

WHITE PAPER

# Confessions of a CFO

*Coping with Unexpected  
Business Challenges*



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## Where did it say “sleepless nights” in your job description?

You know it all too well. But, if you’re like many, you hesitate to admit the reality: It just isn’t easy being a CFO. Your company relies on you for financial leadership, but as your organization grows, so do the challenges—faster closes, cleaner audits, smarter revenue management, deeper analyses, regulatory compliance, multinational consolidations... Add it up, and the headaches and sleepless nights are almost inescapable.

If outdated or constrained financial software infrastructure has held you back, there’s a better way. Sage Intacct offers powerful, flexible, best-in-class financial management solutions that are transforming the way small and medium-sized companies increase efficiency, drive growth, and plan for the future. In other words, Sage Intacct helps CFOs make a difference.

In the following pages, you’ll read about the secret truths that CFOs are loath to admit—the things that keep them up at night. More important, however, is how Sage Intacct can help you respond to these challenges.

## “I’m afraid to admit just how much we rely on spreadsheets to run our business.”

Spreadsheets. They’re the easy, reliable, multipurpose tool that every finance pro knows how to use. But, while you may have been forced to rely on spreadsheets to get up and running quickly, they won’t suffice as your business grows. The fact is, too many businesses take unnecessary risks by relying on fragile, unsecure, single-user spreadsheets for complex tasks like revenue management or multi-entity consolidation. The impact: lost productivity, questionable accuracy, and lengthy stares from your auditors.

### The solution: Operational efficiency

Say goodbye to the time-consuming, error-prone manual processes that drag down finance productivity. With Sage Intacct, you replace the “million spreadsheet march” with smart and streamlined automated financial processes, including order-to-cash, procure-to-pay, and project accounting. Sage Intacct has the flexibility to automate your workflows including PO approvals, automatic invoicing, and more—without a spreadsheet in sight.



**With Sage Intacct, our finance team now has much more time to analyze data, as opposed to worrying about data entry and processing spreadsheets. We can look at trends, manage compliance and auditing, and focus on strategic changes. Sage Intacct has proven invaluable in giving us a single version of the truth.**

**Tanya Yakhnis,**  
Controller, Tandem HR

## **“Accurate and timely management reporting sometimes seems impossible.”**

Any financial system can churn out the basic financial statements. But your peers in the boardroom want much more. They want accurate, timely, and detailed analyses that go far deeper for real insight into what’s driving business performance.

For too many CFOs, that means relying on staff to extract data from multiple sources in multiple formats and data definitions. What’s more, creating manual calculations and summaries after the data is collected requires additional time and effort. By the time you’ve got it all together—and burned days of staff time—the reports are out of date, the questions have changed, and the frustrations have begun anew.

### **The solution: In-depth insights, on demand**

Sage Intacct gives you comprehensive, real-time financial reporting and analysis so you have an up-to-the-minute picture of your entire organization. Create any report, dashboard, or visualization you need with the precise metrics that matter to your investors, lenders, executives, and department leaders. Ask new questions, get immediate answers, and make confident decisions.



**With Sage Intacct, our leadership team has started to use more and more reports and is employing an increasingly data-driven approach for every business decision. Now everybody sees the same data, and we have much better information with which to collaborate and make decisions.**

**Mike Munson,**  
Controller, STS International

## **“Our consolidations are labor-intensive, time-consuming, and error-prone.”**

When a growing company has multiple entities, tax IDs, and currencies, it’s often a painfully slow process to bring all financial information into a unified, cohesive view. Manually collecting spreadsheets, checking formulas, converting currencies, performing intercompany eliminations—it all adds up to a frustrating, lengthy closing cycle. And as your company grows, the challenge becomes exponentially greater. Must timely financial consolidations always require superpowers?

### **The solution: Quick consolidations and fast closings**

Sage Intacct helps you manage the finances of multiple locations and entities—domestic or global. With just one click you can consolidate your financials, automate intercompany transactions and eliminations, and close your books quickly—or view interim summary figures at any time. Sage Intacct also lets you switch between consolidated and local views for detailed insights.

And whether you need to automate conversions for transactions or report in multiple currencies around the world, you can do it all—right from Sage Intacct—with speed and accuracy using up-to-date exchange rates for the right conversions and revaluations.



**Sage Intacct’s multi-entity architecture makes consolidations a breeze for us. And because it lets us ‘set and forget’ recurring journal entries for fixed assets and depreciation, we’ve been able to cut our monthly close in half.**

**Gina Keller,**  
Director of Accounting, SevOne

## **“We fail to bill 100 percent of our time and expenses.”**

It doesn't take a financial expert to recognize that manual methods for tracking time and expenses are a major contributor to revenue leakage—the often-invisible profit killer. When your employees are in the field working alongside clients around the world, spreadsheets or jotted notes on receipts won't capture all project-related expenses. It's too easy to overlook or forget the crucial process of recording labor hours, noting all employee expenses, and tracking project-related purchases. The result: massive amounts of nonbillable time and unrecoverable expenses that impact your bottom line.

### **The solution: Accurate billing, faster invoices**

Sage Intacct automates and streamlines the time and expense management process. Your employees enter their labor hours, incidentals, and project expenses—at any time and from anywhere using a computer, tablet, or smartphone—and managers get instant alerts to review and approve. What's more, the data flows to your invoicing and revenue recognition processes. That means more-accurate billing and faster reimbursements to employees.

With onscreen dashboards, you can quickly assess the progress and profitability of your clients and projects—in real time—to ensure everyone is on time and on budget and that revenue doesn't fall through the cracks.



**Because of the great integration with Salesforce, our new sales flow into Sage Intacct seamlessly. Sage Intacct creates the initial invoice, which we can easily turn into a recurring invoice for perpetuity. Our teams can access customer information or accounts receivable details in either system from anywhere.**

**David Novak,**  
Controller, Cornerstone Information Systems

## **“Our on-premises accounting system doesn’t give us the business agility we need.”**

No two businesses are alike—so there’s no reason to endure the outdated one-size-fits-all approach to financial software. With on-premises software, you’re trapped by major capital investments, lengthy implementations, difficult configurations, expensive customizations, and a significant maintenance and support burden. Instead, your organization requires the agility to adapt to business fluctuations without waiting months for IT to make changes. You need to keep pace with changing reporting requirements. And you want a system that’s tailored to your unique workflows and business processes.

### **The solution: Bringing finance to the cloud**

It’s different in the cloud. With Sage Intacct, you eliminate the hardware costs and IT burdens while your business enjoys the advantages of modern financial software—with lower costs, more security, and increased productivity. For instance, you receive automatic, hands-free quarterly upgrades—without the disruptions of costly upgrade projects.

Sage Intacct lets you adapt your implementation—including functionality, reports, and analyses—to stay in step with your changing business requirements. You sidestep the painful capital investments, and tap into the power of sophisticated, high-performance financial software that’s managed by experts in a world-class data center.

The result? You get to focus on financial management and business performance while Sage Intacct takes care of the software management and infrastructure—all for a single, predictable monthly fee.



**We had been using an on-premises system, and found that it could no longer support our accounting needs as we grew. We decided to move to the cloud so we could implement a streamlined electronic process, while avoiding the headaches of traditional software installation. We found that Sage Intacct offered significantly greater flexibility to support the specific needs of our organization.**

**Jodie Mote,**  
Treasurer and Controller, UAB Educational Foundation

## **“Our finance system doesn’t talk to our other key applications.”**

Top-performing businesses know: You can’t operate efficiently unless everyone can share data easily. No silos. No walls. No barriers. You need easy, real-time access to information from sales, manufacturing, payroll, budgeting, marketing, and other areas to accurately manage the entire corporate financial picture. But when you’re bogged down with cumbersome data extracts and manual rekeying, business agility suffers. How can you tap into the power of other best-in-class applications and avoid the mediocrity of suite lock-in?

### **The solution: Out-of-the-box integration**

Sage Intacct integrates seamlessly with your entire portfolio of business applications from across your IT infrastructure—today and tomorrow. That means you choose the applications you want based on functional fit, not integration capability. You can take advantage of our prebuilt, preconfigured connectors for popular applications (including Salesforce) or easily create your own. Or, thanks to our web services API, you can create your own customized, automated, two-way integration with the flexibility to tailor your connections for specific workflows and business processes.

Eliminate data re-entry. Streamline your multidepartment processes. And get a 360-degree view of your business: sales, forecasting, customer service, manufacturing, inventory, and more. Sage Intacct breaks down the walls to keep everyone in sync.



**We ultimately made the decision to go with Sage Intacct over NetSuite because of its deeper financial capabilities and its unparalleled ability to integrate with other best-in-class applications like Salesforce. Our developers felt that Sage Intacct’s application programming interface was the more robust of the two. That gives us confidence that it will be flexible enough to adapt to our business’ evolving needs as we grow from a \$20 million to a \$200+ million dollar company.**

**Director of Finance,**  
WebPT

# Financial management solution built for finance, built for growth, built for success

Don't let your accounting software hold your business back. Join a growing number of companies that are turning to Sage Intacct to increase efficiency in their finance organization while driving new growth for the business. Sage Intacct helps you move beyond the constraints and inflexibility of outdated accounting solutions by delivering a smart, modern, cloud-based financial management and accounting system for growing organizations.

- **Built By and for Financial Pros**

The Sage Intacct cloud financial management solution provides unprecedented depth and sophistication for finance teams—more than you'll find in rigid suites—so you can be productive and insightful quickly. It's no coincidence that the American Institute of Certified Public Accountants named Sage Intacct as its preferred provider for financial applications.

- **Built for Growth**

Simply reacting and responding to issues isn't enough. Sage Intacct scalability puts you in position to drive growth by automating the complete range of basic and complex accounting processes so you can focus on analyzing real-time business performance.

- **Built for Success**

With a pay-as-you-go subscription model and cloud architecture, Sage Intacct is aligned with your ongoing success. Maybe that's why Sage Intacct customers achieve, on average, a 250 percent ROI and a payback period of less than six months.

**sage** Intacct

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