

# certinia

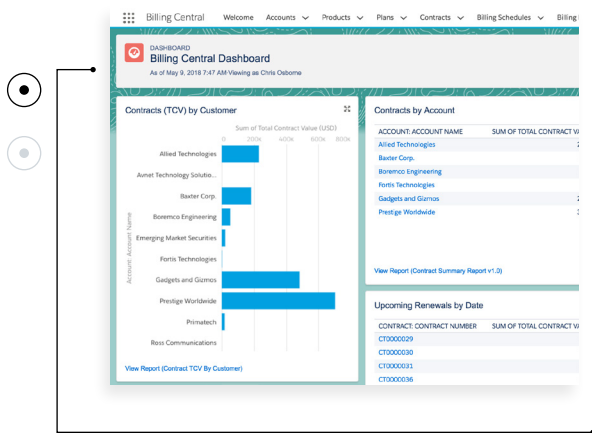


## Subscription & Usage billing

Centralize and manage even the most complex customer relationships with Certinia Subscription & Usage Billing.

### Embrace new business models with confidence

Native to the Salesforce platform, Certinia Subscription & Usage Billing gives you the power to manage your customer relationships and billing processes in one closed loop process. With the master customer record as your single source of truth, you get full visibility into the entire billing lifecycle from opportunity to renewal. Certinia helps you improve days sales outstanding (DSO), speed up close times, and develop sophisticated and accurate reports.



“We now have complete end-to-end visibility into our finances.”

Paul Steele, Senior Director, Seagate



## Centralize all billing

Products, subscriptions, and usage-based models each require unique billing structures. With Certinia, you can configure pricing and contract terms from a central location. Take advantage of flexible pricing structures and quantity breaks, use plans to package or bundle products, manage contract renewal, and automate billing operations and taxation.

- Subscription lifecycle management, including amendments and renewals
- Support for various pricing models, including fixed, volume, and tiered pricing
- Support for one-time, recurring in advance, or arrears
- Flexible price books, discounting, and proration
- Built-in invoicing, communications, and notifications
- Usage pricing and rating

## Full visibility from opp-to-renewal

With your entire business working from the master customer record, everyone has the information they need to manage the customer relationship. Analyze customer data at any stage, get the insights you need, and make informed decisions.

- Support renewal revenue with proactive notifications
- Monitor status of accounts and make collections a team sport
- Change contracts and billing terms with speed and ease

## United front & back office

Certinia seamlessly connects to Salesforce CRM and other Certinia solutions, allowing you to unify billing, revenue recognition, and accounting operations across the organization.

- Support ASC 606, IFRS 15, and AASB 15
- Process payments through partner solutions
- Build processes that delight customers
- Connect billing data across your tech stack
- Establish an end-to-end audit trail
- Consolidate multiple invoices and sources of revenue into a single invoice

## Comprehensive reporting

Having a unified billing system makes powerful real-time insights and analytics possible. Produce comprehensive reports and drill down into dashboards to see all customer interactions and transactions.

- Use templated reports or create your own
- Get a complete, accurate picture of revenue
- Create dashboards with data from all departments

## Salesforce platform

Already a Salesforce customer? Natively built on the Salesforce platform, Certinia gives you even more value with the world's #1 cloud platform. Instead of maintaining technology and your IT stack, you can focus on serving customers and growing the business.

- Enjoy an easy-to-use and secure user experience
- Tap into AppExchange, the world's leading business app marketplace
- Leverage the future of reporting and analytics

Income Statement Year on Year  
Income Statement comparing the actuals against the budget for a selected company and period

Company	Merlin Technologies, Inc.		
Period	2014/012		
5/10/20185/10/2018		61,671,868.30	61,147,826 (-99%)
Account	Last YTD	YTD	YOY Growth
<b>Sales Revenue</b>			
4000 - Sales - Product	40,250,992.91	147,449.70	-99.63%
4100 - Sales - Subscription	89,578,988.89	162,166.90	-99.84%
4200 - Sales - Service	37,341,581.55	273,000.00	-99.27%
4300 - Sales - Maintenance	9,334,109.36	12,000.00	-99.87%
4400 - Sales - Support	66,409,097.58	-	-100.00%
<b>Total Sales Revenue</b>	<b>212,914,770.29</b>	<b>994,616.60</b>	<b>-99.76%</b>
<b>Cost of Sales</b>			
5000 - COS - Product	38,430,992.98	1,094.00	-100.00%
5100 - COS - Subscription	6,554,948.43	-	-100.00%
5200 - COS - Service	5,422,718.43	-	-100.00%
5300 - COS - Maintenance	1,355,679.61	-	-100.00%
5400 - COS - Support	4,369,955.58	1,200.00	-99.97%
<b>Total Cost of Sales</b>	<b>56,134,305.03</b>	<b>2,294.00</b>	<b>-100.00%</b>
<b>Gross Margin</b>	<b>196,780,465.26</b>	<b>592,322.60</b>	
<b>Gross Margin %</b>	<b>78%</b>	<b>100%</b>	
<b>Operating Expenses</b>			
6000 - Telephone	10,532,494.72	61,000.00	-99.41%
6010 - Office supplies	3,008,981.34	235.14	-99.99%
6020 - Utilities	6,754,568.80	-	-100.00%
6030 - Rent	9,001,669.24	-	-100.00%
6040 - Postage and delivery	4,500,834.63	-	-100.00%
6050 - Web site	1,532,499.61	-	-100.00%
6060 - Depreciation	2,000,000.00	-	-100.00%

Certinia elevates business growth through a complete Services-as-a-Business solution spanning services delivery, finance, and customer success. Native to the leading cloud platform, Salesforce, Certinia enables organizations to run a connected business, deliver with intelligence, and achieve scalable agility. Founded in 2009 and headquartered in San Jose, Certinia is backed by Advent International, Salesforce Ventures, and Technology Crossover Ventures. For more information, visit [www.Certinia.com](http://www.Certinia.com).

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