ACUITY24

Sage Business Partner

Whitepaper

ALIGNING SALES & FINANCE:

NO MORE COMPROMISES

Bringing Sales and Finance Together

Your Financial Management Solution and Salesforce needn't be isolated islands of automation.

Sensible, efficient integration is not only possible, it's becoming a near-mandatory requirement for a growing number of organisations. And it's possible today.

Sage Intacct's true cloud financial management solution works seamlessly with Salesforce for sales/finance automation and visibility. That translates to:

- Shorter lead-to-cash cycles, fewer days sales outstanding, optimised cash management, and lower costs.
- Automated revenue recognition, project accounting, billing, and other accounting and financial processes that happen downstream from sales.
- Accurate and consistent customer and order data.
- Instant visibility for sales into order status, billing, and payments.
- Minimized data reentry and fewer inaccuracies.
- A common collaboration backbone, based on Salesforce Chatter, to help accelerate sales, finance, and services.

This white paper outlines how deep, pre-built, vendor-maintained integration between Sage Intacct and Salesforce is transforming how finance and sales align, collaborate, and execute for greater efficiency, speed, and accuracy.

Sales and Finance: No More Compromises

It happens gradually and subtly.

You start by creating a spreadsheet to help you manage your revenue recognition. Next, you're re-keying in customer quotes and contracts. Consolidations take longer and longer. Receivables reports are later and later.

Over months and years, your finance processes and operations slowly accumulate a range of ad-hoc processes, single-purpose spreadsheets, and special database printouts to keep sales and finance moving forward.

But as you grow, that burden becomes untenable. You're trapped in a world of cobbled- together complexity.

As virtually every CFO can attest, manual processes won't keep your sales and finance operations aligned; especially as you add locations, products, and entities.

Sooner or later, you'll need a robust financial management solution platform to achieve peak performance – and it has to be one that streamlines the entire spectrum of financial processes.

If you're still enduring silos of data, and inefficient, disconnected processes, it's time to coordinate your sales and finance operations to support growth, improve productivity, cut costs, and accelerate revenue.

With the stakes so high, the choices so limited, and the tradeoffs so complex, it's only reasonable to ask: where can you turn for the right financial management solution?

This challenge becomes trickier as customer relationship management solutions command a greater share of the organisation's IT focus and investment.

Financial management solutions must deliver higher levels of data than ever.

Put simply, sales and finance need to be on the same page.

No CFO wants to settle for "good enough," but for too long, this has been the hallmark of enterprise financial software. Back in the bad old days, we had two choices for software implementations to run the business:

- Separate modules of functionally rich software - that could never deliver the right level of interoperability

- A suite of "Worst in Class" software components that worked together - but could never automate or streamline processes efficiently

Instead of wallowing in the bad old days, maybe it's a good idea to consider this:

When you selected Salesforce as your customer relationship management (CRM) system, you made a visionary, forward-thinking decision by choosing more than just an industry-leading application.

You chose an entire platform and ecosystem with robust functionality, unparalleled ease- of-use, effortless user adoption, and an undisputable system of record for your customer relationships and sales processes.

Doesn't it make sense to apply that same forward thinking and strategic vision to your financial management solution?

Streamlining Business Processes

Sage Intacct is the best-in-class, true cloud financial management solution that delivers functional depth in accounting and financial management.

With this, you can automate the full spectrum of financial processes in their entirety, including procure-to-pay and quote-to-cash.

Beyond its flexible core functionality, Sage Intacct also offers:

Deep project accounting & time / expense management

Flexible reporting power - always see your information, your way

Best-in-class revenue recognition

Powerful consolidations for multiple ledgers, locations, entities & curriences

For organisations striving for smooth, synchronized alignment between finance and sales, Sage Intacct's built-in point-and-click, two-way integration with Salesforce may be the most important consideration of all.

This isn't basic "connectivity" that requires third-party consultants, custom consulting and IT workarounds - it's pre-built by Sage Intacct and continuously maintained by Sage Intacct.

Tight and complete integration between Sage Intacct and Salesforce means all users have access to the latest information, including product inventory and price lists.

Sales teams can verify prices in real time and see the timing and financial impact of revenues, renewals, upgrades, and more - all from within Salesforce.

And with Salesforce Chatter embedded within Sage Intacct, your sales and finance teams can readily communicate with each other.

Smarter Quote-to-Cash

Sage Intacct and Salesforce integrate in a deep, and highly configurable manner, so your team can convert Salesforce quotes into Sage Intacct orders with a single click, or automatically trigger invoicing and revenue recognition.

When customers call with billing questions, sales reps can provide answers immediately from within the familiar Salesforce environment.

Sage Intacct and Salesforce create smarter processes that eliminates the silos, barriers, delays, and errors to match the way you do business.

Smarter Revenue Recognition

Revenue recognition is becoming an increasingly important challenge – especially for companies facing new ASC 606/IFRS 15 mandates.

With Sage Intacct-Salesforce integration, your sales team can simply enter open and close dates for an opportunity - nothing more - allowing them to focus on their jobs.

For organisations that use project accounting, sales reps can define the terms of a contract and let Salesforce seamlessly pass the terms to Sage Intacct for accurate accounting and invoicing.

Smarter Project Accounting

Sage Intacct Project Accounting creates and tracks customer projects from the Salesforce account screen, then serves up individual project details.

Once you’ve established the proper workflows for entering time and expenses, your team can enter actuals online - even on the move - so you can keep close watch on actuals against estimates.

With Sage Intacct and Salesforce, your teams can keep projects on track and you’ll always be able to answer client questions without delay and keep them happy.

Smarter Inter-Company Collaboration

Sage Intacct's bi-directional integration with Salesforce accelerates and streamlines collaboration and helps synchronise sales and finance activities.

It ties departments together so everyone can access records such as sales orders and opportunities, and with access to Salesforce Chatter through Sage Intacct, finance and sales can communicate more efficiently to quickly resolve queries and avoid delays and errors.

Smarter Data Management

Too often, sales and finance end up accumulating and maintaining separate stores of data and records, inevitably resulting in wasted time rekeying data and inaccuracies.

With Sage Intacct-Salesforce integration, items can be created and managed in Sage Intacct and automatically synchronised with Salesforce, meaning no conflicts, errors, or wasted time.

What Sales and Finance Alignment Looks Like:

- **One-Time Data Entry** – Eliminate the need for re-entery of customer and order information; everyone works with up-to-date and data within Sage Intacct and Salesforce.
- **One-Click Conversions** – Easily turn Salesforce quotes and opportunities into Sage Intacct orders, projects, and tasks.
- **Multi-Location Support** – Tie Salesforce orders to the right entities for accurate multi-entity financial management.
- **Salesforce Chatter Integration** – Sales and finance teams can communicate efficiently to clarify policies and resolve exceptions with Salesforce Chatter and Sage Intacct Collaborate.
- **Automatic Generation of Renewal Sales Opportunities** – Keep renewals on track by creating opportunities based on original terms plus desired price adjustments.
- **Real-Time Visibility** – Let sales teams access order histories, invoicing, payments, and aging, so they can manage credit/sales situations directly within Salesforce.
- **Automatic Initiation of Finance Processing** – Initiate revenue recognition and invoicing when an order from Salesforce is recorded.
- **Synchronized Teams** – Give the finance department visibility into account details from within Sage Intacct.

Why Acuity24?

At Acuity24 we specialise in helping businesses to overcome their accounting and business challenges through the recommendation and implementation of Sage software. Our strategic relationship with Sage strengthens our status as a preferred partner to work with customers both in the UK and globally.

As a business our aim is to provide the best experience of Sage software that our customers could possibly imagine and add value throughout our relationship. We work closely with all our customers to fully understand their business needs and recommend the most suitable solutions to match.

We have worked with Sage for more than 25 years and our team is highly knowledgeable in everything Sage, and how it supports industry. Acuity24 is the only UK partner to offer fixed priced implementations as standard, resulting in a quicker return to value for all our customers.

We specialise in implementing Sage business solutions - Sage Intacct and Sage X3 - no matter the size of business. In addition, we only work with additional solution vendors that compliment Sage and deliver true business value.

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