

5 Years of FinancialForce.com Anniversary Timeline

UNIT4
BUSINESS SOFTWARE



 20 employees

Founded in Harrogate, UK as Coda2go with investment from UNIT4 & Salesforce

#1 Accounting app on the Salesforce AppExchange

Shared Salesforce incubator in San Mateo, CA with our friends Appirio and Apttus

2009



PANDORA

 62 employees

Named Red Herring Top 100 North America tech company

Launched FinancialForce SRP, the first complete Services Resource Planning (SRP) solution built entirely on Force.com.

Signed Pandora as a customer

Launched timecard and expenses apps on AppExchange mobile

2011



 208 employees

Acquired Vana Workforce in Burlington, Ontario and launched Human Capital Management

Acquired Less Software and launched Supply Chain Management

Held our first 360 Awards for Customer Excellence

Placed 14th in UK Great Places to Work awards

2013




2010



Introduced Appirio's Professional Services Enterprise product - creating FinancialForce PSA

Signed US News & World Report as a customer

Held our first customer networking event during Dreamforce

 39 employees

U.S. News & WORLD REPORT



2012

Opened San Francisco office

Hosted first Community Day for our customers

Launched our corporate philanthropy arm, FinancialForce4Good

 111 employees

2014

Forbes

Listed by Forbes as #1 cloud computing company to work for and one of the best cloud-based enterprise software startups to work for

Received \$50 million in funding from Advent International

Suite of 14 applications

Expanded to Australia & New Zealand

 393 employees

Advent International
GLOBAL PRIVATE EQUITY



ERP at *Customer Speed*

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