



Find Money. Save Time. Get Advice.

The CPA Firm Of The Future

“Trusted CFO Solutions is the Gold Standard of a CAS Practice”

Bill Reeb, Vice Chair of the Board, AICPA

CAS, Client Accounting Practice



Find Money. Save Time. Get Advice.

Managing SaaS Metrics Throughout The Company Lifecycle

Powered by

sage Intacct

- The Importance of SaaS Metrics
- Going Beyond GAAP
- Intelligence Drives Optimization
- Key SaaS Metrics
- Changing Metrics Throughout The Company Growth Lifecycle
- Super Early Stage To Early Stage Companies
- Early Stage To Growth Stage Companies
- Growth Stage To Public Companies
- Metrics At The Speed Of Business
- Get The Critical SaaS Metrics You Need - How and When You Want Them
- Big Results From TCFOS Clients
- Our Leadership Team; Dixie, Steve, Lee

The Importance of SaaS Metrics

WHY THEY MATTER

1

Fast Growth
Requires Fast
Decisions

2

Easily Capture and
Instantly Access
Metrics You Need

3

Metrics That Shed
Light on Pitfalls and
Opportunities
Ahead

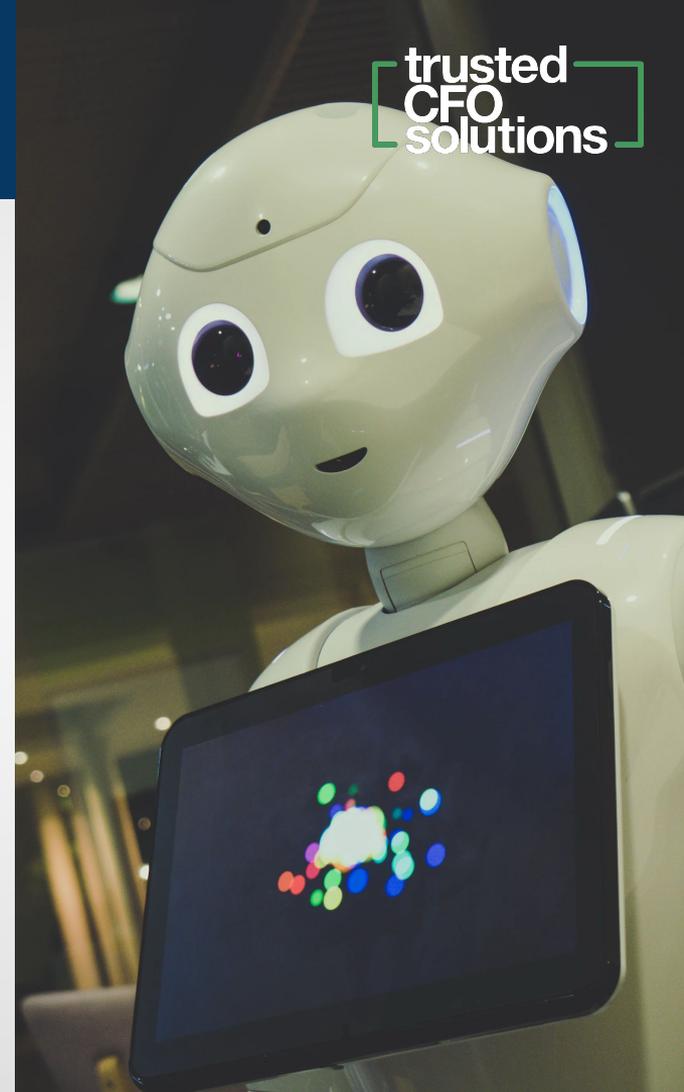
Grow & Thrive

Intelligence Drives Optimization



Run Your Company With Real-time Actionable Insights, And Move Your Business Forward.

- Intelligence & experience drives customized creation and efficiencies of our client's technology stack.
- Tools are only as good as their intelligent application.
- Applied Intelligence's best execution is optimization.



Going Beyond GAAP



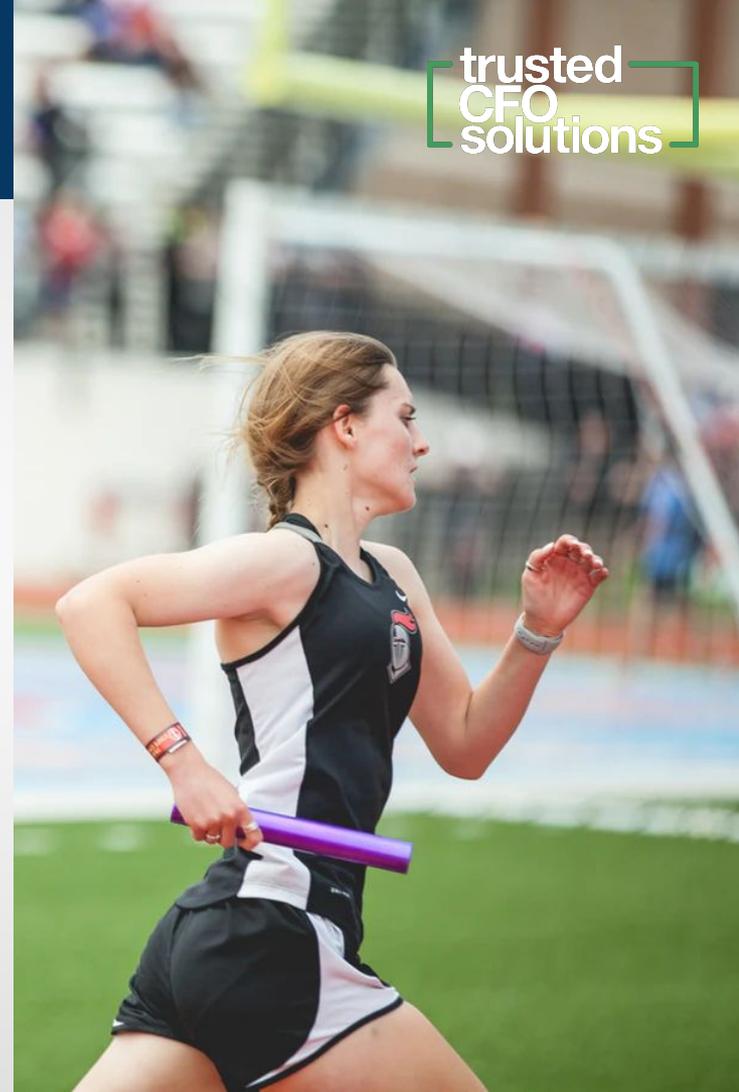
- Make **faster decisions** with key, real-time SaaS metrics
- Gain **actionable insights** from trends and details viewable by key business drivers
- **Eliminate manual effort** and the risk of inaccuracies through automation
- Capture your **unique outcomes** by tailoring SaaS metrics to your business processes, down to transaction-level data



Key SaaS Metrics

The numbers used to spot trends, compare to benchmarks, drill down into the source data, and make quicker, more strategic decisions include:

- Churn
- Customer Lifetime Value (CLTV)
- Customer Acquisition Cost (CAC)
- Committed Monthly Recurring Revenue (CMRR)
- Annual or Monthly Recurring Revenue (AMR or MRR)



Changing Metrics Throughout The Company Lifecycle



As SaaS Companies Scale, there are a **variety of key metrics** that are needed to fully understand **organizational health** and determine the best ways to **optimize** the business.

The importance of these **metrics change throughout the company growth lifecycle**, as do the underlying processes that produce them.

Look at how these change over time...

Super Early Stage to Early Stage Companies



Companies in the formative Super Early Stage are looking for product/market fit, and are often less detailed in their financials. As firms move into Series A and early stage, they are looking for initial traction. The key metrics for these companies to understand include:

- What is their Monthly Recurring Revenue (MRR) or their Annual Recurring Revenue (ARR)?
- What is it costing these companies to bring on new customers? Customer Acquisition Costs (CAC) will include all the Sales and marketing costs required to close a deal.

Early Stage To Growth Stage Companies



As traction turns into expanded growth in Series C or D and Mezzanine rounds, the management teams are diving into efficiency. The metrics companies at this stage need to understand include:

- What is the company's Gross Margin?
- What is the ratio between the Customer Lifetime Value (CLTV) of revenues to the business compared to what it cost to acquire them?
- Who is staging with the company when it comes time to renew, and who is leaving via Churn? This can be tracked and managed on a customer count or a dollar amount such as ARR.

Growth Stage to Public Companies



For that magical moment of the IPO and beyond, new metrics emerge as companies face the public markets and need to give more visibility to the future. These companies need to understand:

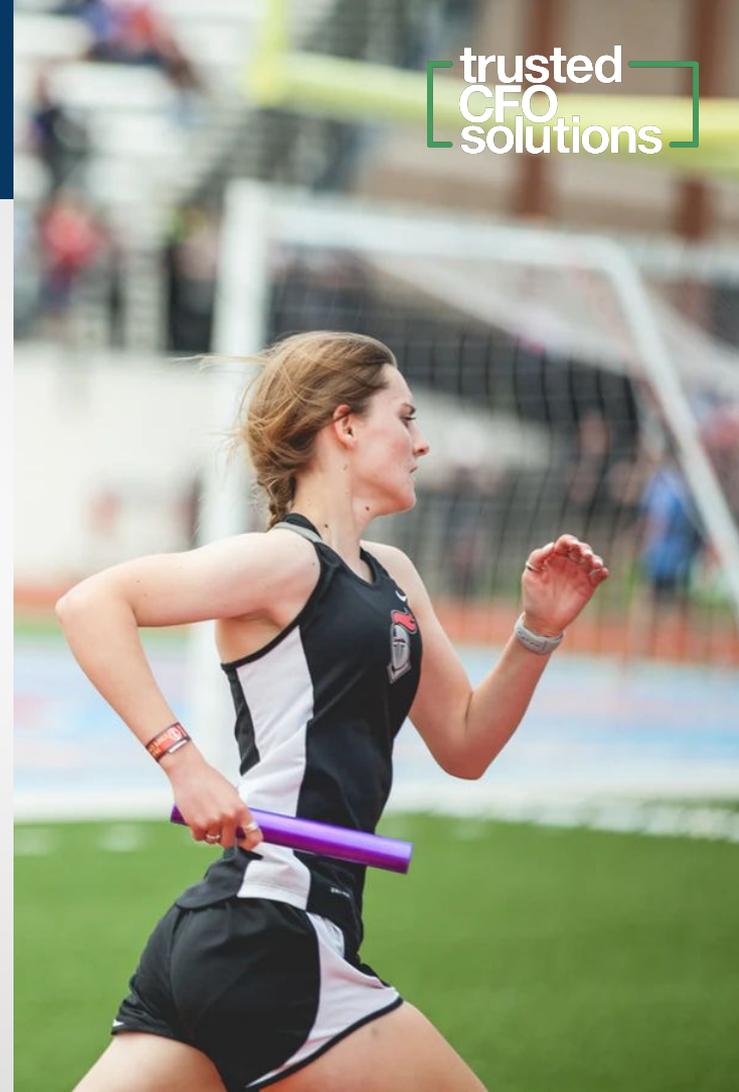
- What are their deferred revenues and the earnings before interest, tax, depreciation, and amortization (EBITDA)? These are key measures of a company's operating performance.
- What are the overall company expenses and the year of year growth in the number of customers?

Metrics At The Speed of Business



The SaaS Imperative

As you can hopefully see, in the SaaS world, it is critical to understand which metrics really matter and at what stage of company growth. There is an evolution of sophistication over time that matches the complexity and expansion that happen as companies find their way through crossing the chasm, into the bowling alley, and then through the tornado.

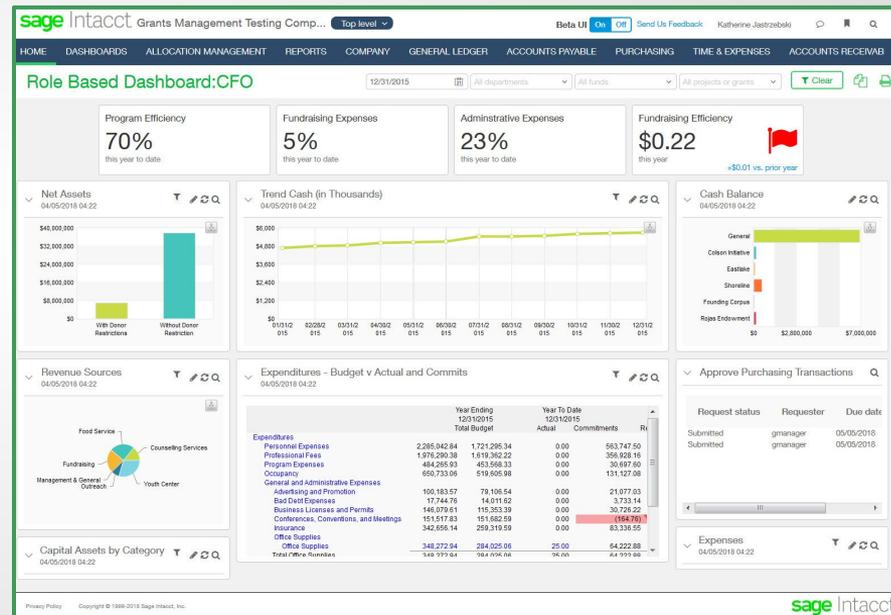


Get The Critical SaaS Metrics You Need — How and When You Want Them



Sage Intacct can help you make **quicker, more sound strategic decisions with real-time SaaS metrics that go beyond GAAP financials** to include operational metrics - together, these are the critical metrics for your board reporting. Captured in an automated process from inside Sage Intacct, they're every bit as complete and accurate as your GAAP financials.

The metrics for your SaaS business are **delivered via a dashboard** as performance cards, reports, charts, and graphs that you can use to spot **trends**, compare to **benchmarks**, drill down into the **source data**, and **more**.



Big Results From TCFOS Clients



PILLOW

"As a pre-IPO subscription business, we needed a financial management system that could help us scale rapidly, while providing transparency and real-time insight into metrics like our operating expenses and gross margins. We found just the right solution for our needs in Sage Intacct's robust, cloud-based software."



PLEXXi

"We needed an ERP system that could **scale with us from zero to hundreds of millions of dollars in revenue**. Sage Intacct is a great solution for managing a complex, high-growth business model like ours. It provides broad visibility into key business metrics and process improvements that help us further accelerate our growth."

Also, After Moving A Family Office Client To Sage Intacct, We Found Them A Million Dollars!

Our Leadership Team



Dixie McCurley

President &
Co-Founder

Specializations: Accounting Systems, Accounting Departments, Management Reporting, Speaker, Workshop Instructor

Innovative Thinking: Dixie McCurley has set out to revolutionize accounting practices for small to medium sized businesses utilizing new methods that capitalize upon the latest technologies available. Dixie puts data in dashboards and optimizes the intelligence of Trusted CFO Solutions' processes empowering controllers and CFOs with data, reports and efficiencies to drive business performance.

Relevant Experiences:

- Proven track record with building a successful CAS practice
- Nationally recognized thought leader in "cloud for CAS delivery"
- Delivers outsourced CFO/Controllership engagements
- Advisory Boards: CPA.com DCPA, Sage Intacct IAP Advisory group, Bill.com Accountant Advisory Member, Paychex Advisory Council
- Active speaker at CAS conferences, including 2016 DCPA keynote session panel

- Preferred provider of Practice Development Training for AICPA Trusted Business Advisor Solutions
- Practitioner instructor for CAS Roadmap workshop since 2014
- QuickBooks Proadvisor
- Intacct and Bill.com Certified
- A member of Mindshop

Education and Interests: Dixie graduated from Auburn University with an accounting degree and was a member of Zeta Tau Alpha. In Atlanta Dixie has been involved with numerous groups such as The Buckhead Women's Group, The Urban Land Institute of Atlanta and the Technology Association of Georgia.

As a self-proclaimed "foodie", Dixie spends her free time dining at the hundreds of restaurants Atlanta has to offer.

Our Leadership Team



Stephen Gross

Co-Founder

Steve Gross is the Founder Emeritus of HLB Gross Collins, P.C. He was Regional Managing Partner, National Director of Business Consulting and a member of the Executive Committee of international accounting firm.

Steve founded Trusted CFO Solutions, LLC and Business Builders' Network, LLC to assist businesses and management teams in being exposed to, educated, and assisted in transitioning their administrative and financial reporting internal operations to "New Platform Technology." These new systems and technologies achieve business goals of (1) reduced cost of ownership of back office systems and equipment, (2) reduced manpower needs of operating and maintaining these processes, (3) real time access to operational reports, dashboards, and financial performance reports anywhere that is accessible to the web, (4) simplified backup and disaster recovery of data, programs and functionality, (5) automatic analysis and insight reports integrated, and (6) presentation products, interactive and enabling drill down analysis of trends, variances, and peer performance on 87" interactive touch digital whiteboard/monitors with video conferencing to aid board groups or management team in far flung locations.

Steve also founded Gross Capital Partners, LLC and The Gross Consulting Group, LLC at the end of 2011 to pursue advising, servicing and providing capital to business transactions and operating companies. The market need for investors to locate opportunities and for owners to access capital has never been more intense, and cumbersome with the stresses that have occurred in the financial markets.

In his role of capital formation for clients over the past 35 years, he has assisted companies in raising capital and financing for hundreds of companies and provided capital in the hundreds of millions. Companies who have used his services including A.L. Williams Life Insurance, WebMD, NetEffect, HotPalm and many others. As an advisor to companies with dynamic growth, family offices and high net worth angels, he has provided strategic, advisory and investment advice creating wealth for stakeholders.

Specialized Services: Steve has consulted, audited or assisted in exit events with hundreds of companies throughout the United States and Western Europe. His involvement has assisted management teams in growing, governing and merging or selling of companies to many major international groups.

Directorships and Business Affiliations: As a part of Steve's services to his clients, he has served on the Board of Directors of many companies, both public and private, for over 27 years.

Current Public Directorship: Mutual Fund Family of Legg Mason Partners Fixed Income Funds: Designated Financial Expert

Current Boards of Directors or Advisors: Executive Director, Business Builders Team, LLC Board of Directors, Boy Scouts of America, Atlanta Advisory Board, Consumers' Choice Award, Stock News Network Governing Board, The Ritz Group Host, The Gross Reality Radio Show

Past Directorships have Included: Mutual Fund Family for Van Kempen American, Capital Mutual Fund Family for Morgan Stanley Dean Witter, Mutual Fund Family for Citigroup Smith Barney WebMD, Inc. Charter Bank & Trust ebank Financial Services, Inc. Hank Aaron Enterprises, Inc. Carint North America, PLC

Professional Memberships and Awards: Steve is a licensed CPA, Chartered Global Management Accountant, Certified Fraud Examiner, Certified Valuation Analyst, and he is Certified in Financial Forensics. He is a member of the state and national CPA societies. He is a member of the Institute of Business Appraisers, the National Association of Certified Valuation Analysts, and the Association of Certified Fraud Examiners.

Our Leadership Team



Lee Baynes

Partner

Specializations: Corporate Forecasting, Corporate Restructuring and Strategic Planning, Mergers & Acquisitions and Merchant Banking

Mr. Baynes is a CPA with over 25 years of accounting, finance, investment/merchant banking, senior executive finance and operational experience. He is a Partner with Gross Capital Partners with a focus on executing M&A transactions, private equity capital and investing activities, corporate restructuring, strategic planning and other financial advisory services. Prior to Gross Capital, Mr. Baynes was Senior Vice President of Corporate Strategies at Cooper / T. Smith Corporation, a diversified international group of maritime companies.

Prior to that, he was the CFO of Apyron Technologies, a material science technology company and a Managing Director at two investment banking firms. He also previously served as the CFO and Director of Accounting for Williams Group International, a multi-entity, international industrial contractor group. Mr. Baynes began his career at Arthur Andersen and ultimately served as a Manager in its Audit and Business Advisory division. He graduated in 1986 with a B.S. in Commerce and Business Administration from the University of Alabama.



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