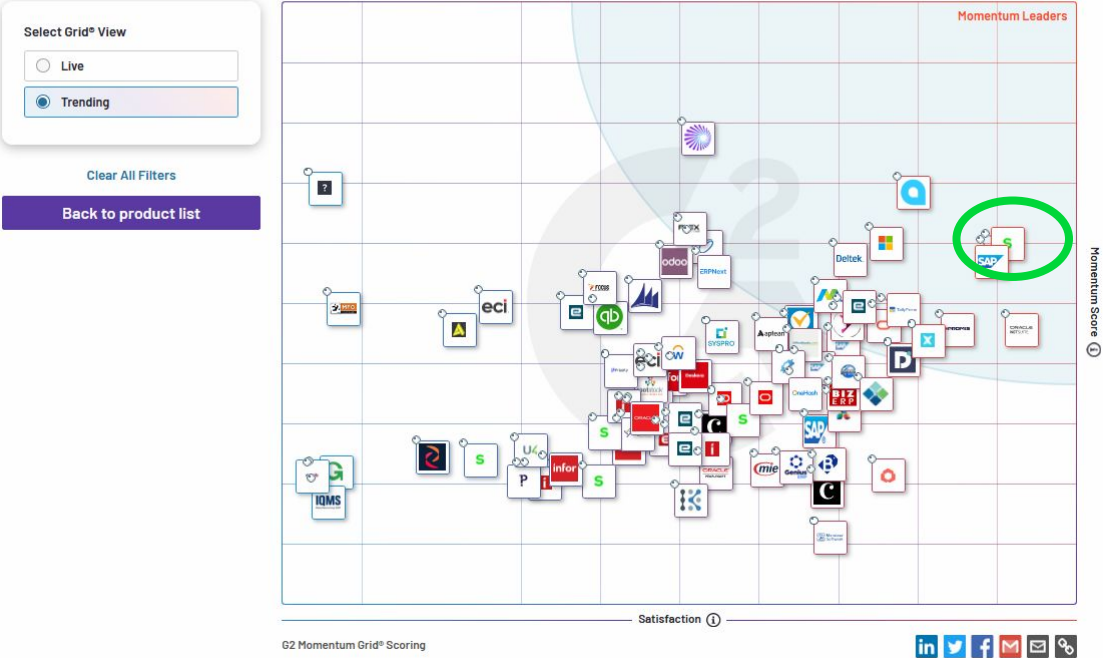| Issue	Before, using Quickbooks	With Sage Intacct and Chargebee	Impact
Build a Scalable tech stack	• Manual entry of data • No system of record	• One quote-to-cash process: Hubspot -> Chargebee -> Stripe -> Sage Intacct	• Reduced close • Lowered DSO to increase operational cash flow • Launched new product 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 acquisitions • Gone 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
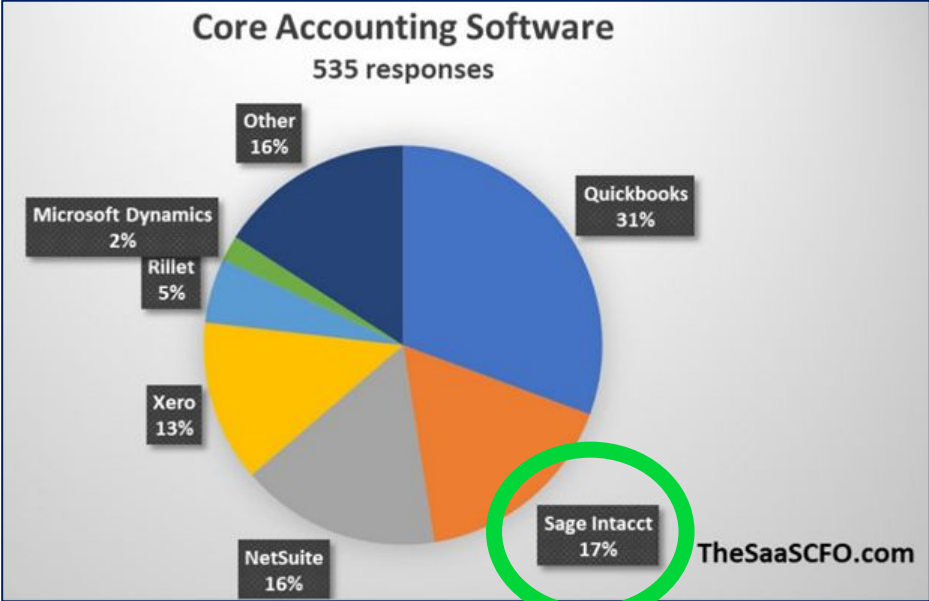
Sage

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.

G2 Momentum Grid® Scoring

Recognition as the Marketshare leader

Core Accounting Software
535 responses

- Other 16%
- Microsoft Dynamics 2%
- Rillet 5%
- Quickbooks 31%
- Xero 13%
- Sage Intacct 17%
- NetSuite 16%

TheSaaSCFO.com

sageu.com/modernsaasfinance/

Sage | University

Modern SaaS Finance Academy

The Modern SaaS Finance Academy is a free online training hub designed for CFOs, Controllers, FP&A, Revenue managers, Revenue Operations, and other members of the finance community in fast growth SaaS companies.

View courses

Thank You!

Learn more about how Sage & Chargebee can help you!

www.chargebee.com/integrations/sage-intacct/