

WHITE PAPER

# Aligning Sales and Finance – No More Compromises

*The Business Case for Integrating  
Salesforce CRM and Cloud Financials*



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## Bringing Sales and Finance Together

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 organizations. And it's possible today. Sage Intacct's acclaimed cloud financial management solution works seamlessly with Salesforce for sales/finance automation and visibility. That translates into:

- Shorter lead-to-cash cycles, fewer days sales outstanding, optimized 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

The following white paper describes how deep, pre-built, vendor-maintained integration between Sage Intacct and Salesforce is transforming how finance and sales align, collaborate, and execute to create greater efficiencies, speed, and accuracy.

## Sales and Finance: No More Compromises

It happens gradually and subtly – almost imperceptibly. 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.

But 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? And this challenge becomes trickier as customer relationship management solutions command a greater share of the organization's IT focus and investment. financial management solutions must deliver higher levels of data and process interoperability than ever. Quite 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.com](https://www.salesforce.com) 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-facing thinking and strategic vision to your financial management solution?***

## Streamlining Business Processes

Sage Intacct is the best-in-class cloud financial management solution that delivers functional depth in accounting and financial management to automate the full spectrum of financial processes, including the entire procure-to-pay and quote-to-cash processes. Beyond its flexible core functionality, Sage Intacct also offers deep project accounting and time/expense management features, best-in-class revenue recognition, and powerful consolidations that support multiple ledgers, locations, entities, and currencies. And with flexible reporting power, you’re always able to see your information, your way.

For organizations 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, 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 inside Sage Intacct, your sales and finance teams can readily communicate with each other.

## Smarter Quote-to-Cash

Ultimately, companies must dismantle the barriers to a fully automated, paper-free quote-to-cash process. 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. For instance, in SalesCloud, you can initiate downstream processes and move seamlessly into Sage Intacct without rekeying delays and mistakes. When customers call with billing questions, sales reps can provide answers immediately from within the familiar Salesforce environment. Sage Intacct and Salesforce create a smarter process that eliminates the silos, barriers, delays, and errors and matches the way your organization does business.

## Smarter Revenue Recognition

Of course, there's more to sales-finance alignment than basic quote-to-cash tasks. For example, in a growing number of companies, revenue recognition is becoming an increasingly important challenge – especially for companies facing new ASC 606/IFRS 15 mandates. As accounting rules shift, it's becoming a critical task to properly recognize revenue at the right time and match it to the right expenses. With Sage Intacct-Salesforce integration, your sales team can simply enter an open and close date for an opportunity – nothing more. Reps are shielded from the complexities taking place within Sage Intacct and can focus on their jobs. And for organizations 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. Your consultants and sales teams can keep projects on track and clients happy. After you establish the proper workflows for entering time and expenses, your team members have online access to enter actuals – even from their project site – so you can keep close watch on actuals against estimates. And you'll always be able to answer client questions about things like resources or invoices—without delay.

## Smarter Inter-Company Collaboration

Sage Intacct's bi-directional integration with Salesforce accelerates and streamlines collaboration and helps synchronize sales and finance activities. It ties together the front office and the back office to the actual underlying records such as sales orders and opportunities, so communication has context. For instance, when exceptional situations arise – such as a nonstandard credit request or discount – the finance team can use Salesforce Chatter from within Sage Intacct to resolve the issue.

## Smarter Data Management

Too often, sales and finance end up accumulating and maintaining separate stores of data and records on customers, inventory, orders, credit, and more. That means wasted time rekeying data and inevitable inaccuracies. With Sage Intacct-Salesforce integration, items can be created and managed in Sage Intacct and automatically synchronized with Salesforce. That means no conflicts, errors, or wasted time.

The screenshot displays the Sage Intacct 'Sales Order' interface. At the top, there are navigation tabs: Dashboards, Reports, Company, General Ledger, Purchasing, Order Entry (highlighted), Accounts Payable, Accounts Receivable, and Cash Management. Below the tabs, the 'Sales Order' header includes buttons for Post, Draft, Cancel, and More Actions. The main form area contains several sections: Transaction date (01/13/2017), Date due (03/13/2017), Item totals (12,000.00), Subtotals (0.00), Transaction total (12,000.00), and Transaction status. The Customer section shows 'ACME Incorporated' with a 'Convert from an existing transaction' link. The Bill to and Ship to sections both list 'ACME Incorporated' at '111 Howard Street, San Francisco, CA 94105'. The Payment terms are 'Due Upon Receipt', and the Ship date is '01/13/2017'. The Exchange rate type is 'Intacct Daily Rate'. Below the form is an 'Entries' table with columns for ITEM ID, QUANTITY, UNIT, PRICE, BASE PRICE, EXTENDED PRICE, and EXTENDED BASE PRICE. The table contains one entry: 'MTN 12--Maintenance 12 months' with a quantity of 1 and a unit of 'EA'. The total price is 12,000.00. A 'Show Details (click #)' button is visible next to the entry.

ITEM ID	QUANTITY	UNIT	PRICE	BASE PRICE	EXTENDED PRICE	EXTENDED BASE PRICE
MTN 12--Maintenance 12 months	1	EA	12,000.00	12,000.00	12,000.00	12,000.00
<b>Total</b>					12,000.00	12,000.00

Convert Salesforce quotes into Sage Intacct orders with a single click, eliminating manual data reentry.

## What Sales and Finance Alignment Looks Like

- **One-Time Data Entry** – Eliminate the need for finance to re-enter customer and order information. That means everyone works with up-to-date and consistent product, pricing, and customer data from both Sage Intacct and Salesforce.
- **One-Click Conversions of Quotes and Project Creation** – 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 more efficiently to clarify policies and resolve exceptions, thanks to integration between 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 – from 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.

## Conclusion

With a thoughtful strategy for connecting financial management solution and Salesforce, companies can leave behind spreadsheets, manual processes (and errors), and needless delays to unify finance and sales teams for a more efficient organization. To learn more about Sage Intacct's best-in-class cloud financial management solution with complete Salesforce integration, call Sage Intacct today: 1-877-437-7765

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