

FINANCE TECHNOLOGY LONGLIST



VIEWPOINT ANALYSIS

FOREWORD

Finance Technology Longlist Guide

Welcome to the Viewpoint Analysis Finance Technology Longlist Guide!

If you are looking to implement a new finance tool this year, we hope this report will give you a starting point for your initial market assessment. The guide covers finance applications across a range of areas so something for most needs.

The point of a longlist is to look at vendors of all shapes and sizes - and companies that you may not immediately know of. It is a way of really understanding what is available to you before you shortlist and go through your vendor selection process. This report features 18 vendors, some you may know of - and others that perhaps you don't. Our hope is that you use it as a springboard - take some or all our suggestions, add others, and make those introduction calls.

If the options are overwhelming or if your team is stretched and you would like support, remember that Viewpoint Analysis provides a range of fixed-price matchmaker services that take you from initial market assessment to preferred vendor and through to the business case:

- **Project Matchmaker** - Where we bring a range of vendors to present how they can help you with your upcoming project. This is the 'longlisting' phase and we'll introduce you to a variety of vendors that we believe can help you. We'll write up your problem statement, promote your project to the technology community, and host the Matchmaker presentations.
 - [Find out more about our Project Matchmaker here.](#)
- **Vendor Selection** - Providing a choice of two different approaches to your vendor selection process. Our 'Meet My Need' service (non-RFP and built for speed) or our 'Rapid RFP' with pre-built RFP templates and streamlined steps. We also bundle in help with your selection decision and business justification.
 - [Find out more about our Vendor Selection service here](#)
- **Complete Selection Support** - helping you every step of the way by bringing our services together to take you from longlist to selection - guiding all the way.
 - [Find out more here.](#)

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

Yours Sincerely,

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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



VIEWPOINT ANALYSIS

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.

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Who Are Viewpoint Analysis?

We are Technology Matchmakers....

Viewpoint Analysis Ltd aims to build a bridge between companies with a technology need and the exciting technology vendors that can meet your need. A Technology Matchmaker for want of a better term. Our services include:

- **Technology Ideas & Options**

Do you know that you need technology but are not sure what and where to turn? Our 'Technology Ideas Matchmaker' and our 'Technology Day' services bring amazing vendors to your door with new ideas and capabilities.

- **Market Assessment**

Our Project Matchmaker connects your business requirement with the technology vendors who can satisfy it. A great way to run an initial market assessment ahead of a selection process.

- **Vendor Selection**

Our 'Rapid RFP' - for customers who want to run an RFP process but want to make a quick decision, or our 'Meet My Need' service where we take a different approach and remove the need for spreadsheet questionnaires.

Email - contactus@viewpointanalysis.com or call 0113 5129252



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