



THE #1 ACCOUNTING APP ON THE SALESFORCE PLATFORM. FinancialForce Accounting™ is a simple, yet powerful, accounting application that is straightforward to learn, easy to implement and trouble-free to maintain. The perfect complement to Salesforce CRM, it brings back office data to the front, allowing companies to align sales, services and finance on a single cloud.

Cloud accounting – the future of finance

FinancialForce brings you the modern accounting app designed to take full advantage of the power and flexibility of the Salesforce platform. This highly sophisticated yet ingeniously designed solution is easy-to-use and easy-to-adapt. For example, personalized user forms and related content panels bring real-time data into the most useful views. FinancialForce Accounting is elegant enough for the smallest company and robust enough to serve the most complex multinational organization.

Delivering CRM to accounting – end-to-end in Salesforce

FinancialForce Accounting and Salesforce CRM reside on the same cloud platform from Salesforce, making the lines between applications indiscernible, which increases user adoption and enables cross training. The applications share the same infrastructure, database, development tools, reporting tools, user interface—even the same user logins.

One company, one system, one view of the customer

Opportunity to Cash processes flow seamlessly and securely through sales, billing and receivables without any manual effort, special integrations or extraneous spreadsheets. Everyone is on the same page when all your financial information is held securely in one system, in one place. And FinancialForce's 360° view, the most comprehensive customer relationship reporting available today, spans customer interactions and transactions in billing, A/R, sales and services.

The multi-everything accounting engine

At the application's core is an innovative accounting engine that can accommodate the most diverse or complex enterprise requirements. It includes advances like a single ledger design and a multi-dimensional chart of accounts, which gives companies real-time business intelligence and helps them shorten period closes. The accounting engine includes sophisticated accounting components such as multi-currency, global tax and multi-company accounting capabilities across the entire system.

Unparalleled visibility to real-time metrics from anywhere

Unlike on-premises accounting systems of the past, FinancialForce Accounting is a 100% real-time and perpetually closed system. It is built for real-time financial analysis and modeling, not just to generate financial statements. The system has financial report templates and configurable dashboards that can be accessed from a mobile device, so you can make informed decisions anywhere, anytime.

Harness the power and ease of Salesforce, the #1 cloud platform

- Real-time analytics.
- Mobile device support.
- Chatter, social collaboration tool for business.
- Configuration and integration tools.
- Easy integration for your custom and third party applications with FinancialForce ClickLink™.
- Authorization workflow tools.
- Development tools to build your own app on the same cloud in less than 1/5 the time.
- 2900+ applications listed on the AppExchange.



General Ledger: Flexible, efficient and always in balance

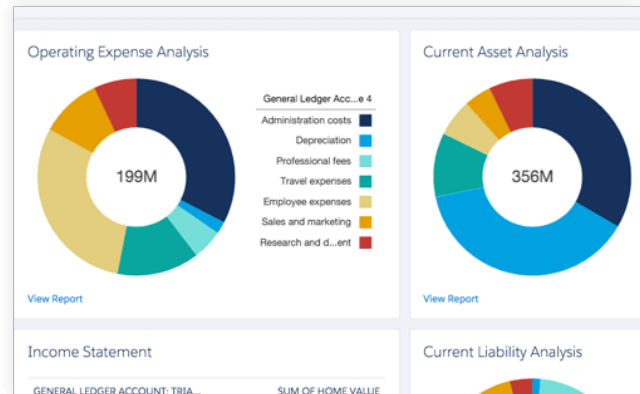
- Flexible, multi-dimensional chart of accounts.
- Multi-currency and multi-company transaction handling.
- Transfer costs between companies or business units with inter-company transactions.
- Perform accruals with automatic reversing journals.
- Automatic calculation of cumulative, year-to-date budgets for each period.
- User and role based dashboards provide real time visibility.
- Standard and configurable financial report templates.

Accounts Payable: Streamlined, controlled Invoice to Pay processing

- Reduce keystrokes with document templates and electronic invoicing.
- Use authorization workflow for automated invoice and expense approvals.
- Set vendor credit limits and credit terms by vendor account.
- Pay vendors by check or electronically.
- Automatically calculate due dates and settlement discounts, based on vendor terms.
- Prevent payment of duplicate invoices.
- Define your own check print formats.

Accounts Receivable: Streamlined, seamless Opportunity to Cash processing

- Create invoices from Salesforce opportunities in a single click.
- Set credit terms both globally and by customer account.
- Automatically calculate due dates and settlement discounts.
- Automatically calculate payments to invoices based on document references and amounts.
- Use tasks as reminders to chase past due accounts.
- Use Chatter to collaborate with sales and services personnel.
- Send statements and reminder letters by email.
- Use "My Account" a customer self-service billing portal.
- Automate lockbox transaction processing with the FinancialForce cash matching API.



Cash Management: Optimize your cash flow and working capital

- Easily forecast cash flows and currency needs.
- Set up multiple bank accounts in different currencies.
- Pay customer refunds from A/R without duplicating records in A/P.
- Record one-off payments to vendors and refunds to/from vendors.
- Automatically reconcile your bank statements without re-keying.
- Record bank charges and interest shown on your bank statement.

Billing: Eliminate manual processes and complex integrations

- Raise an invoice directly from any activity in Salesforce CRM (standard or custom objects).
- Create a single invoice with multiple installment payment due dates.
- Set up recurring invoices for regular bills.
- Generate accounting entries for FinancialForce Accounting or your on-premise ERP system.