



FINANCIALFORCE



ansarada

# HOW TO CLOSE REVENUE ON DAY ONE

A FINANCIALFORCE CUSTOMER STORY







# ABOUT

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Founded in 2005, Ansarada is an AI-powered dealmaking platform provider focused on helping companies and their advisors thrive amid their most important business events, such as mergers and acquisitions, capital raises, IPOs, and audits. Ansarada's platform draws on more than 20,000 business-critical events worth over \$2 trillion to deliver the most sophisticated dealmaking artificial intelligence on the market, ensuring businesses are always prepared.

## COMPANY SIZE

Medium

## HEADQUARTERS

Sydney, AUS

## FF PRODUCT

FFA

## INDUSTRY

Technology

# MEASURES OF SUCCESS

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75%

FASTER TIME TO INVOICE

3:1

FROM 3 SEPARATE SYSTEMS FOR  
GATHERING INVOICING DATA TO 1

86%

FASTER REVENUE CLOSE RATE





# STRUGGLING TO SCALE

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As Ansarada transformed to a platform-based business, scaling internal processes to support anticipated business growth was a priority. “We need to evolve from month-end reporting, and empower our financial team to conduct robust financial planning and analysis,” explains Ansarada CFO Rachel Riley. Lack of integration between business systems and the finance system, however, forced the team to resort to manual processes for essential financial operations, including ensuring compliance with key regulations. Information silos turned invoicing into a painful, resource-intensive process each month, resulting in invoice delays which consequently delayed cash flow.





# CUSTOMER-CENTRIC FINANCE WITH FINANCIALFORCE

## ENABLING A CONTINUOUS ACCOUNTING CYCLE

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With FinancialForce Accounting, Ansarada's finance team gains clear visibility into finances and can easily handle more sophisticated finance operations that drive better cash flow.

## TAPPING INTO A POWERFUL DUO

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FinancialForce's tight Salesforce integration provides Ansarada with a powerful platform that enables agility and scalability on demand. As a result, the platform supports Ansarada's strategic business growth.

## BUILDING A SMOOTHER CUSTOMER JOURNEY

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Because FinancialForce connects essential business information to finance, Ansarada can provide a seamless end-to-end customer journey, from the time customers first engage Ansarada to the time they pay their invoice.





# CLOSING REVENUE ON DAY ONE

Since adopting FinancialForce, Ansarada now invoices faster and earlier. Instead of a 24-day lag before invoicing and one week to full close, finance can invoice immediately in a single day. This translates to a smooth, seamless process for customers and a faster cash cycle for Ansarada. Even with multiple currencies and bank accounts around the globe, finance can now cash match in just a few hours, down from eight hours per day. Finally, the integration between finance and other business data incorporates finance into the customer journey. “FinancialForce is making it possible for us to see our customer relationships and journey in full color,” says Riley.

[REQUEST DEMO](#)







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**FINANCIALFORCE'S  
PLATFORM APPROACH  
SCALES SEAMLESSLY WITH  
OUR BUSINESS TO CREATE A  
CONTINUOUS ACCOUNTING  
CYCLE.**

**RACHEL RILEY**  
CFO, ANSARADA





# READY FOR MODERN ERP?

FinancialForce is the leading cloud ERP for the new services economy. The #1 ERP native to the Salesforce platform, FinancialForce unifies data across the enterprise in real-time, enabling companies to rapidly evolve their business models with customers at the center.

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