



VIEWPOINT ANALYSIS

Finance Technology

Longlist Guide

February 2022

FOREWORD

Welcome to the **February 2022 Technology Longlist Guide - Finance Department Technology.**

Our aim for this report is to provide a list of the very best technology vendors that are working to help the finance department. These are vendors that the office of the Finance Director and IT Director need to be aware of and include in any preliminary market exploration. In other words - they should be considered in your longlisting and early technology exploration work.

As with all of our Longlist guides, we have endeavored to provide a list that contains a variety of technologies - in this case, the 18 vendors range from core financials to financial planning tools, and from ERP solutions to SMB finance technologies.

If the options are overwhelming or if you just need an extra pair of hands, our Guidance Services might be useful:

Technology Ideas services:

Tell us your challenge and let us introduce a carousel of different vendors that we believe can bring you fresh ideas and creative solutions. NEW for February is our Technology Day - a mini technology event where we bring the vendors to present how they can help you.,

Vendor Selection Process:

Tell us what you need to buy? We will write up the requirement, recommend or select the vendors, brief the vendor sales teams and host the discovery call - just sit back and listen to how the very best vendors can meet your needs.

Pre-Purchase Report:

Let Viewpoint Analysis perform a 360-degree investigation into your chosen vendor. We will provide all the facts that you need to have comfort in your initial selection, from customer references to a profile of the key executives that you need to know. Attach it to your board papers or funding request.

See more about our Guidance Services towards the end of the report.

Our next Longlist (April 2022) features the **Business Intelligence (BI) Software** area so look out for that in the coming weeks.

If you have any questions or comments, drop us a note at:
contactus@viewpointanalysis.com.

Yours Sincerely,

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The Longlist



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LONGLIST VENDORS

| | |
|-----------------------|---------------------------------------|
| Workday | Core Financials Software |
| Xero | Cloud-based Accounting Software |
| Aptitude | Financial Management Software |
| Oracle | Cloud Financials Software |
| Blackline | Financial Accounting & Close Software |
| Conga | Revenue Lifecycle Software |
| OneStream | CPM Software |
| SAP Concur | Travel, Expense & Invoice Software |
| FinancialForce | Core Financials Software |
| Sage | SMB Accounting Software |
| Microsoft | End-to-End Financial Software & ERP |
| Netsuite | Cloud Financials Software |
| Anaplan | Planning Software |
| SAP | End-to-End Financial Software & ERP |
| Vena Solutions | FP&A Software |
| Infor | End-to-End Financial Software & ERP |
| Access | Mid-Sized Business Software |
| Quickbooks | SMB Cloud Accounting |



WORKDAY

Year Established: 2005

Technology Area: Core Financial Platform

CEO: Aneel Bhusri and Chano Fernandez

Website: www.workday.com

What do they do?

Workday is one of the world's largest providers of enterprise software technology. Arguably they are perhaps best known for their HR technology, but the business has long featured in the finance technology area.

Workday's 'Financial Management' solution covers a broad spectrum of different finance technology needs - from finance and accounting to revenue management, and consolidation and close, to expenses. The breadth of the platform is a testament to the investment made by Workday over many years in the arena. Like a number of vendors on the Longlist, the financial platform is part of a wider product suite and integrates into other core areas such as Human Resources and Planning.

Why do we believe they should be on your longlist?

Workday has been widely regarded by the analyst community for many years. They offer a solid financial platform for larger organizations across the globe.

XERO

Year Established: 2006

Technology Area: SMB Cloud-based Accounting Software

CEO: Steve Vamos

Website: www.xero.com

What do they do?

Xero provides cloud-based accounting software for the small and medium-sized business community. Founded in New Zealand in 2006, the company has grown to revenues of over \$800m NZ and north of 2.7 million users around the world.

The platform is widely used across the SMB market as it offers a simple, easy-to-use interface and is designed for collaboration between the business owner and their accountants or bookkeepers. Xero covers the fundamentals as well as aspects such as expenses, VAT returns, and payroll.

Why do we believe they should be on your longlist?

Xero is a powerful cloud-based accounting package for small and medium-sized businesses. Popular with the accounting and bookkeeping community, it offers cost-effective subscription plans to help entrepreneurs to get started with the financial aspects of their business.

APTITUDE

Year Established: 2008

Technology Area: Financial Management Software for the CFO office

CEO: Jeremy Suddards

Website: www.aptitudesoftware.com

What do they do?

Aptitude offers a range of financial management software for the office of the Chief Finance Officer (CFO). Their software platform is a central technology solution for CFOs around the world and whose



organizations generate a combined income of over \$1 Trillion.

Aptitude's offerings include the likes of 'Aptitude Accounting Hub', 'Aptitude Calculate' (for complex multi-dimensional calculations), 'Aptitude IFRS 17 Comply', 'Aptitude Rev Stream' (automating revenue recognition), and more.

Why do we believe they should be on your longlist?

Aptitude, under their dynamic CEO Jeremy Suddards, has ambitions to significantly grow the business. We expect to see the vendor accelerate customer growth figures as they focus on the cloud. An exciting time to work with a leader in the space.

ORACLE CLOUD FINANCIALS

Year Established: 1977

Technology Area: Cloud Financials

CEO: Safra Catz

Website: www.oracle.com

What do they do?

Oracle is one of the largest and most recognizable software brands in the world. Established 45 years ago, the vendor is synonymous with a number of technology capabilities - one of which is financials. Oracle Cloud Financials is the current incarnation of a finance-software lineup that has played a major role in the success of many medium and large businesses.

The Cloud Financials platform can form part of a wider ERP environment. It contains capabilities that cater to the end-to-end needs of global businesses.

Why do we believe they should be on your longlist?

Oracle underpins many of the largest businesses worldwide. Financials is long-established and brings a depth of capability built over the decades that Oracle have operated at the forefront of the market.

BLACKLINE

Year Established: 2001

Technology Area: Financial Accounting and Close Software

CEO: Marc Huffman

Website: www.blackline.com

What do they do?

Blackline is a software-as-a-service financial software vendor focusing upon the automation of key financial processes and has pioneered the area of 'continuous accounting'.

The solution works closely with many of the most popular ERP and finance solutions (such as SAP) and is deployed by the likes of Coca-Cola, NASDAQ, and British Gas to help them with areas like financial close, account reconciliation, intercompany accounting, and accounts receivables.

Why do we believe they should be on your longlist?

Blackline is trusted by over 3,000 customers, including a number of large household names. They are continuing to grow aggressively with the recent purchase of Rimilia, the UK-based automated accounts receivable provider.



CONGA

Year Established: 2006

Technology Area: Revenue Lifecycle Software

CEO: Noel Goggin

Website: www.conga.com

What do they do?

Conga offers a software solution for the 'revenue lifecycle management' area. Different to most others on our longlist, but along with their peer group, increasingly important to the finance department. The platform covers areas such as proposals and quotations, and renewal and expansion. Conga works with over 11,000 customers across the globe, including the likes of Allianz, Hilton, and PayPal.

Why do we believe they should be on your longlist?

Important to the finance team as it brings a connected solution from customer quotation to renewals and in doing so, it increases revenue visibility along the customer journey.

ONESTREAM

Year Established: 2010

Technology Area: CPM Software

CEO: Tom Shea

Website: www.onestreamsoftware.com

What do they do?

OneStream is a global Corporate Performance Management (CPM) provider. Their 'Intelligent Finance Platform' brings together financial consolidation, planning, and reporting under one extensive software solution.

OneStream is used by over 900 companies in over 30 countries, they include the likes of McCain, Melrose, and Fruit of the Loom.

Why do we believe they should be on your longlist?

OneStream is a well-regarded CPM provider and is growing at a rapid rate. They bring together the financial consolidation and planning areas under one overarching software product.

SAP CONCUR

Year Established: 1993

Technology Area: Travel, Expense and Invoice software

CEO: N/A - part of SAP

Website: www.sap.com

What do they do?

Concur is the travel, expense, and invoice software purchased by SAP in 2014. Today, the platform is deployed across more than 48,000 customers and in more than 150 countries, to help businesses to streamline critical finance processes.

Customers of Concur include brands of all shapes and sizes, from the likes of General Mills and IBM to thousands of start-ups.

Why do we believe they should be on your longlist?

SAP Concur brings a simple user interface together with the depth and breadth of a market leader. As a

standalone company Concur changed the travel and expense market, but close to a decade after their acquisition they have benefited through access to multinational businesses and ties to SAP's technology.

FINANCIALFORCE

Year Established: 2009

Technology Area: Cloud Financial Software

CEO: Scott Brown

Website: www.financialforce.com

What do they do?

FinancialForce is a long-standing partner of Salesforce, becoming the first true enterprise application to be built on the force.com platform. Today, they offer a modern ERP suite (which includes finance as the vendor's name suggests) as well as Professional Services Automation (PSA) that then integrates to Salesforce's applications.

FinancialForce claim to have over 1,400 customers using their technology across more than 30 countries. Users include the likes of Hewlett-Packard Enterprise, Splunk, and Elastic.

Why do we believe they should be on your longlist?

If Salesforce is part of your ecosystem of technology installations, FinancialForce, built on the force.com platform, brings together applications that connect the Salesforce environment to a wider ERP platform.

SAGE

Year Established: 1981

Technology Area: SMB Financials

CEO: Steve Hare

Website: www.sage.com

What do they do?

Sage is an established software vendor, servicing the small and medium-sized business community across the world. Established in 1981, today they provide a range of technology that provides finance, operations, and people software to millions of businesses.

Sage has a number of different technologies that are built for different requirements and different sizes of business. They range from Sage Accounting (for small businesses) to Sage Intacct (cloud accounting and financials acquired in 2017) and X3 (ERP package).

Why do we believe they should be on your longlist?

Sage offers a range of technologies that are suitable for a variety of SMB needs. As one of the longest established software vendors, their technology is built upon a significant history of research and development investment and with a team of highly experienced technologists.

MICROSOFT

Year Established: 1975


Technology Area: End to End Enterprise Software

CEO: Satya Nadella

Website: www.microsoft.com

What do they do?

Microsoft, like many of the giants of enterprise software, covers almost every software requirement a



company could possibly expect or hope for. The finance department will find all key areas covered by Microsoft and through its exceptional partner channel, there is a host of service providers with a wealth of knowledge and expertise deploying the platform to companies of every shape and size.

Why do we believe they should be on your longlist?

Microsoft has a proven track record across all aspects of ERP and finance technology. The differentiator for Microsoft is often its partner community and therefore the decision to longlist Microsoft will likely also come down to a decision to longlist one of a number of strong partners.

NETSUITE

Year Established: 1998

Technology Area: Cloud Financials & ERP

CEO: N/A part of Oracle

Website: www.netsuite.com

What do they do?

Netsuite was one of the pioneers in cloud computing. Established in 1998, the business was acquired by Oracle in 2016. Today the business offers a range of cloud-based business applications, including financials.

Their Netsuite 'Cloud Accounting Software' provides a full-suite of accounting capabilities in the cloud - areas like General Ledger, Tax, Accounts Payable and Receivable - and much more. The broader Netsuite platform is a full-scale ERP environment and gives access to components such as CRM, HR, Supply Chain, and more.

Why do we believe they should be on your longlist?

Netsuite, although now owned by Oracle, is a broad and deep technology with deep roots in the accounting and general finance areas.

ANAPLAN

Year Established: 2006

Technology Area: Business Planning Software

CEO: Frank Calderoni

Website: www.anaplan.com

What do they do?

Anaplan is the cloud-based business planning software used by finance teams across the world. They help businesses to connect strategy and business planning with execution and results - ultimately driving performance to new levels.

In the finance area, Anaplan for Finance, covers areas such as Planning, Budgeting, and Forecasting, as well as Operational Planning and Speciality Planning. Anaplan is used by thousands of companies and these include the likes of BT, AXA, Vodafone and MUFG.

Why do we believe they should be on your longlist?

Anaplan is a trusted vendor to many of the world's most well-known and best-run businesses. Their cloud-based technology covers a range of use-cases from finance to sales, demand and supply planning.



SAP

Year Established: 1972

Technology Area: End-to-end software for the finance department

CEO: Christian Klein

Website: www.sap.com

What do they do?

SAP is one of the most formidable software businesses in the world. Celebrating its 50th year of operation in 2022, the German software vendor has a portfolio of applications that does almost anything a business might require. Underpinning many of the largest companies but also deployed in the SME sector, SAP has a strong play across the finance area - ranging from core finance capabilities to treasury and from financial planning to spend management.

Why do we believe they should be on your longlist?

SAP has an exceptional line-up of software that will cover almost every aspect of the finance department's needs. Built upon decades of expertise and road-tested by large and complicated businesses across the globe, SAP's capabilities are extremely clear to see and for many businesses, this brings the comfort that they need to push forward with the vendor.

VENA SOLUTIONS

Year Established: 2011

Technology Area: Finance, Planning, and Analysis (FP&A) Software

CEO: Hunter Madeley

Website: www.venasolutions.com

What do they do?

Vena Solutions is a Canadian headquartered software vendor in the finance, planning, and analysis (FP&A) area. Vena covers areas like planning (for example, finance and workforce), financial reporting, and regulatory reporting.

Their platform is used by more than 1,000 companies all around the world, including businesses as diverse as Nike, Clipper Logistics, Coca-Cola, and Nandos.

Why do we believe they should be on your longlist?

We like that Vena is all about making their users' lives as easy as possible - and that means ensuring their technology is combined with Excel, the most commonly used technology in their customer's domain.

INFOR

Year Established: 2002

Technology Area: End-to-End Financial Software & ERP

CEO: Kevin Samuelson

Website: www.infor.com

What do they do?

Infor is one of the world's largest software companies and their financials solution forms a part of an extensive array of enterprise software components. As a core component of their ERP solution - which in turn is one of the most comprehensive ERP platforms available, it contains the core needs of the finance department, from receivables and billing to intercompany billing and from global ledger to reconciliation management.

Why do we believe they should be on your longlist?

Infor has a rich history in the enterprise software arena, some of which, through acquisitions, pre-dates the establishment of the company. As such, their finance software has a strong pedigree and the breadth of the wider business ensures that there is a strong supporting cast of enterprise solutions for customers to connect the finance solution to.

ACCESS

Year Established: 1991

Technology Area: Mid-Market Business Software

CEO: Chris Bayne

Website: www.theaccessgroup.com

What do they do?

Access is a UK-based software vendor focusing on the mid-sized business market in the UK and Asia Pacific territories. The finance area is just one element of a much wider enterprise software portfolio but they offer a deep set of capabilities such as cloud accounting, invoicing, inventory, procurement, and project accounting (amongst others).

Customers include the likes of Jaguar LandRover, Pfizer, Adecco, and Co-Operative Bank, amongst a significant base of over 55,000 companies.

Why do we believe they should be on your longlist?

Access focuses on the mid-market and therefore offers an exceptionally strong product within and outside of finance for customers who are not looking to work with the large ERP and cloud vendors.

QUICKBOOKS

Year Established: 1983

Technology Area: Accounting Software

CEO: N/A part of Intuit

Website: www.quickbooks.intuit.com

What do they do?

Quickbooks is an online accounting software solution for the SMB area. Built for start-up and scale-up businesses, the software offers the full range of accounting technology needed for this space. They include the likes of accounting, invoicing, payroll, time, expenses, and much more.

Quickbooks are part of the larger Intuit business and have over 7 million customers across the globe. The parent company is also the owner of Credit Karma, Mint, and TurboTax.

Why do we believe they should be on your longlist?

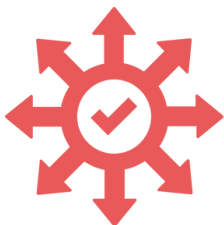
Quickbooks, along with Sage and Xero, are specifically built for the SMB space. The technology is used extensively by accountants and the platform caters to the many-core elements needed for fast-growing businesses.

Viewpoint Analysis Guidance Services



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Technology Ideas & Inspiration



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TECHNOLOGY DAY

YOUR OWN BESPOKE VENDOR DAY

Together with the CXO Technology Carousel, the Technology Day forms part of our Technology Ideas & Inspiration service area. They take the Longlist Guides one step further by bringing the Viewpoint Analysis team to your door - along with the very best technology vendors that we believe could meet your need.

Think of the Technology Day as your own, bespoke, technology conference. Once we know your challenges, we curate a list of between 5 and 7 technology vendors that we believe would be useful for your business to listen to. Vendors that we believe offer something exciting to the future of your company or department.

What Happens?

The initial step is to discuss what you and your team want to get out of the Technology Day. Are you looking for ideas and inspiration and need Viewpoint Analysis to bring you a hand-picked selection of vendors? Or do you have a list of IT suppliers that you would really like to speak to? Is the day going to be made up of vendors from just one industry, or are you looking to get inspiration from a wide variety of different areas?

Once we understand the remit, it's then over to the Viewpoint Analysis team to curate the day. Key elements to note include:

- The day usually runs from 8.30am to 4.30pm but can be altered to fit your needs.
- Each vendor has 45 minutes to present and a 15 minute setup period.
- Vendors are encouraged to think outside of the box and to bring new ideas to the customer to showcase how they might change the way they do business.
- Although every effort is made to bring the chosen vendors to the event, not every vendor will want to participate for a variety of reasons.

The event is usually hosted remotely as this makes it easier to invite a wider customer team, but also to ensure that we can fit in the diaries of the various vendor teams. However, with sufficient notice and willingness from all parties, we can also arrange for the event to take place at the customer's office, or offsite.

What will your Technology Day look like?

Data Technology? AI Technology? HR Technology? Finance Technology?
Whatever you are interested to hear, wherever you think you have a need, we can arrange a day that works for you and your team.

Find out more at www.viewpointanalysis.com/technology-day



TECHNOLOGY CAROUSEL

FOR NEW TECHNOLOGY IDEAS

The CXO **Technology Carousel** is designed for business leaders who know that they need new technology, but are not sure what is out there in the market and who might be able to help them.

The Viewpoint Analysis team will work with you to understand your business and your specific department. Our aim is to then determine where you believe your biggest technology weaknesses are such that we can use our experience to bring a selection of vendors to meet with you - the '**Carousel**'.

The IT vendors will all be fully prepared and will understand your issues - you can then sit back and listen to their ideas and opinions about how technology can help you and your team.

What Happens?

It all starts with our initial meeting or call. We just need a few short minutes to understand what you are trying to achieve and whether the CxO Technology Carousel is the right fit for both of us.

The next call or meeting is where we drill into the detail. We will be looking to really understand the challenges that you face and we will be documenting the key pieces of information such that we can fully prepare the right technology partners that we think can offer you some value.

As the term 'carousel' suggests - the fun begins when we bring a range of IT vendors and IT service partners to present their solutions and visions to you. We look to run these in individual 60-minute blocks over the course of a week or two - whatever your diary allows. Ideally, we would look to keep the carousel to a maximum of 5 partners - but this is often dictated by the breadth of your challenge.

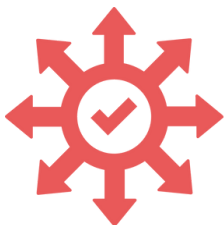
We think carefully about the carousel participants before we introduce them to you. Every carousel that we put together is different - the topics may be similar but the vendor/service provider list is never the same. They have to offer real value to the given situation - they need to inspire and demonstrate a unique potential solution to the customer issue.

By the end of the Carousel, we hope to have inspired you and introduced you to technology vendors that can drive your department and business forward.

Find out more at www.viewpointanalysis.com/cxo-carousel



Vendor Selection Process



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MEET MY NEED

PROCUREMENT SERVICE

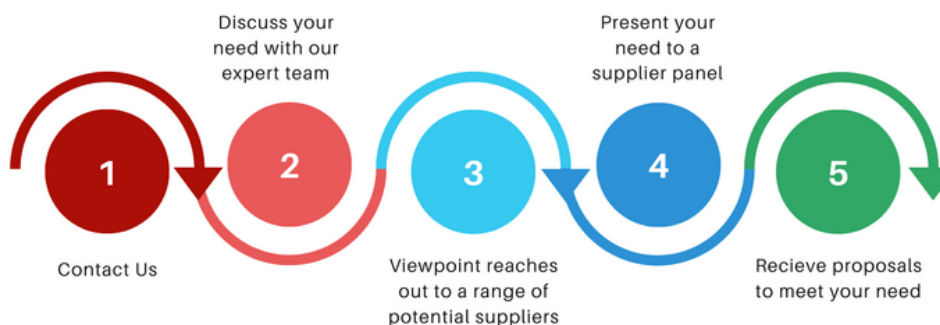
The **Meet My Need** service cuts down the time to select an IT vendor for a particular project by an average of 84%. We do this by acting as the match-maker between your 'need' and the vendors and service providers that can fulfill it.

Where the Technology Carousel is about bringing new ideas and vendors to your door, the Meet My Need service is the step beyond. It is for customers that know what they want but need help to do the market assessment. Our aim is to understand your challenge and what you are looking to achieve - and to take the burden of the early stages of the procurement process off your shoulders.

What Happens?

The Meet My Need service is all about shortcutting the procurement process. The Viewpoint Analysis team will:

- **Take time to scope out your needs.**
- **Create a briefing document for potential suppliers.**
- **Approach IT vendors and field the initial pre-engagement calls.**
- **Arrange and host a Supplier Briefing Panel.**
- **Collate supplier proposals to your need.**



In just two simple steps (initial discussion with Viewpoint Analysis and then the presentation at our fully hosted virtual Supplier Panel) you will have full access to the key vendors in your marketplace and they will have had the opportunity to understand your needs sufficiently in order to submit a proposal. It's then over to you to choose your preferred vendor(s) and discuss how you purchase and contract for the chosen platform - simple.

Find out more at www.viewpointanalysis.com/rfi

Pre-Purchase Due Diligence



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PRE-PURCHASE REPORT

Have you selected your preferred technology vendor but just need that extra level of comfort? Perhaps you need to demonstrate that you have performed the independent due diligence needed before approaching the investment committee or the board?

The Viewpoint Analysis 'Pre-Purchase Report' is just that. It is the final investigation into a vendor before signing the contract and submitting the purchase order.

What Happens?

Simply tell us your choice of technology vendor and a short outline of the project, and we will do the rest. In a few short days, we will have a report on your table which covers the following areas:

- **Customer feedback** - we will interview existing users to give you a truly independent view of the vendor.
- **Executive Team Overview** - we will tell you the executives that you need to form a relationship with or have on your project plan for any customer support needs.
- **Opportunities and Cautions** - what do you need to be aware of and how might you improve the construct of purchase decision.
- **Key Financial Data** - we will look at the financial aspects of the business and report back on any concerns or areas to highlight.
- **Ad-hoc Questions** - if there are any particular challenges or concerns, we will do our best to research and to come back with an appropriate perspective.

What then?

The report is designed to be used to support your business case and investment request. We understand that you will be under pressure to move quickly and we will do our level best to conduct the relevant investigations in a timely manner. Our aim is to have the report back within the week.

Find out more about the Pre-Purchase Report at:

www.viewpointanalysis.com/pre-purchase-report



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Who are we?

Our aim is to help businesses to find the best technology to meet their needs. We do this by providing advice and support along each step of the enterprise technology procurement process:

- Publishing a monthly **Technology Longlist Guide** to showcase software vendors that we believe should be considered as part of a selection process.
- Providing a unique **Technology Ideas** service to bring ideas and inspiration - introducing business leaders to the very best software vendors from around the world. We do this through our Technology Day and CXO Technology Carousels.
- Running vendor selection processes for businesses to acquire new technology - curating, inviting, and managing the process of selection through our **Meet My Need** service.
- Providing oversight of any vendor decision through our **Pre-Purchase Report**.

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