

A large, fluffy white cloud is centered in the frame against a clear, vibrant blue sky. The cloud has soft, irregular edges and a bright white center, suggesting a bright sun. The overall composition is simple and clean.

The Cloud and Finance

What is the Cloud and why should I care?

- The Cloud and Software-as-a-Service defined
- Case Study
 - How I grew up with the Cloud/SaaS
 - How we use it at Host Analytics
- What's in it for Finance and Accounting?
- When should I not use it?
- Questions

What is the Cloud and Software-as-a-Service (SaaS)?

IT moves from this:

- Lots of IT Infrastructure
- Lots of IT staff



To this:

- Utility-like resources
- Less headaches for IT





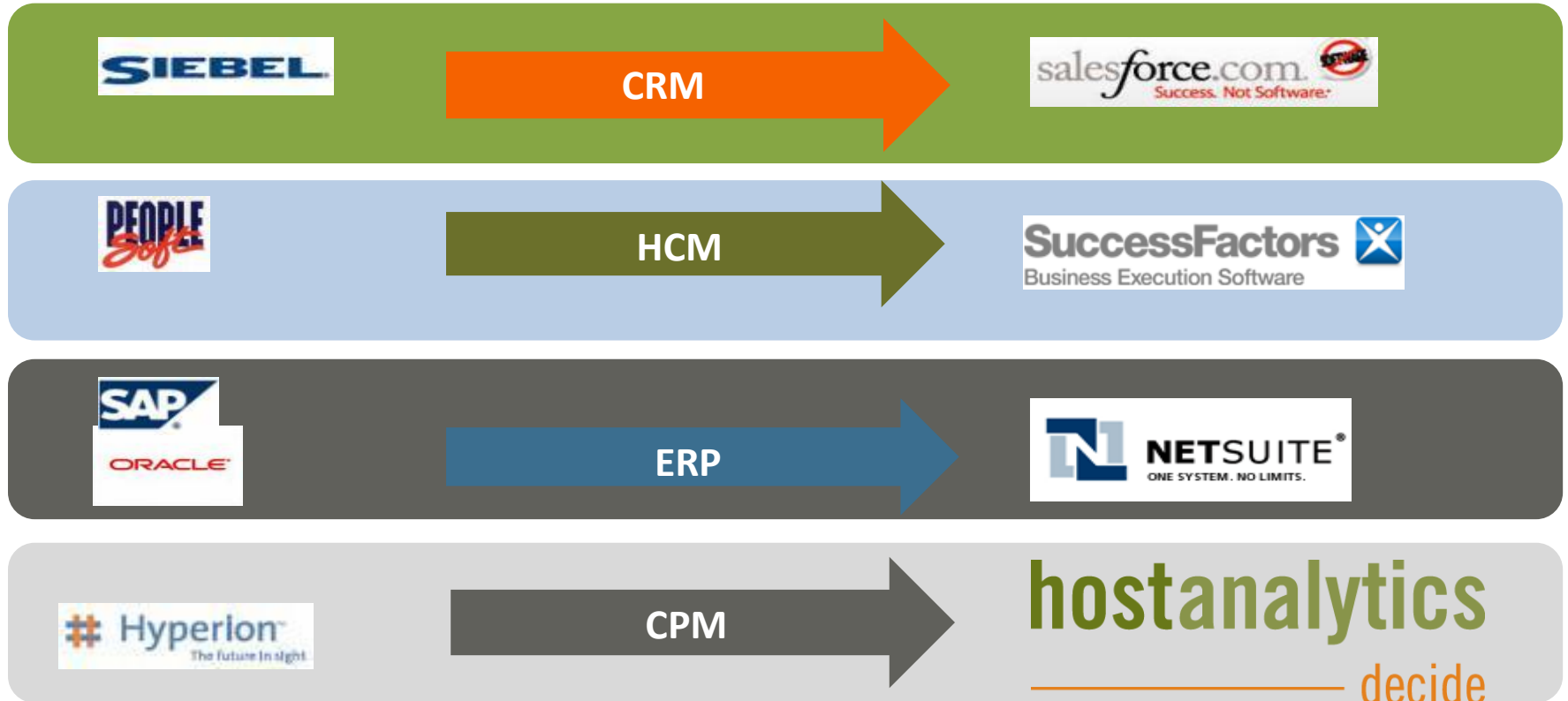
ON-PREMISE

Case Study - How we grew up with SaaS

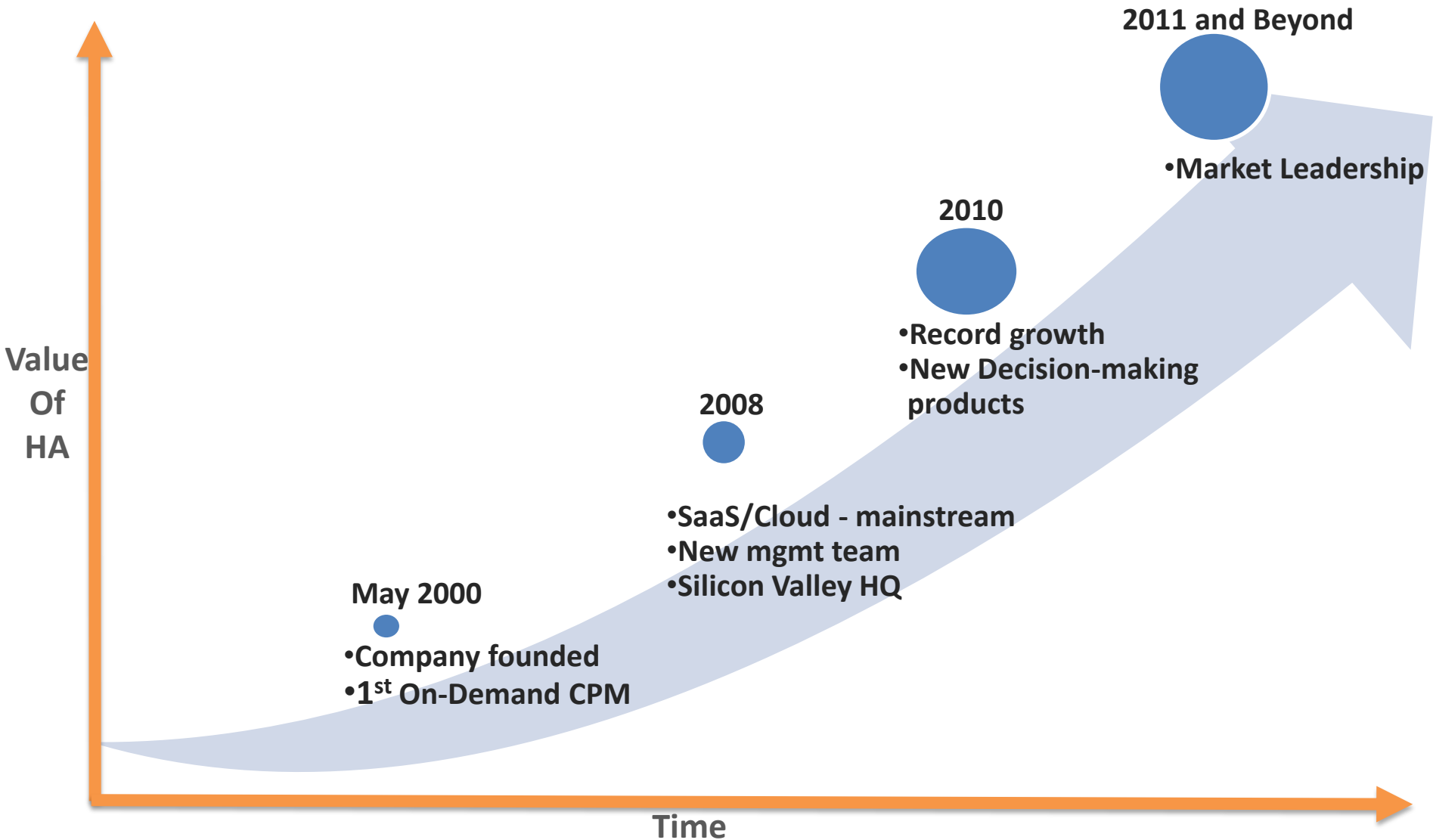
On-Demand Corporate Performance Management

On Premise Leader

On Demand Leader



Host Analytics – How I grew up with SaaS
















Important metrics to run our business

- Specific SAAS metrics
 - MRR → monthly recurring revenue
 - Renewals → the gift that keeps on giving
 - Churn → the kiss of death
 - Net Promoter Score → the holy grail
- Metrics from our customer engagement
 - On-Line Community
 - Surveys
 - Loyalty programs

Applications: SaaS vs. On-premise

What we now use at Host Analytics...

Company	Application(s)	Type
	Consolidation, Budgeting, Reporting, Dashboards	SAAS
	ERP	SAAS
	CRM	SAAS
	Project tracking for services team	SAAS
	Support ticketing system	SAAS
Backpack 	Internal portals	SAAS
	Data Integration	SAAS
	Customer community portal	SAAS
	Sales tax add-in to ERP	SAAS
Expense Wire 	Payroll and T&E automation	SAAS
	Product enhancement tracking	SAAS
	HRM	SAAS
	Marketing Automation	SAAS

IT's function for SaaS

From This:

- Product/Vendor Analysis
- Evaluation and selection
- Check off on security
- Managing interfaces with other applications
- Hardware configuration, selection, and installation
- Consulting vendor Analysis
- Consulting vendor evaluation and selection
- Implementation
- Backup and recovery plan
- On-going maintenance (apps and infrastructure)
- On-going support (apps and infrastructure)

To This:

- Check off on security
- Managing interfaces with other applications
- Backup and recovery plan

SalesView

Pitney Bowes Inc. | Not the right company?

View WatchList | Find Prospects | Settings | Help

- Analysis
- Key Info
- People
- Buzz
- Family Tree
- Competitors
- More

Track it!

Agent results in last 30 days... | Modify Agents

- 1 Leadership Changes
- 4 New Offerings

More...

Smart Connections

Add your previous employers and reference customers to discover relationships you can use to engage with prospects.

Add Connections

Parature - Support Requests

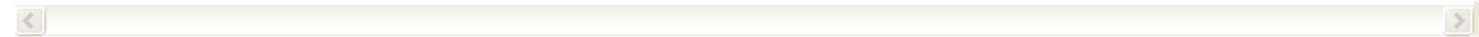
Parature_List

PARATURE.

On-Demand Customer Service, Customer Support & Help Desk Software

There was a problem connecting to Parature. Please check your credentials and also check that all fields names exactly match the names listed in Parature.

Response was:



Custom Links

- news
- Update Contacts
- [Find Account in InsideView]

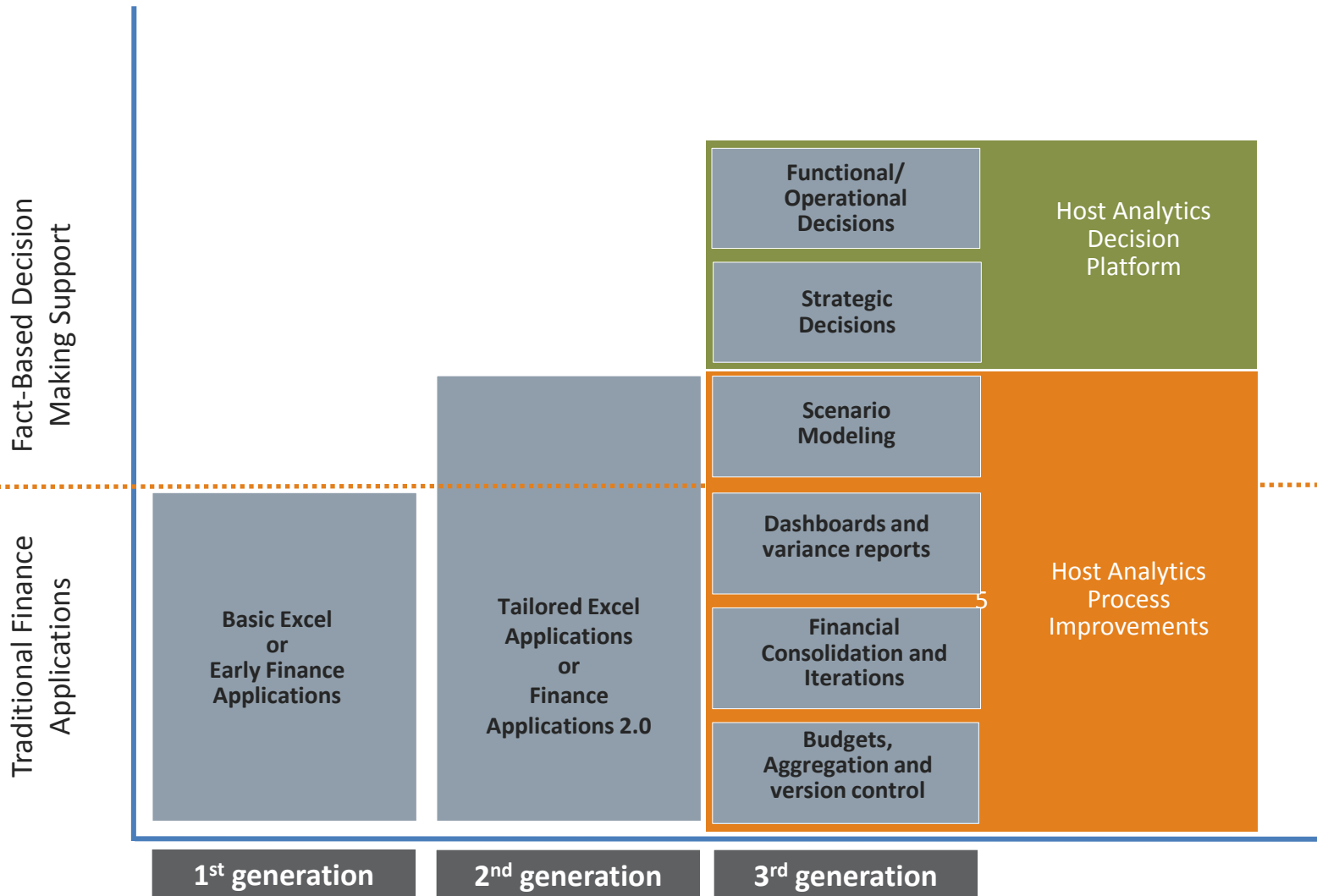
- financial profile
- Update Account Information

- map
- Get Reports

Customer Reference

What's in it for Finance and Accounting?

Evolution of Financial Applications



Content resources– aggregating data sources

- Benchmarking Data
 - Edgar
- KPIs
 - KPI Definitions
 - Industry and function specific
- Financial indicators
 - Currency Translation Rates, WACC, Interest rates
 - Macro and Microeconomic indicators and drivers
- Host Analytics meta data
 - Spread rates
 - Asset categories
 - Account categories

EDGAR[®]Online

KPI Library

DATA.GOV
EMPOWERING PEOPLE

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On-Demand Financial Market Data

★
Indicators
Benchmark
KPIs
Metadata

View: Sort: Ranking No. of Results per Page: 6

Seeking Alpha
 Favorite

★★★★★

Seeking Alpha is the premier website for actionable stock market opinion and analysis, and vibrant, intelligent finance discussion. We handpick articles from the world's top market blogs, money managers, financial experts and investment newsletters - publishing approximately 250 articles daily. [More...](#)

IHS Global Insight
 Favorite

★★★★☆

IHS Global Insight provides the most comprehensive economic, financial, and political coverage available from any source to support planning and decision making. Using a unique combination of expertise, models, data, and software within a common analytical framework. [More...](#)

The Conference Board
 Favorite

★★★★☆

The Conference Board works within and across via four main subject areas – Economy, Markets & Value Creation; Human Capital; Corporate Leadership; High-Performing Organizations – to create a unique, enterprise-wide perspective that helps business [More...](#)

Procognis
 Favorite

★★★★☆

ProCognis, Inc. was founded to reduce the burden of ever-increasing Financial Regulations. Our mission is to use Information Technology to streamline Financial Reporting and Business Processes. Our combined background is uniquely suited to this mission. [More...](#)

USDA Foreign Agricultural Service
 Favorite

★★★★☆

We (USDA Foreign Agricultural Service) improve foreign market access for U.S. products, builds new markets, increase competitiveness for U.S. agriculture in the global marketplace, and assistance to developing foreign countries. [More...](#)

American Bankers Association
 Favorite

★★★★☆

ABA marshals the talent, energy and perspectives of its members to bring about positive change. Effective collaboration between ABA members and staff, we combine experience and insights, in-depth expertise, unmatched resources and extensive products and resources to make our members more successful. [More...](#)

Indicator	Benchmark	KPIs	Metadata
Seeking Alpha		Seeking Alpha is the premier website for actionable stock market opinion and analysis, and vibrant, intelligent finance discussion. We handpick articles from the world's top market blogs, money managers, financial experts and investment newsletters - publishing approximately 250 articles daily. More...	★★★★★ Favorite
IHS Global Insight			★★★★★ Favorite
The Conference Board			★★★★★ Favorite
Procognis			★★★★★ Favorite
USDA Foreign Agricultural Service		iveness for U.S. agriculture in the global marketplace, and assistance to developing foreign countries. More...	★★★★★ Favorite
American Bankers Association		ABA marshals the talent, energy and perspectives of its members to bring about positive change. Effective collaboration between ABA members and staff, we combine experience and insights, in-depth expertise, unmatched resources and extensive products and resources to make our members more successful. More...	★★★★★ Favorite

Seeking Alpha

Description

Seeking Alpha is the premier website for actionable stock market opinion and analysis, and vibrant, intelligent finance discussion. We handpick articles from the world's top market blogs, money managers, financial experts and investment newsletters - publishing approximately 250 articles daily. Seeking Alpha gives a voice to over 3000 contributors, providing access to the nation's most sawy and inquisitive investors. Our site is the only free, online source for over 1,500 public companies' quarterly earnings call transcripts, including the S&P 500. Seeking Alpha was named the Most Informative Website by Kiplinger's Magazine and has received Forbes' 'Best of the Web' Award.



Indicators

Benchmark

KPIs

Metadata

Search



View:

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Seeking Alpha

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Monday, October 11, 2010 | 04:50 AM EDT | DJIA (DIA) ↑ 0.46% S&P 500 (SPY) ↑ 0.56% Gold (GLD) ↑ 0.99%

symbol, author, keyword...

Market Currents | [Top Stories](#)

10 Oct, 5:02 PM Google's (GOOG) sights are set so far beyond just internet search that it has already logged 140,000 miles on a new semi-secret test program to design cars that can drive themselves thanks to artificial intelligence systems. The project underscores Google's continued itch to expand and its willingness to gamble on technology that may not pay off for years. [9 Comments](#)

10 Oct, 4:35 PM Don't blame the foreign reserves build-up by emerging nations for exchange rate imbalances, says Brazil's Central Bank President Henrique Meirelles at the annual IMF meeting. In reality, "the most important imbalance today is the American monetary expansion... this is the biggest injection of liquidity in the international economy." [8 Comments](#)

10 Oct, 4:08 PM The attorneys general of up to 40 states plan to announce as soon as Tuesday a joint investigation into banks' use of flawed foreclosure paperwork. Banks have been reeling from the robo-signing scandals, and BoA (BAC) just became the first bank to halt foreclosures in all 50 states. [8 Comments](#)

[More Market Currents >](#)

Select StockTalks

Telecom Talking Points



- The Impeccable Timing of the Verizon iPhone Rumors**
by TechCrunch
 - Telefonica: A European Stock to Consider for Income**
by Investment U
 - Exploring the Foreign Telecom Sector**
by Leisa
 - Are International Telecom ETFs a Better Bet Than Domestics?**
by Tom Lydon
- [More on: Telecom](#)

Keeping Current on Currency



- Finance Chiefs Task IMF With Calming Currency Tensions (Bloomberg)**
by John Lounsbury
 - Is Geithner in a Position to Make Demands on China?**
by Clive Corcoran
 - Escalating Currency Trading**
by John Lounsbury
 - The Currency Trilemma**
by Edward Harrison
 - Gold and Silver Almost Go Parabolic as Currency Wars Heat Up**
by Dr. Duru
- [More on: Gold Price, Silver, Forex](#)

REPLAY

DEM

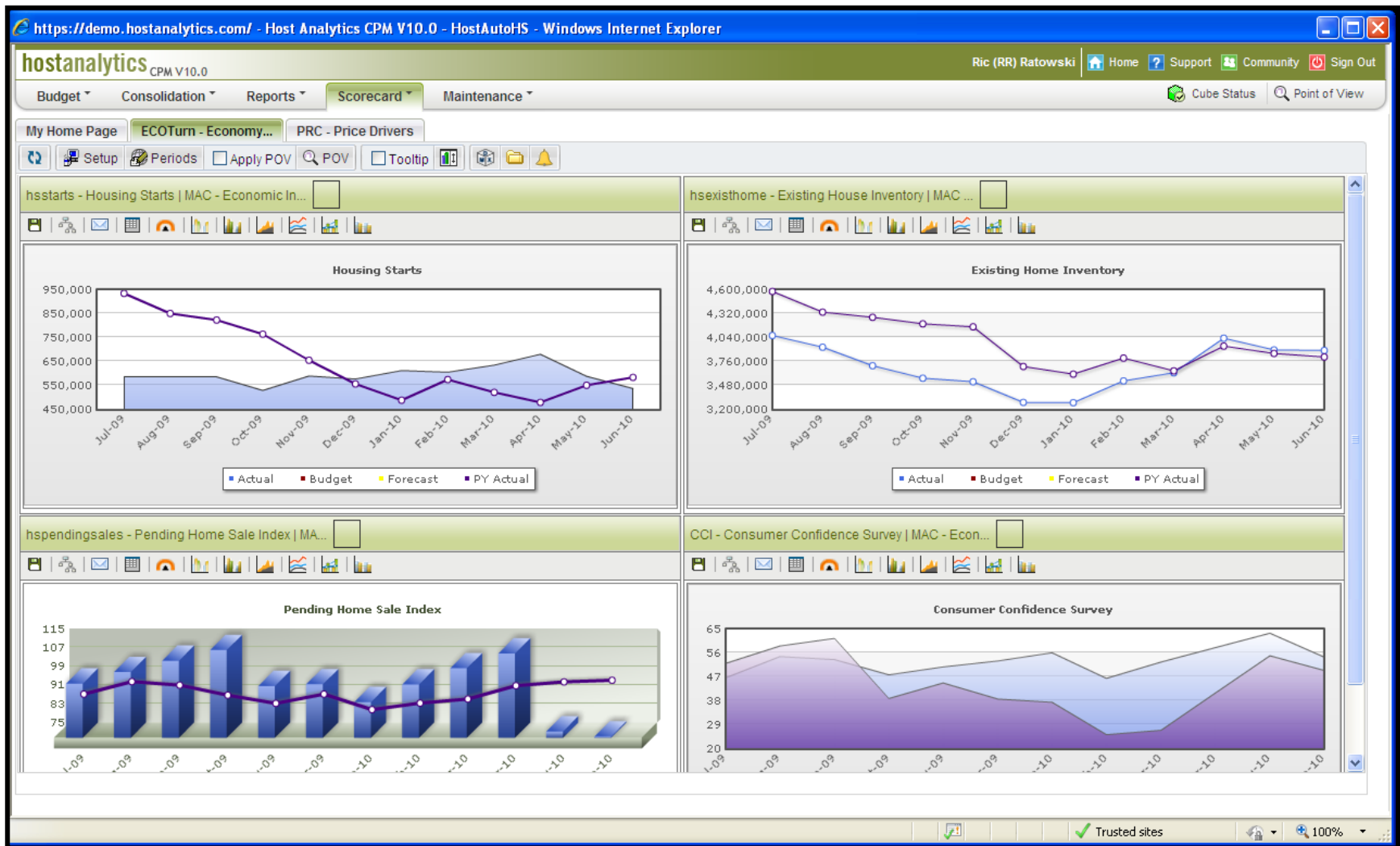
The WisdomTree Emerging Markets Equity Income ETF

[LEARN MORE >](#)

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- The Effects of a Volatile Currency Market on Upcoming Earnings**
04:14AM • Dan Ramsden
- Is Android Google's Next Gold Mine?**
04:09AM • Dan Ramsden

Macro/Micro Economic Indicators in the Scorecard

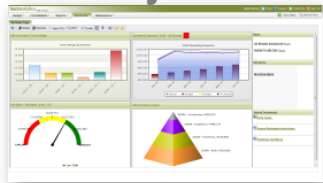


Executive Report Manager

Web Content



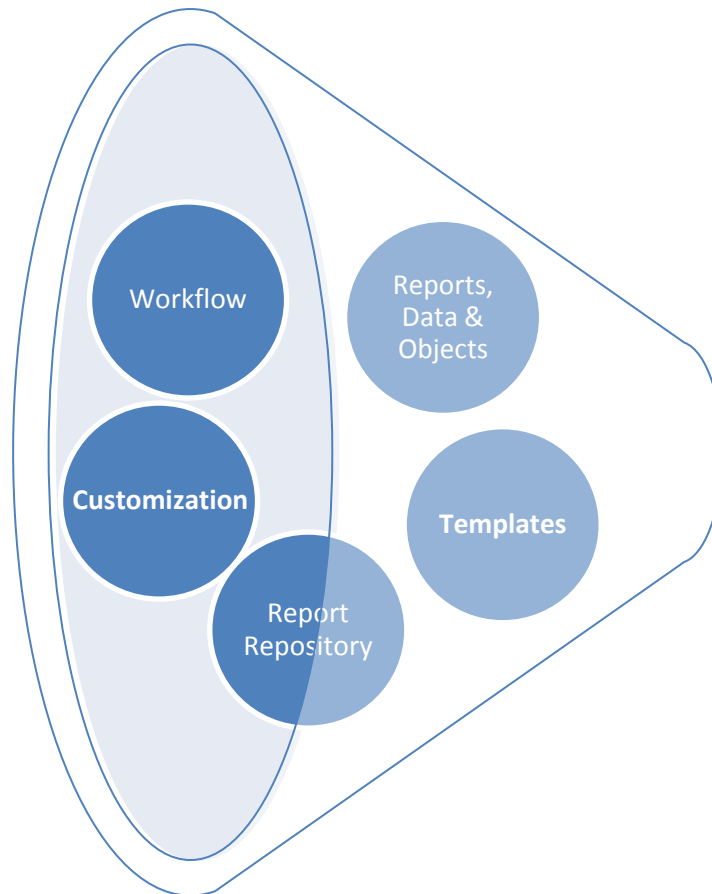
Host Analytics Objects



Word Documents

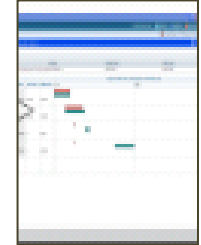


Excel Data

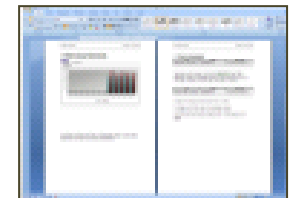


Executive Reports

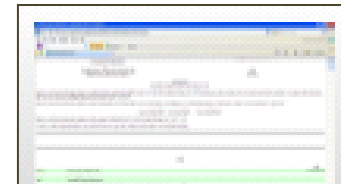
Management Discussions



Comprehensive Report Packs

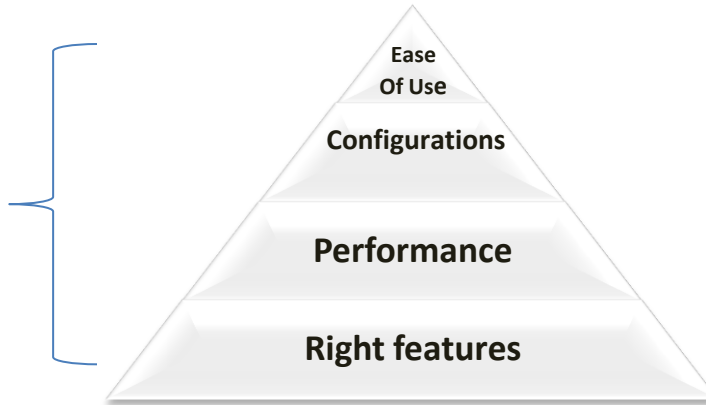


SEC reports

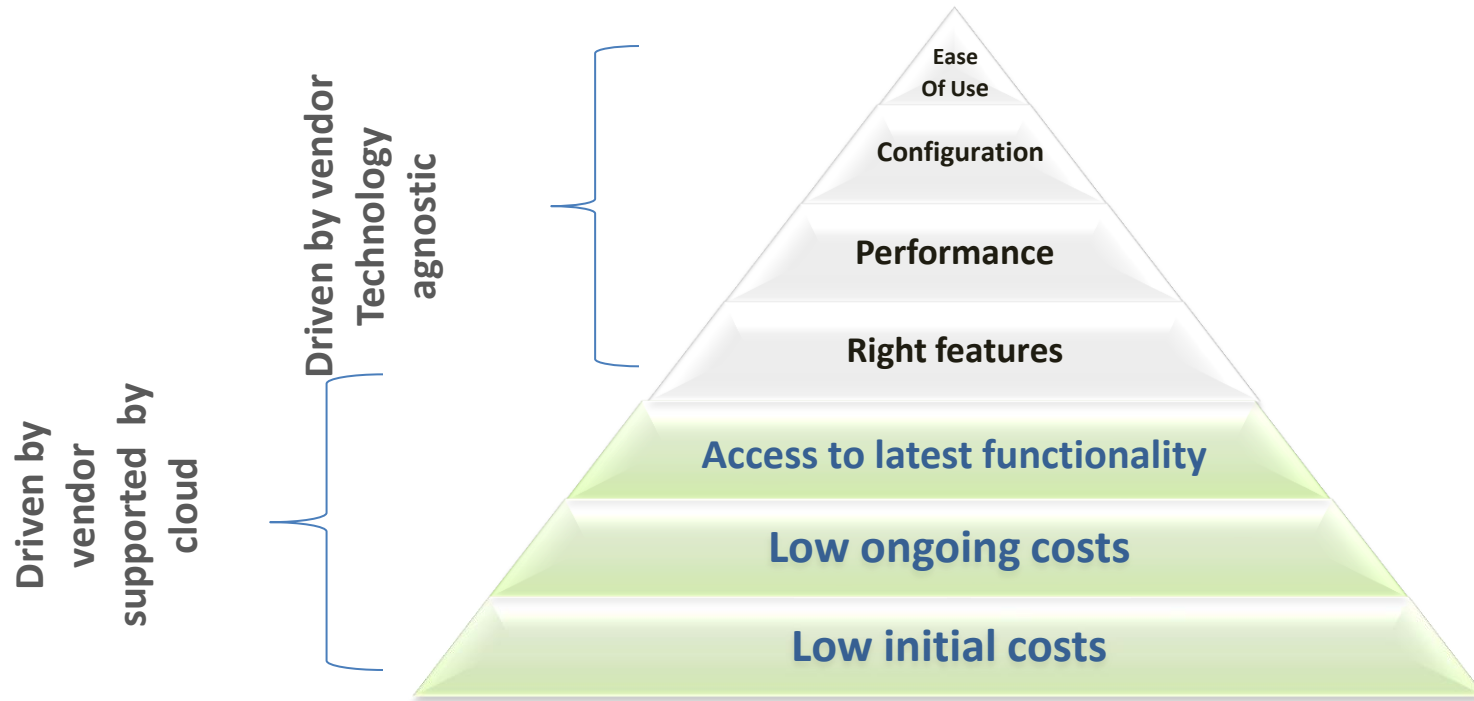


Bridging the gap

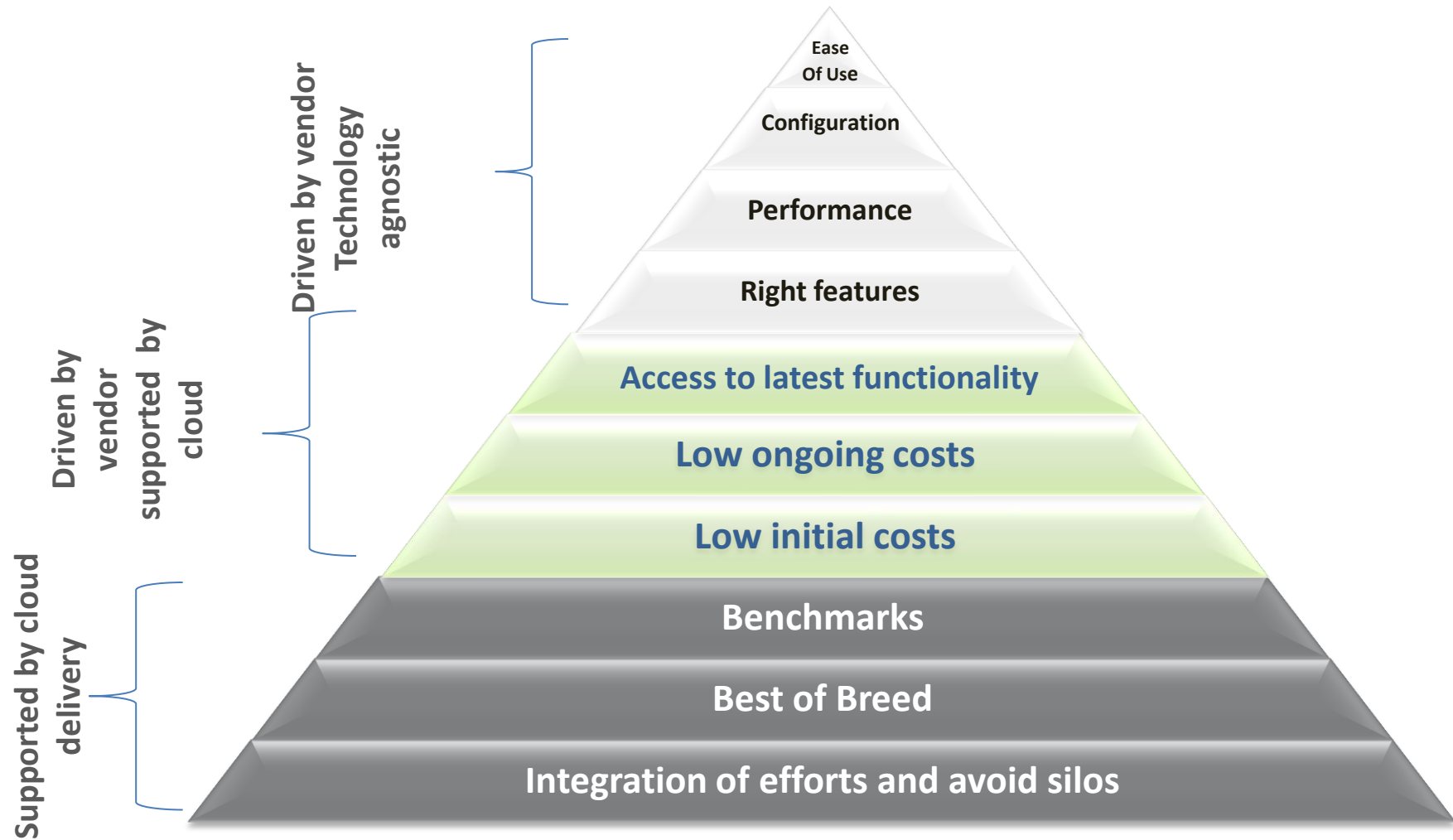
Driven by vendor
Technology
agnostic



Bridging the gap



Bridging the gap



What's in it for Finance and Accounting?

- Easier collection of data (*all* data)
- Operations *and* Finance have required data
- Complete analysis
- Quicker decision making
- More precise decision making
- More prevalent decision making



Successful CFO's

The most successful CFOs will enable decision making not only through the ***delivery of timely and accurate information in context,***

but also with

an ***appreciation of the type and level of decision risk associated with each alternative scenario*** under consideration.

On-Line Community

hostanalytics
— decide

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Search Members

My Profile

Group Forums

Polls

Blogs

Wikis



What's the Latest?

A news feed of recent community activity.



What's on your mind?

Share



Jamie Siracusano I have a question relating to what I will call a "stacked hierarchy"...we have times where we want to either "reclass" or adjust actuals data. I have not done this yet, but was wondering about having a "adjustment" scenario where i could make these and then have what is called "restated actuals" would would sum the actuals + adjustments to get me restated...Is this possible?

9/30/2010 1:30 PM | Comment



Bryan Dehmler-Buckley: Jamie, sorry for the delay in responding to you. I will offer a few suggestions for you. There is native reclassification functionality that is embedded in the Consolidations module (Consolidation>Centralized>Reclassification). This enables you to reclass data from a source to a target. To differentiate this data from the "actuals" data we utilize

Workshop Registration
Click here to register for the Workshop.

Meet Host Analytics Financial Elite!

Name	Level
Joel Feldman	Platinum
Diane Seers	Platinum
Joy Sawyer	Platinum
Dan Rusnak	Platinum
Ryan Kunisch	Platinum
Sean Finneran	Platinum
Kimberly Joyce	Platinum
Cliff Marnick	Platinum
John Hrudicka	Platinum
Jeffrey Frank	Gold
Sally Simpson	Gold
Carol Gorsuch	Gold
Mark Cohen	Gold
Bill White	Gold
John Thompson	Gold
Ken Crawford	Gold

hostanalytics
— decide

Slide 25

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Decisions

When should I not use SaaS?

When not to SaaS (asking the right questions)

To get these benefits:

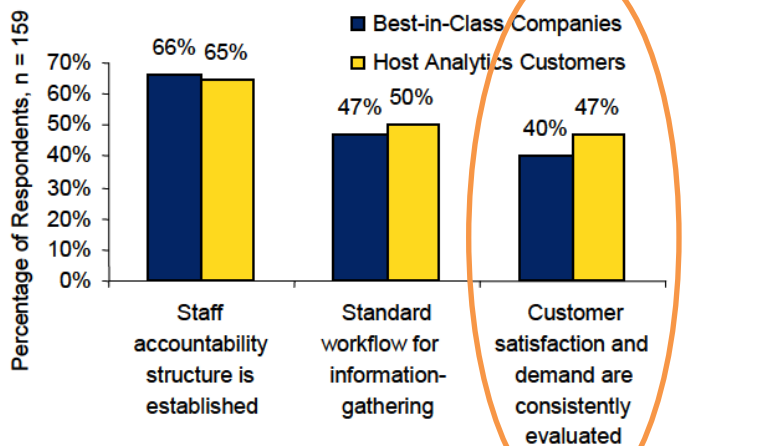
- Easy to trial
- Quickest implementation
- Frequent innovation without the hassles
- Easier to get more people involved
- Business owner driven

Ask about:

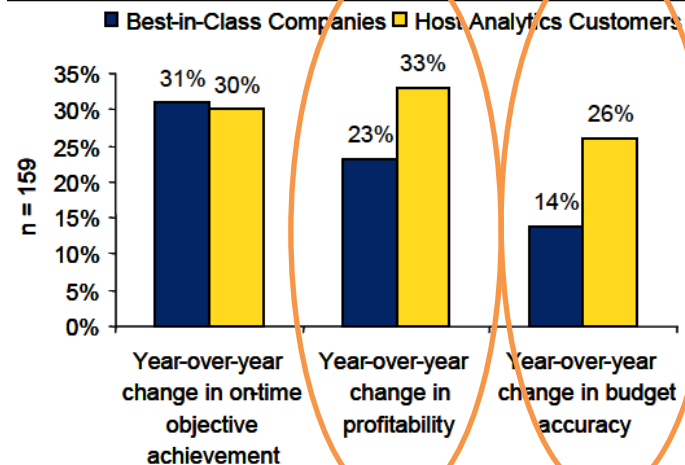
- Security
- Getting data back
- Data integration
- Multi-Tenant
- Customer Engagement

Aberdeen Report

- Survey of 200 Corporate Performance Management users
- The 30 companies using SaaS CPM participated
- These companies were the ONLY ones who equaled or surpassed best in class in terms of the benefits they got from implementing CPM



Source: Aberdeen Group, September 2010



Source: Aberdeen Group, September 2010

FINAL THOUGHTS

- The Cloud/SaaS has most of the momentum
- Only SaaS delivers on External data integration
- Only SaaS can deliver continuous innovation
- Understand the right questions to ask