



#### ansarada

### **ABOUT**

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

**HEADOUARTERS** 

Medium

Sydney, AUS

FF PRODUCT

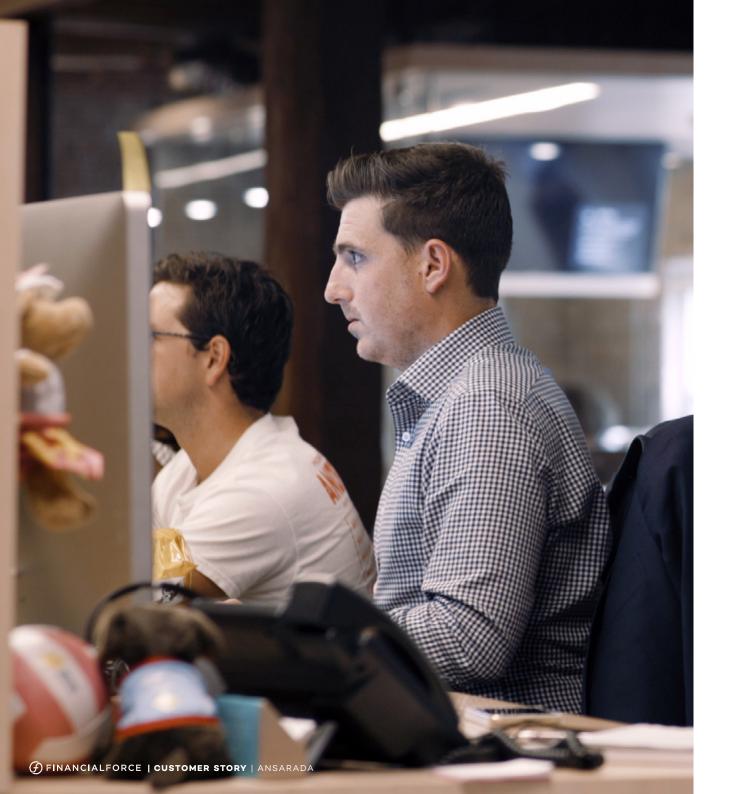
INDUSTRY

FFA

Technology

# MEASURES OF SUCCESS

**FASTER TIME TO INVOICE** FROM 3 SEPARATE SYSTEMS FOR **GATHERING INVOICING DATA TO 1** 86% **FASTER REVENUE CLOSE RATE** 



## STRUGGLING TO SCALE

As Ansarada transformed to a platformbased business, scaling internal processes to support anticipated business growth was a priority. "We need to evolve from monthend 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.



### ENABLING A CONTINUOUS ACCOUNTING CYCLE

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

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

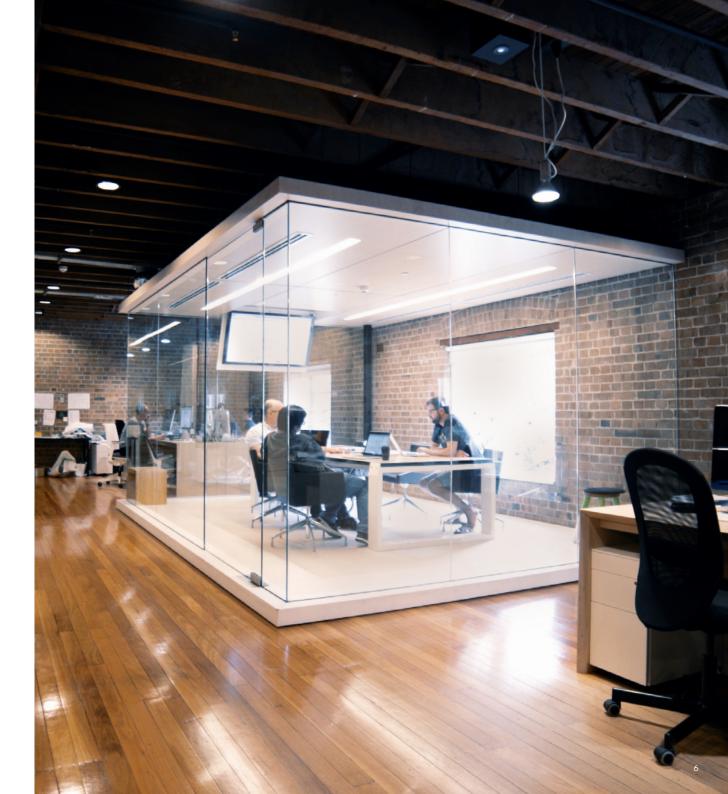
Because FinancialForce connects essential business information to finance, Ansarada can provide a seamless endto-end customer journey, from the time customers first engage Ansarada to the time they pay their invoice.

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# 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.

**REQUEST DEMO** 

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