

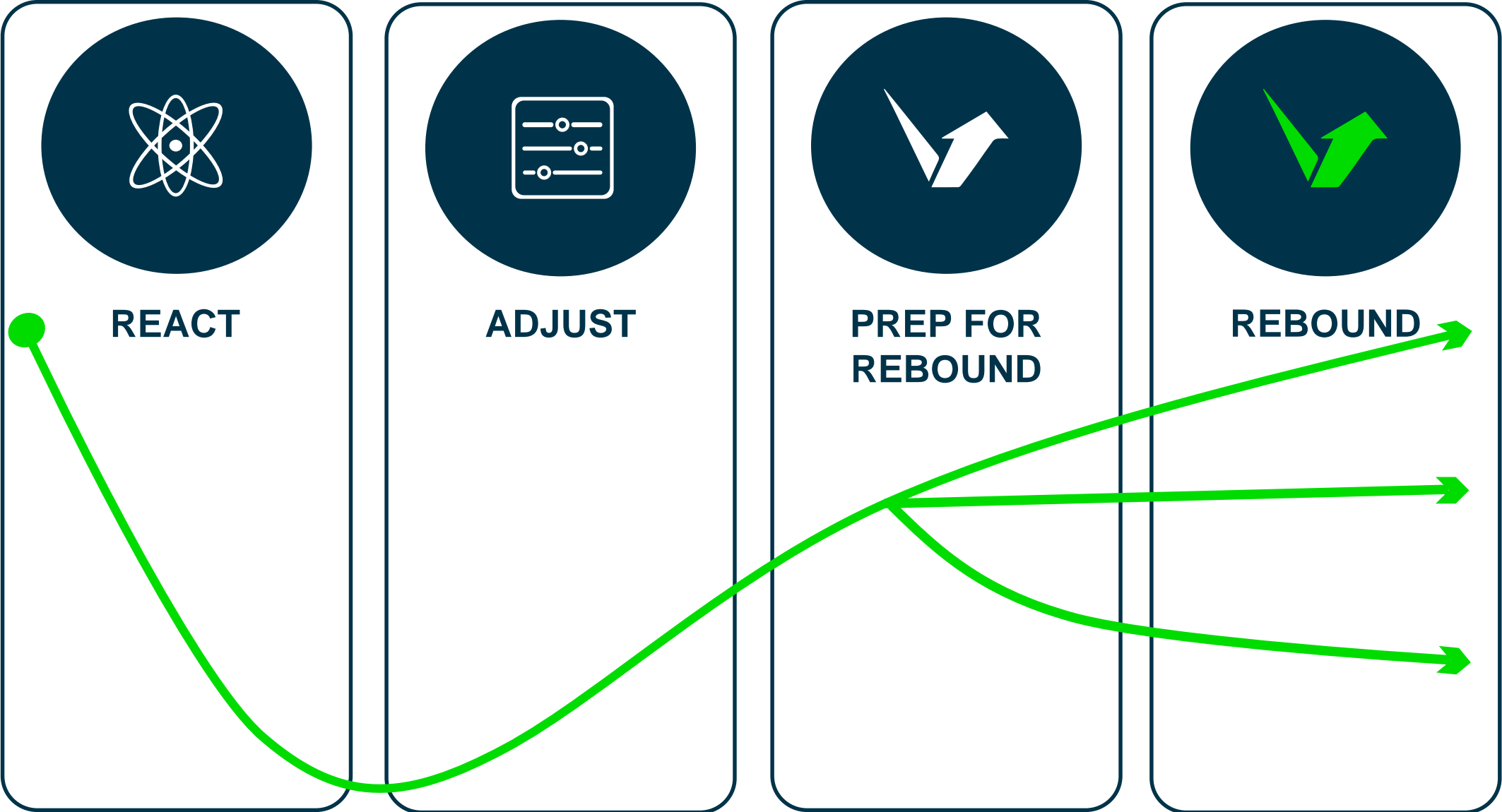


Discover the Next Level in Spend Management

Greater Controls, Visibility, and Team
Engagement



Recovery is happening in phases



Housekeeping

- The recording of this session, slides, and follow up blog will be posted shortly
- View our additional resources
- Submit questions using the Q&A panel
- Take the survey
- Share on social media



What we hope you learn today



- Give every employee a view into the impacts their expenditures have on company performance
- Improve the business processes that link specific customers or cohorts to the cost of closing them
- Provide faster feedback on the results generated by your company's business decisions



Matt Wolf
VP Finance
Roadster



Thejo Kote
CEO
Airbase.io



David Appel
Head of Subscription & SaaS Vertical
Sage Intacct

Three key strategies for growth in a downturn

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There is a growth trajectory to track against



Stage	Use of funds	What to accomplish	Financial processes	Key measure
Sale or IPO	Expand product line, go global, acquisitions	Take what works and move to adjacent markets and new geographies	Acquisitions International expansion	Net Profit
Series C, D, E, F	Grow to \$100M in gross profit	Growing @ 40%+ with repeatable product development, sales, and customer success processes	FP&A Gross Margin Analysis Accelerated Close	Gross Profit
Series B	Prove Net Expansion Revenue Model	Growing 50%+ Customers buying 2nd and 3rd time	One Subscription lifecycle - add-ons, upsells/downsells, renewals, cancellations ASC 606 compliance Forecast revenue/billing/cash	CMRR per Customer
Series A	Prove revenue model	Growing 100% 75% of sales meeting quota	Automate subscription billing Streamline quote-to-cash Forecast bookings	Unit Economics
Seed	Product market fit	10 ecstatic customers	Manage cash AP & AR & Payroll CRM for tracking	Cash

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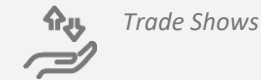
Decentralized spending on...



Subscriptions & SaaS Tools



Marketing & Events



Travel & Entertainment



Vendors



Consultants



Landlord



Everything Else

Traditional Tech-Stack:

sage



Bank



Approval



Cards



Invoices



Accounting

 Google Forms

 Expensify

bill.com



 Jira Software



ACH



sage Intacct

 slack



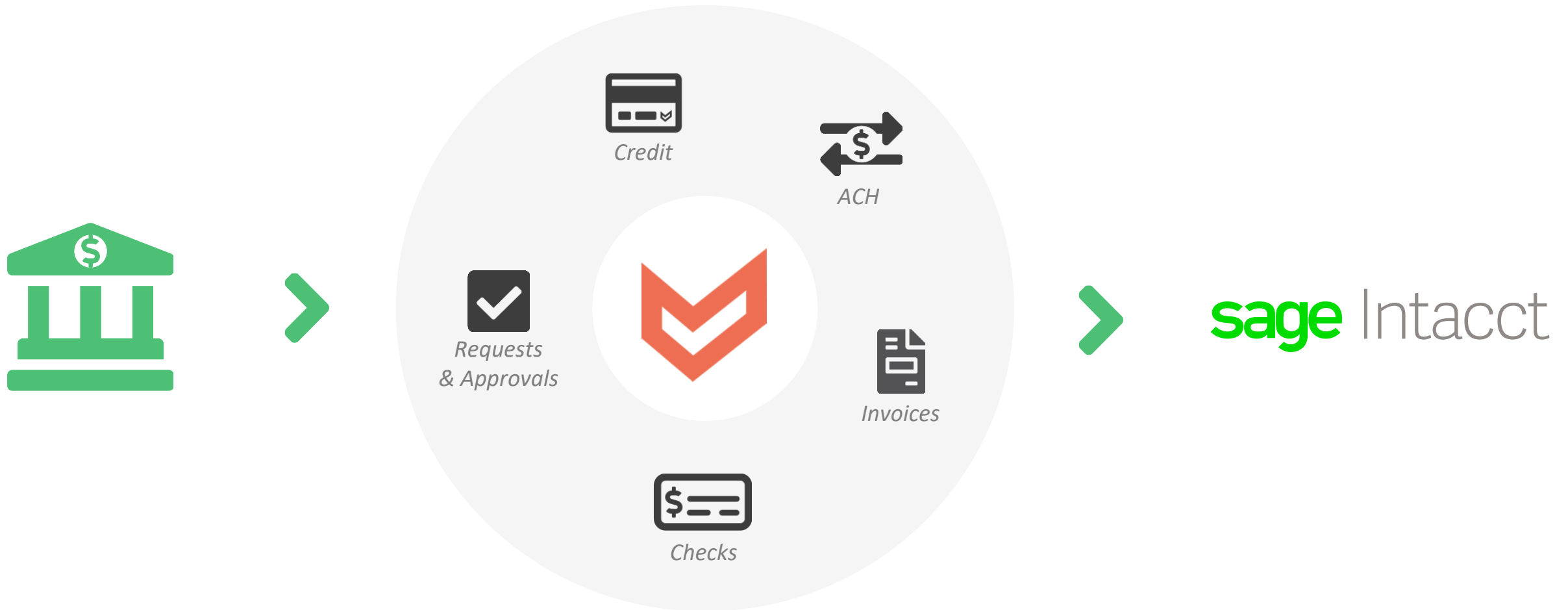
Credit



Check

A central record for tracking spend

sage



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Customer Acquisition Cost (CAC) Payback



Understand how effective your S&M organization is



What is CAC?

Total sales, marketing, customer success, etc. costs to acquire a customer.
Generally calculated quarterly

What is CAC Payback?

The time it takes to recover CAC, generally on a gross profit basis

Why does CAC Payback Matter?

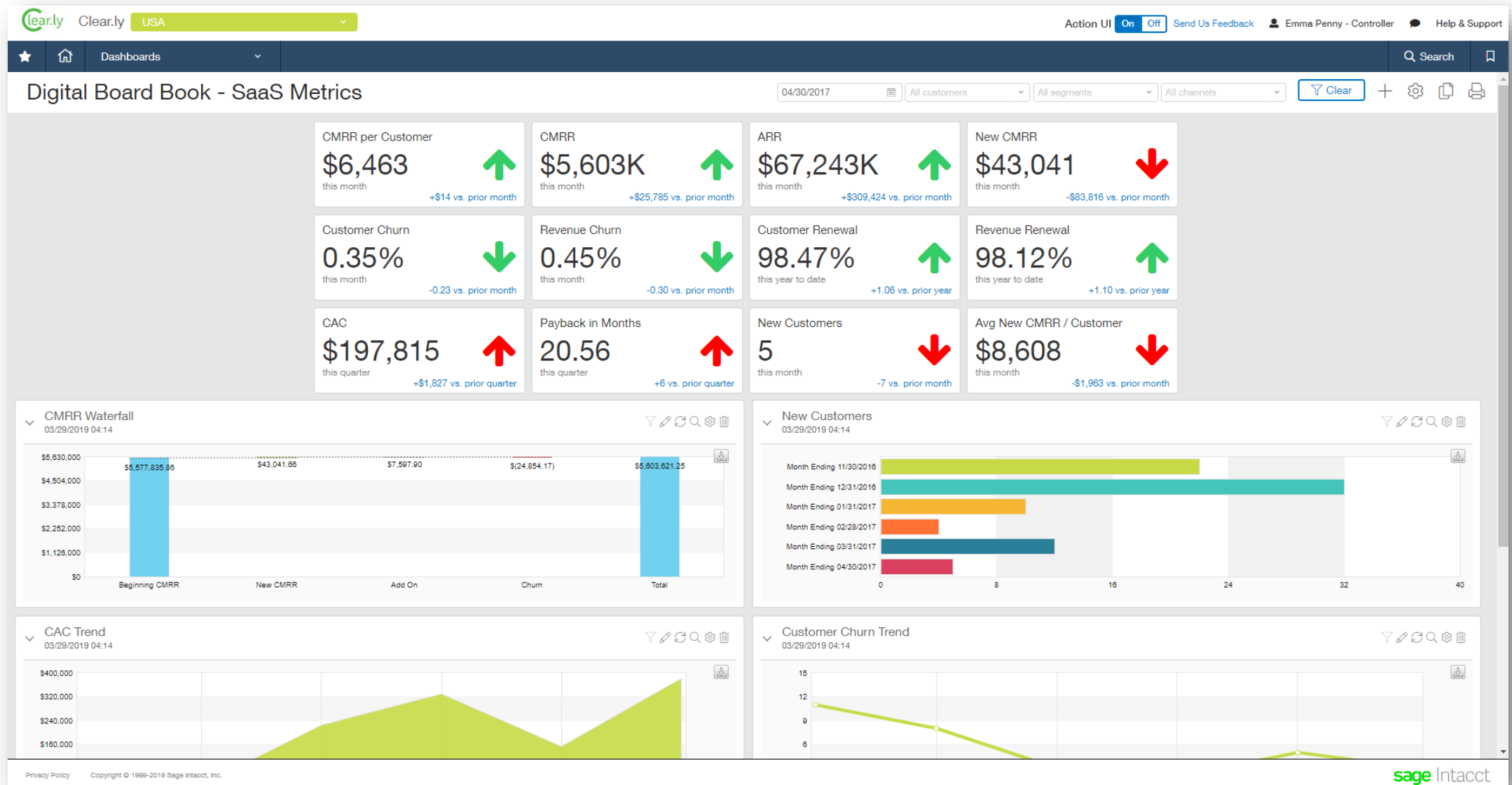
Only after the CAC payback period are customers profitable to your business;
therefore, the shorter the better

Calculating CAC Payback

Prior Period S&M Expense
/ [(Quarterly Net New MRR) * Gross Margin]

	SMB	Mid-Market	Enterprise
Good	12	18	24
Better	6-12	9-18	12-24
Best	<6	<9	<12

Great Decisions Come From Great Data



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Sage Intacct: The Leader in B2B Subscription and Financial Management



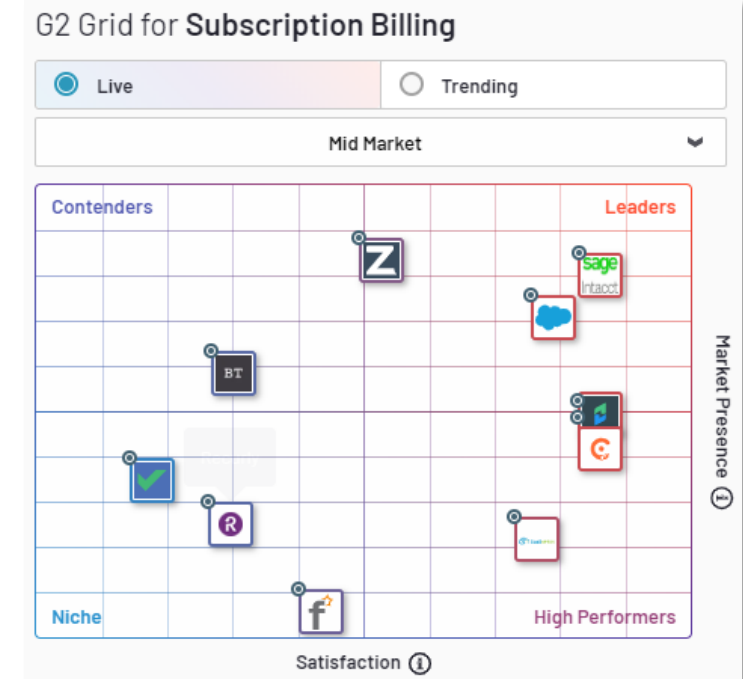
Salesforce
Integration

ASC606
Revenue
& Expense

GAAP
& SaaS
Reporting &
Forecasting

Subscription
& PS
Billing

Modern
General
Ledger



Thank you

<https://bit.ly/SaaSbilling>

Questions: david.appel@sage.com

sage