

Adaptive SaaS Planning & Analytics

Grow your software business predictably

Software-as-a-Service (SaaS) companies deliver value by helping customers enhance productivity, reduce adoption times and operating costs, and improve processes that result in better products and services. In doing so, there are unique challenges that SaaS executives and their teams must manage daily in order to execute efficiently and grow. They must develop “stickiness” for their products, aggressively market and sell while keeping acquisition cost structures in check, keep customers extremely satisfied, and closely match sales with recurring revenue plans.

Adaptive Insights’ SaaS Planning & Analytics solution enables SaaS companies to plan, monitor, and analyze subscription software and service performance. It provides SaaS-specific templates for budgeting, forecasting, scenario modeling, dashboards and reports, configured for Adaptive Planning and Adaptive Discovery using best practice services. The solution accelerates your time to deployment, can be configured to the needs of your business, and provides the consistency, collaboration, and insight needed to improve your revenue plans, bookings forecasts, expense budgets and overall SaaS performance.



VISUALIZE AND EXPLORE THE SAAS METRICS THAT MATTER

Continuously monitor SaaS key performance indicators and trends, and drill into the underlying details for

- Bookings – New, Renewals, Services
- Revenue Growth %
- Customer Lifetime Value (LTV)
- Customer Acquisition Costs (CAC)
- Annually and Monthly Recurring Revenue (ARR, MRR)
- Annual Contract Value (ACV)
- Churn and Renewal Rates
- Average Revenue Per Account (ARPA)

ALIGN REVENUE AND EXPENSE PLANS WITH CORPORATE OBJECTIVES

- Set revenue goals based on historical data, drivers, and growth objectives
- Incorporate ERP data for a comprehensive view of revenue operations
- Model expense budgets based on targets and roll ups of personnel, COS, and operations

Adaptive Solutions

FORECAST NEW SUBSCRIPTIONS, RENEWALS, AND SERVICES BOOKINGS

- Create a holistic forecast for all types of bookings
- Plan sales by business cohorts
- Perform sales forecast variance analysis

PLAN REVENUE RECOGNITION

- Plan for current and deferred revenue
- Use revenue waterfalls to determine recognition timing

MODEL SALES AND SERVICE CAPACITY

- Use sales capacity scenarios to determine sales headcount needed to meet forecasted quota
- Use services capacity scenarios to determine services headcount needed to meet backlog
- Make capacity adjustments in your plans
- Model sales rep compensation and productivity, accounting for onboarding ramp rates

PLAN AND TRACK COMMISSIONS EXPENSE

- Forecast commission payouts based on different attainment scenarios
- Track actual commissions expense from sales commission system, such as CallidusCloud

Key Benefits

- Monitor and analyze SaaS metrics continuously
- Derive insights to increase LTV and reduce CAC
- Improve bookings and revenue forecast accuracy
- Collaborate confidently with sales and service teams
- Accelerate time to deployment and use

“We analyze performance data of our three biggest sources of new revenue. It’s been a huge contributor to our international expansion and helps us make strategic decisions on hiring and investing in the business.”

—Charles Best, CFO, Blackline Systems

FORECAST HOSTING, OPEX, AND CAPEX

- Model and budget ongoing hosting and other operational expenses
- Determine project capitalization costs for new data centers and expansion

INTEGRATE FINANCIALS AND SALES DATA

- Connect to opportunity and lead data with Salesforce.com integration
- Leverage financial management data from your ERP system, taking advantage of Adaptive Insights integration for NetSuite, Intacct, and Microsoft GP

COMPARE WITH SAAS BENCHMARK

- Load SaaS industry benchmarks from sources like OPEXEngine to compare and contrast with your business metrics

See how SaaS Planning & Analytics can benefit your software organization.

Request a demonstration at
adaptiveinsights.com

Corporate Headquarters

3350 W. Bayshore Road, Suite 200
Palo Alto, CA 94303

T: +1 800 303 6346
F: +1 650 528 7501

UK / Ireland Headquarters

88 Wood Street London,
EC2V 7RS, UK

T: +44 0 208 528 1767

Australia Headquarters

Level 1, 7 Clunies Ross Court
Eight Mile Plains, QLD 4113, Australia

T: +61 7 3118 5013
F: +61 7 3041 6020

adaptiveinsights.com

adaptiveinsights.co.uk

info@adaptiveinsights.com

sales@adaptiveinsights.com

press@adaptiveinsights.com

support@adaptiveinsights.com