

F9 Financial Reporting for AccountMate



“If you know Excel, you know F9”



David Collins, Account Manager, F9 for AccountMate

*Specialized by industry.
Engineered for speed.*



Agenda

- F9 Business Unit Overview
- F9 Solution Guide
 - What is F9 Financial Reporting?
 - F9 Features
- What's New?
- Why F9 for AccountMate clients?
- Why Include F9 in your Sales Cycle?
- Services and training
- Product Demo – Report Writer and Viewer License
- Summary: Why F9?
- Questions



F9 Business Unit Overview

- 25 Year History of Stable, Profitable Growth
- Independent Business Unit within Infor since 2007
- **Sales:** Direct and Indirect
 - 250+ Resellers
 - 20+ ERP Software Partners, including AccountMate since 2000
- **Customers:**
 - Since inception sold to ~30,000 Customers , ~70,000 Sites
 - Hundreds of AccountMate clients.
- **Integrations:**
 - F9 Hotlink: Real time link to 15 GL packages (i.e. Version 5 for AccountMate)



F9 Financial Reporting Product

- Powerful & easy-to-use Financial Reporting and Analysis solution linking the GL to Microsoft Excel
- Provides Business Intelligence (BI) & Visualization Tools (Dashboards & KPI's)
- Offers easy one-step recalculation...PRESS F9
- Eliminate rekeying in Excel

Ventana Research found that 93% of companies use spreadsheets during the closing process.

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What It Is

Infor F9 Financial Reporting (F9) is an easy-to-use financial reporting tool that dynamically links the AccountMate general ledger (GL) data to Microsoft Excel with no exports or manual entries required. If you know Excel you know F9!

Who Buys It

- CFO
- Controller and Director of Finance/Budgeting/Reporting
- Accounting, Budgeting and Reporting Manager

When Is It Needed

F9 is typically deployed for SMB markets and divisions of multinationals where the inflexible financial reporting in the GL causes them to manually create reports in Microsoft Excel, which can be time consuming and prone to error. F9 is meant to replace the complex and labor-intensive financial reporting process of organizations. F9 eliminates this rekeying by enabling the non-technical finance user to quickly and easily build and maintain financial reports using business logic built on top of Excel.

When a Tough Sell

For global organizations requiring an advanced consolidation engine, advanced budgeting and/ or advanced currency translations.

Physicians Formula

Develops and manufacturers skin products

Business Challenge

- Time-consuming report generation through manual entry, linking and updating of financial data into Excel
- ERP system financial reports were limited and were dependent on IT for reports

Results

- Eliminated the re-keying of reports
- Flexibility of modification at end- user level (ad hoc reports, new accounts)
- IT productivity has increased, as focused on other strategic projects

Solutions

- Infor F9 Financial Reporting,

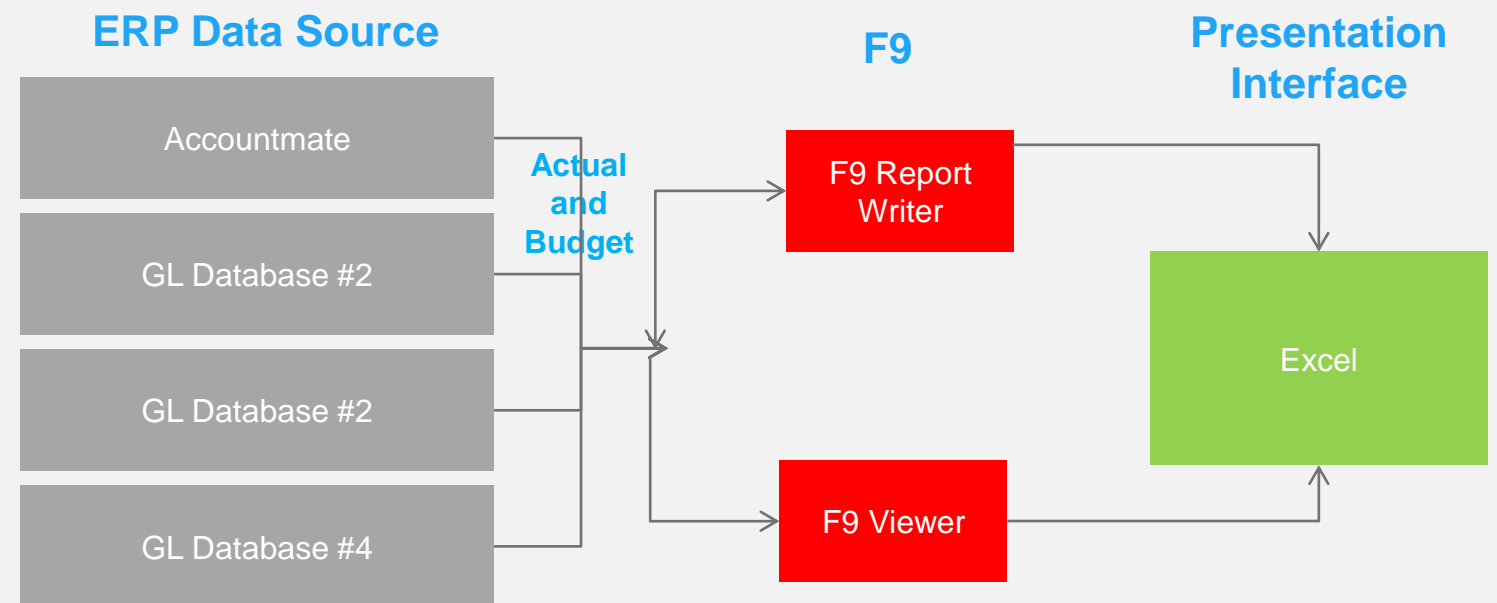
30,000
F9 Customers

\$5k
Avg. Deal Size

1:5
Services to License

“We slashed our time to produce monthly reports – from 5+ days to less than 30 minutes”

Leslie Keegan
VP of Finance and Controller
Physicians Formula



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Elevator Pitch

1

“Most accountants use Excel to build reports. F9 leverages this knowledge, but eliminates the re-keying of reports, so organizations can spend more time analyzing information than gathering”

2

“With flexibility of modification at finance user level, F9 creates efficiencies throughout the financial statement reporting cycle”

3

“Drill-down capabilities in Excel and visibility into important accounts to plainly pinpoint outliers for analysis and reporting improves efficiencies”

Solution Differentiation

Capability	F9	FRx
Ad-Hoc Reporting	✓	✗
Excel-based	✓	✗
Budget Write-Back	✓	✗
Complex Calculations, “What If” Financial Modeling, Flexible Formatting, Charts ,Graphs, Graphics, Pivot Tables	✓	✗
Rollups & Consolidation Across Multiple Databases	✓	✗
Dashboards	✓	✗
Drill Down	✓	✓
Web-Browser Version	✓	✗
Report Scheduling and Distribution	✓	✓

Before F9

- Poor Visibility or Lack of Transparency
- Slow Financial Reporting and Budgeting Cycle
- Manual Company Consolidations
- Report Inaccuracies
- No Boardroom-Ready Quality Output
- No Report Distribution
- Manual Budgeting

After F9

- Faster Financial Reporting & Budgeting Cycle
- Manual Consolidation Eliminated
- Report Distribution Process
- Designed for Non-Technical, Business User
- IT productivity increase, as focussing on other strategic projects
- Reporting Under Finance Control

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Industry & Regional Fit – All Organizations

Industry	Americas	LATAM	EMEA	APAC
Manufacturing	✓	✓	✓	✓
Distribution	✓	✓	✓	✓
Services	✓	✓	✓	✓
Construction & Property Mgmt	✓	✓	✓	✓
Hospitality	✓	✓	✓	✓
High Tech	✓	✓	✓	✓
Chemical & Life Sciences	✓	✓	✓	✓

Languages: English only (French developed by end of FY'14, followed by Spanish)

Qualifying In

Company Size: Typically \$10M and under \$500M.

New Controller or CFO: New VP's of Finance will typically understand the areas of improving processes and efficiencies

Financial Reporting process: Clients exporting financial reporting in Excel for board-quality reports or complete some budgeting in Excel and require a repository to company actuals vs budgets

Qualifying Out

Global organization's requiring a consolidation engine, advanced budgeting and forecasting.

Key Buyers

CFO

Requires timely and presentation ready financial reports to present to the board of directors for decision making process.

Controller

Requires easy to use reporting and analysis tools that does not require IT intervention for reporting and analysis on monthly basis as well as for month-end closing of the books.

Accounting Managers

Requires reliable and flexible tool for daily reporting needs to provide routine and ad-hoc reports to managers and decision makers.

People

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More Information

www.F9.com and Infor Sales Portal



F9 Features

- **Excel-based functionality**
- Formula Calculations **eliminate re-keying** of numbers
- **Report Analysis** diagnoses errors in a report
- **Drill-Down** capability by account segments, GL detail (transactions)
- **Budget Write-Back** to the AccountMate GL
- **Consolidations** over multiple companies and databases
- **Ad-hoc Reporting** using the Report Wizard
- **Scheduling**
- **F9 Viewer**



What's New

- Version 5 Compatibility with Office 2013 and Windows 8 (and 64 Bit)
- New Viewer license
 - Limited license that allows non-finance users to recalculate and drill down on their specific reports only
- F9 Security for different product lines
- Server-based Report Scheduler (Spring 2015 release)



Why F9 for AccountMate Clients

- Eliminate rekeying and manual build of ad-hoc reports with graphs/charts
- Embedded Business Logic: Finance users not exposed to underlying data structures
- Turn-Key Product :
 - ▶ Easy to deploy, easy to use, and easy to maintain
 - ▶ Easy to learn: You know Excel ... You know F9!
 - ▶ Low cost of ownership
- Live, real-time access to your AccountMate GL
 - 30 day free trial - Try before you Buy!



Why Include F9 in your Sales Cycle

- Gain a competitive advantage by offering a complete integrated AccountMate Solution
 - CFO is the Power Sponsor, heavily influenced by Financial Reporting
- Quick Win!
 - One demo (or recording), they install trial then deal closed (usually under 30 day sales cycle)
- Create Up-sell and Additional Seat opportunities within your client base
 - F9 is a quick ROI for the client.
- Enhance your knowledge to become a better resource to your existing clients
 - Get more referrals from your clients



Services and Implementation

Implementation

- F9 Hotlink = 10 minutes installation

Training

- 4-hour fundamentals online training session

Maintenance

- Unlimited technical support through www.InforXtreme.com or toll-free.
- Product updates



Demonstration

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Summary: Why F9

- **F9 is proven:**
 - 24 years of experience with 30,000 clients, and thousands of existing Macola clients
 - F9 offers customers an integrated solution
- **Embedded Business Logic:** Finance users not exposed to underlying data structures
- **Turn-Key Product :**
 - Easy to deploy, easy to use, and easy to maintain
 - Easy to learn: You know Excel ... You know F9!
 - Low cost of ownership
 - Easy to maintain: F9 is meant for the non-technical user – low TCO
- **Performance and Scalability:**
 - Reports recalculate quickly across large sets of data





Appendix

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Sales Tools

Free Weekly Webinars every Wednesday at 2pm EST/11am PST:

- http://www.f9.com/resources/training/Free_F9Webinar.aspx

F9 Recorded Webinar:

- <http://f9trialhosting.com/downloads/Resources/Videos/20130709-F9-General.mp4>

F9 Viewer License Demo:

- - <http://f9trialhosting.com/downloads/Resources/Videos/20131001-F9-Viewer-License.mp4>

30 day trial:

- Link available early February 2014



F9 Price List for AccountMate

• First Report Writer	\$3,000
• Additional Report Writer	\$500
• 5 Pack Report Writer	\$2,000
• 5 pack viewer	\$1,500
• 10 Pack Viewer	\$2,500
• 25 Pack Viewer	\$5,000
• F9 Server (Citrix/Terminal)	\$3,000

- ✓ Maintenance is 20% of the above prices
- ✓ 50 and 100 pack viewer licenses are also available

Battle Card: F9 Financial Reporting

Who to Call: CFO, Controller, Accountants, IT

Positioning Statement

F9 is an easy-to-use financial reporting tool that dynamically links your general ledger (GL) data to Microsoft Excel with no exports or manual entries required. If you know Excel, you know F9!

Why F9?

- Easy to Use: Leveraging the power of Excel, which Finance understands
- Easy to Learn: 4 hours of training
- Easy to Implement: 3-4 days to deploy for F9 Professional
- Easy to Maintain : no development or ongoing maintenance required (low TCO)

Features

- Excel-based functionality ensures ease of use with formula calculations eliminate re-keying of numbers
- "Business Intelligence" Reporting offers KPIs, Table and Pivot Table analysis
- Report Analysis diagnoses errors in a report
- Drill-Down Capability by account segments, transactions, pivot details
- Consolidations over multiple databases, companies, departments, etc.
- Ad-hoc Reporting using the report wizard
- Scheduling report calculation, distribution and email

Business Benefits

- Eliminated the re-keying of reports so client can spend more time analyzing information than gathering
- Flexibility of modification at end- user level (ad hoc reports, new accounts)
- Integrate the disconnected information and activities of financial processes.
- Increase visibility to transactions supporting the Financial Statements
- Create efficiencies and controls throughout the Financial Statement Reporting Cycle
- To provide accurate, reliable and useful data

For over 20 plus years, F9, an Infor company, has successfully helped more than 30,000 customers around the world effectively produce, consolidate, analyze, and report financial information.

Key Qualifying Questions

1. How are you currently creating financial reports?
2. How many hours are spent manually consolidating, exporting & entering data each month?
3. How many hours are spent creating new or reformatting reports?
4. How many hours are spent running and distributing reports each month? (Creating PDFs, Emailing)
5. How many hours are spent answering questions and providing detail reports each month?
6. Does the customer need ad-hoc reporting capability?



Qualifying Questions

Key Question: How are you currently creating financial reports?

A: If using Excel to manually create reports, then go through questions below (would also be the same questions if using Crystal Reports, FRx, Cognos, etc)

1) How many hours are spent manually consolidating, exporting & entering data each month?

A: With F9, manual consolidation, rekeying and exporting can be reduced or even eliminated.

2) How many hours are spent creating new or reformatting reports?

A: With F9, users can leverage their Excel skills and easily create and modify their own reports.

3) How many hours are spent running and distributing reports each month? (Creating PDFs, Emailing)

A: With F9, you can eliminate the running and distributing of reports each month.

4) How many hours are spent answering questions and providing detail reports each month?

A: With F9, users are empowered to answer their own questions by having direct access to transaction detail and the ability to easily interrogate the database.

5) Does the customer need ad-hoc reporting capability

A: F9 Report Wizard provides ad-hoc reporting capability

6) What is the customer Budget for a Reporting Solution?

A: F9 for 5 users including License, Maintenance and Services average for under \$15K



VITO

Are you looking to spend more time analyzing your financials rather than rekeying reports each month? Are you looking for accurate, reliable and useful data?

Infor F9 provides clients an easy-to-use financial reporting and analytics solutions that dynamically links their General Ledger data and reports into the familiar Microsoft Excel environment. As Accountants and Controllers use Excel during the closing process, F9 provides a direct link from the General Ledger to Excel and gives you the most current information with a push of a button with no exports or manual entries required.

Some of the features include:

- **Flexible ad-hoc reporting**
- **Easily consolidate across multiple divisions, companies and databases**
- **Drill down by any account segment all the way down to the transaction details**
- **Scheduling and Distribution of reports**
- Infor F9 financial reporting solutions are **easy to implement, easy to learn** (4 hours of training) and **easy to maintain**.

Please let me know if you are interested in learning more on how we are helping hundreds of other Infor clients create efficiencies during the closing process. Please feel free to attend our free weekly webinar from this link:

<http://www.f9.com/about-f9/events/>

“We slashed out time to produce monthly reports – from 5+ days to less than 30 minutes.”

Leslie Keegan, VP of Finance and Controller , Physicians Formula



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