

# Solving SaaS metrics

Fast growth requires fast decisions made with the right information. All companies struggle to do this. But SaaS companies face more challenges. You construct your metrics reports with data you've pulled from disparate applications, and then aggregate that data and perform calculations within spreadsheets—a time-consuming, error-prone process. What if you could easily capture and instantly access the detailed metrics you need, right when you need them? What if these metrics shed light on the pitfalls and opportunities ahead, as well as the root causes of performance trends?

## Get the SaaS metrics you need—how and when you want them

Make quicker, more sound strategic decisions with real-time SaaS metrics that go beyond GAAP metrics to include operational metrics—together, these are the critical metrics for your board reporting. Captured in an automated process from inside 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. Your metrics can include:

- Committed Monthly Recurring Revenue (CMRR)
- Annual or Monthly Recurring Revenue (ARR or MRR)
- Customer Acquisition Cost (CAC)
- Churn

- Customer Lifetime Value (CLTV)



## Metrics at the speed of business

Dynamic SaaS businesses require of-the-moment metrics to support fast decision making. Now you can access real-time metrics that are always accurate, driven by transactional data from Salesforce and Intacct. When you want to know if you're making plan, or why you're not, don't tie up your team in slow, manual processes or wait weeks for answers to arrive.

## Follow the numbers, then dive deep—with dimensions

Get unmatched analytical depth from inside your financial system of record. How do you drive a business that has so many fast-moving, interrelated financial elements? With a complete, up-to-the-minute set of metrics that you can easily slice and dice by key business drivers.



Use [Intacct dimensions](#) to analyze SaaS metrics by the attributes that matter to your business: project, customer, location, department, vendor, item, employee, class, and more. You can further optimize your business by tracking different kinds of SaaS revenues—new customers, add-on purchases, upgrades, churn, and renewals—and by spotting trends and problems via the dashboard, and then drilling down to investigate.

## **Get it all: automation, flexibility, and Salesforce integration**

Say good riddance to manual calculations and one-size-fits-none metrics. You'll save time, reduce errors, and boost efficiency with metrics calculated automatically from data already in your fully integrated Intacct and Salesforce systems. You won't need scripting or add-ons to create unique SaaS metrics based on your definitions, your chart of accounts, your business needs—whatever works best for your company.

### **Key benefits**

- 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