

Success Story

Cloud services business accelerates growth while slashing margins by 10% with Sage Intacct

Nasuni

“With the seamless connection between Salesforce and Sage Intacct, we finally have a complete view of our customer. We can track their usage back to individual subscriptions to see where they stand and where the revenue is hitting. Plus, since we greatly reduced the manual touch required on every order, our information is more accurate.”

Elizabeth Ingham
Revenue Manager, Nasuni



Company overview

Nasuni, the leading provider of cloud file services, delivers a single software platform to store, protect, synchronize, and collaborate on unstructured file data at scale. By combining cloud object storage with traditional disk-based file storage, the Nasuni subscription service improves workforce productivity, simplifies IT operations, and reduces IT costs.

Results with Sage Intacct

- Supported \$25 million funding round.
- Grew gross margin by 10% and boosted ACV.
- Increased overall finance team efficiency >25%.
- Reduced time to invoice customers by 99%, while achieving ASC 606 compliance.
- Cut monthly close by 40% and audit cycle by 25-50%.

Company
Nasuni

Location
Massachusetts, US

Industry
Technology & Software

Sage Products
Sage Intacct



Sage



Scaling a global footprint with best-in-class financials

Nasuni is a leading provider of subscription-based cloud file services that simplify IT operations and reduce costs. In order to build upon the company's first decade of growth, its executives recently decided to increase their focus on engineering, sales, and marketing, as well as expansion into Europe. To secure more venture capital, they needed to replace QuickBooks with a modern financial system that could support ASC 606 compliant revenue recognition, global consolidations, and more timely month-end reporting.

The company hired a new controller, who had successfully used the Sage Intacct ERP solution at her previous company, and set out to transform tedious processes surrounding order entry, customer billing, and revenue recognition calculations. After looking at Oracle NetSuite and a few others, the team ultimately chose Sage Intacct due to its native integration with their Salesforce CRM system, and its ability to effectively manage subscription contracts as the business scaled.

With the new system in place, Nasuni's finance team eliminated extremely high-touch workflows, reducing time to invoice customers by 99%, cutting the monthly close by 40%, and increasing efficiency 25%. Additionally, the business adopted granular trend and revenue analysis that helped boost its gross margin 10% and supported a \$25 million funding round.



Nasuni leveraged Sage Intacct's automation to shorten their monthly close by 40%.

Seamlessly integrated contract management speeds invoicing

By integrating Sage Intacct with Salesforce CPQ, the company revamped its revenue operations with automated billing and revenue recognition upon order entry. Now, new orders come in from resellers via an email queue, which instantly adds them to the appropriate Salesforce opportunities. Each opportunity is quickly reviewed and approved by the revenue operations team, before being converted into a Salesforce contract object. Next, Salesforce pushes all relevant data to Sage Intacct, where the accounting team does a final review of the order, and the system then calculates amortization over the contract term and sends out an invoice to the reseller. This systemized process slashed Nasuni's typical order entry cycle from two days down to 15 minutes.

The accounting team especially appreciates how easy it is to meet revenue reporting requirements, now that they no longer have to manage orders separately. "It's simple to monitor performance obligations across the entire subscription, no matter how many sales orders an individual customer purchased over their contract term," said Elizabeth Ingham, revenue manager at Nasuni. "Sage Intacct's massive improvements helped us achieve ASC 606 compliance, something we couldn't have done with QuickBooks," said Elizabeth.

More efficient financial processes minimize overhead

In addition to overhauling contract management, Nasuni leveraged Sage Intacct's automation to shorten their monthly close by 40%, quickly spin up two new international entities, increase overall finance productivity more than 25%, and streamline audits. Elizabeth noted that by moving cumbersome reconciliations, global consolidations, currency conversions, and reporting to Sage Intacct, the team saved significant time. This allowed them to shift their focus away from bookkeeping towards long-term planning, and keep new accounting headcount to just three as the rest of the company grew by 130 employees.

Elizabeth shared, "As an accountant in my heart, I'd say the biggest benefit of Sage Intacct is a cleaner, faster audit, and at the end of the day that's the best thing I could ask for. Thanks to Sage Intacct's reporting, we can get through our audit requests nearly a week faster, which during our audit cycles is pretty big."

Nasuni's financial planning and analysis team also replaced Excel-based budgeting processes with advanced tools from Adaptive Insights, which is tightly integrated with the Sage Intacct financial system of record. As a result, they can always see current actuals from Sage Intacct, and use that real-time data to re-forecast budgets as needed. This saves hours every month, while enabling them to build 30% more accurate projections and provide business owners with budgeting and planning details four times a year, rather than annually.



Improved revenue and cost analysis increase profitability

This financial and operational visibility through Sage Intacct helped the business drive three major accomplishments—it raised \$25 million, boosted annual contract values, and improved gross margins 10%. Sage Intacct's trend reporting and analysis give Nasuni's leaders more reliable information with which to predict growth and empowers them to make timely, databased decisions. For instance, line-of business insights allow the FP&A team to easily uncover potential cost savings and optimize budget management.

Nasuni's revenue operations team can closely analyze estimated selling prices and multi-element bundle allocations, forecast future billings and cash flow, and see how that all impacts margins across different revenue streams. This enables the company to build new pricing tiers that match actual usage, bring maximum value to customers, avoid missed billing for overages, and get cash in the door faster. By using data from Sage Intacct to report on annual contract values and churn, the company now packaging deals in ways that better ensure maximum customer lifetime value.

