

AWARD REPORT AND FINDINGS

IDC 2021 SaaS CSAT Award for Subscription Billing and ERP

Presented to FinancialForce, October 2021

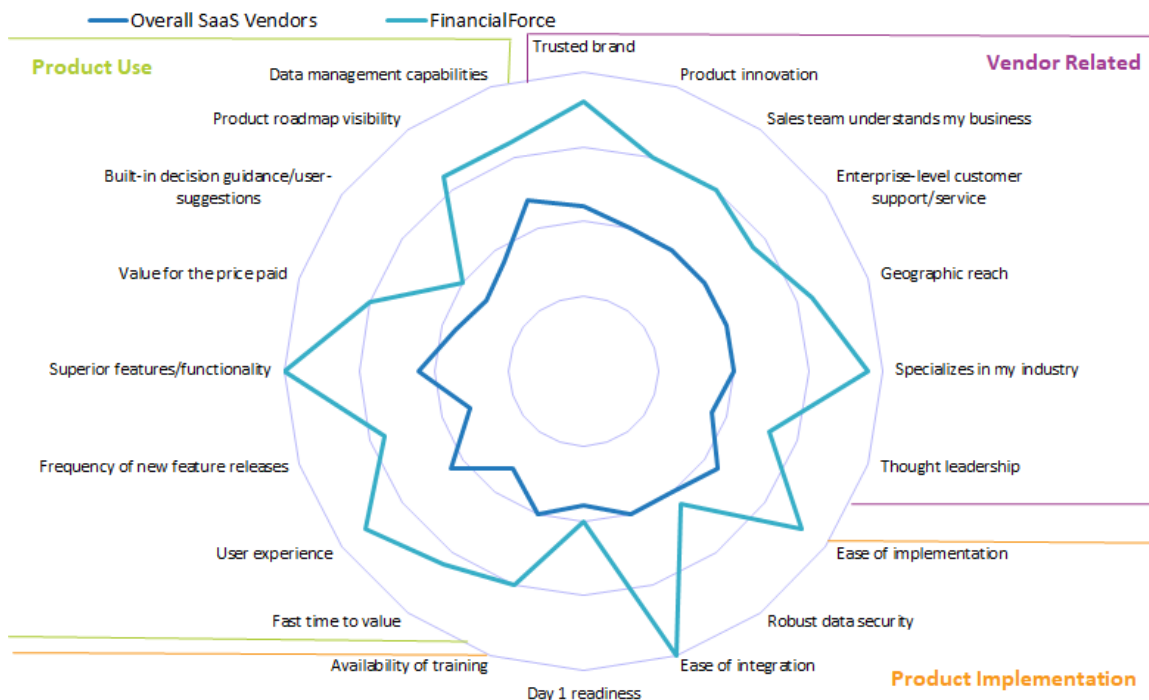
Based on ratings collected in IDC’s 2021 SaaSPath Survey, FinancialForce placed in the highest scoring group for vendors serving two application markets, including both the SaaS Subscription Billing market and the SaaS ERP market, and has been awarded two IDC 2021 SaaS Customer Satisfaction Awards.

IDC’s customer satisfaction award program, the CSAT Awards, recognizes the leading software-as-a-service (SaaS) vendors in each application market who receive the highest customer satisfaction scores based on IDC’s SaaSPath survey. SaaSPath is a global survey of approximately 2,100 organizations across all geographic regions and company sizes, where customers are asked to rate their vendor on more than 30 different customer satisfaction metrics.

How Customers Rate FinancialForce in Subscription Billing

Figure 1 shows how FinancialForce scored in each of the customer satisfaction categories, relative to the overall average scores in each category across all vendors that were reviewed. The inner line represents the overall group averages, while the outside line depicts FinancialForce’s scores. *Note: All scores have been rounded to the nearest 0.5 for illustration.*

FIGURE 1: FinancialForce Customer Satisfaction Ratings vs. Subscription Billing Vendor Average Ratings

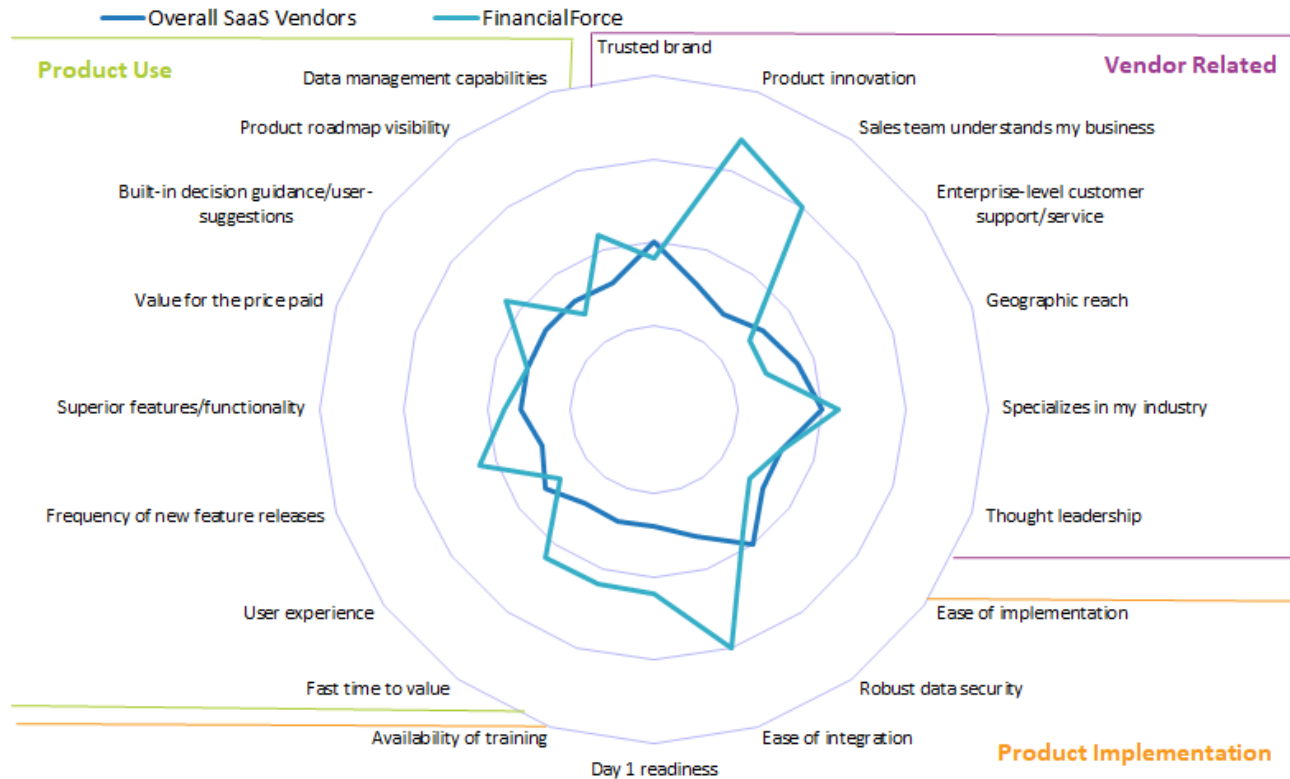


Source: IDC SaaSPath Survey, 2021

How Customers Rate FinancialForce in ERP

Figure 1 shows how FinancialForce scored in each of the customer satisfaction categories, relative to the overall average scores in each category across all vendors that were reviewed. The inner line represents the overall group averages, while the outside line depicts FinancialForce's scores. *Note: All scores have been rounded to the nearest 0.5 for illustration.*

FIGURE 1: FinancialForce Customer Satisfaction Ratings vs. ERP Vendor Average Ratings



Source: IDC SaaSPath Survey, 2021

Overall Vendor Performance vs Customer Expectations

Subscription Billing and ERP vendors are both delivering substantial value to their clients and continue to innovate to meet evolving customer expectations, but there are always areas of opportunity for further value enhancement. On average, across all vendors evaluated in this study, figure 2 below illustrates how technology buyers currently view the Subscription Billing market as-a-whole, and figure 3 illustrates the same perspective for the ERP market.

For example, in the Subscription Billing space, customers state that vendors in this market, on average, are providing strong data management capabilities and simplified integration, but built-in decision guidance and speed-to-value are two areas in which customers still desire further enhancement. Likewise, customers believe that ERP vendors are delivering high value applications, robust data security, and attractive user experiences, while ease of implementation, availability of training, and fast return on investment are areas in which customers still desire even greater performance from ERP vendors overall, on average. Software

vendors in these markets should take note of the metrics and self-evaluate whether these are capabilities they could double down on to deliver even great value to their customers.

FIGURE 2: Areas of Opportunity for Subscription Billing Vendors

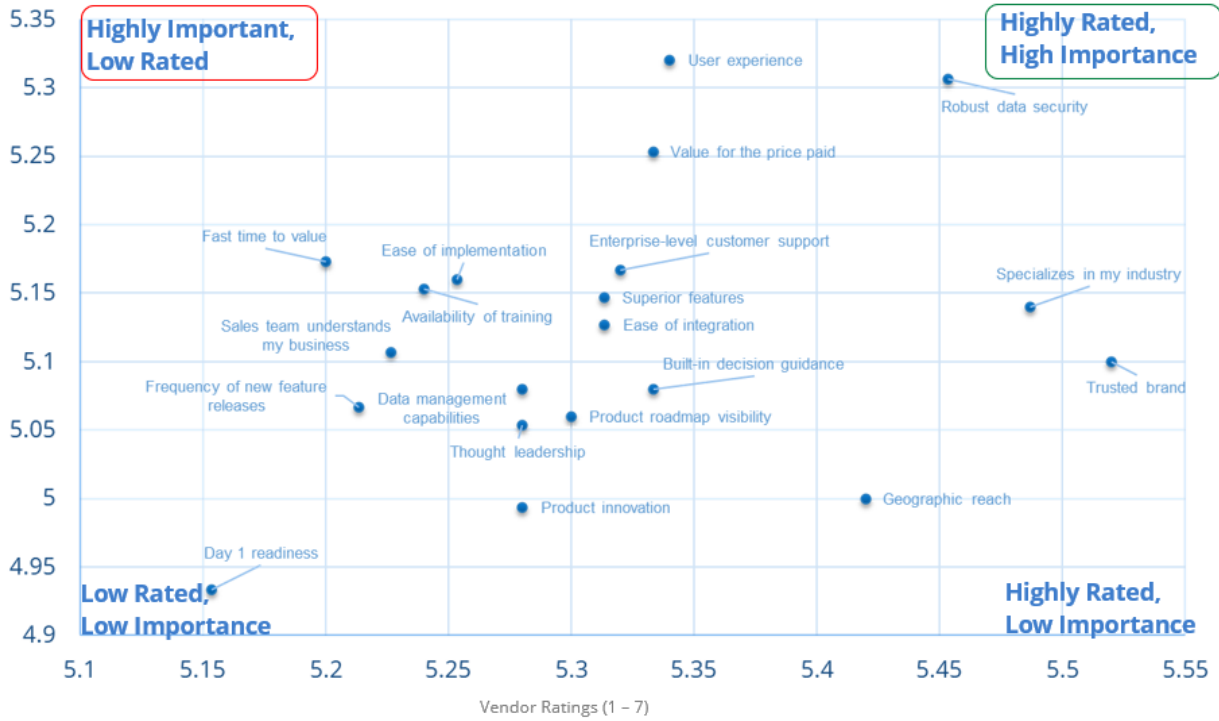
- Q. When evaluating a SaaS Subscription Billing provider, how important are each of the following attributes?
- Q. Based on your experiences, rate your primary SaaS Subscription Billing provider on the following attributes.



Source: IDC SaaSPath Survey, 2021

FIGURE 3: Areas of Opportunity for ERP Vendors

- Q. When evaluating a SaaS ERP provider, how important are each of the following attributes?
- Q. Based on your experiences, rate your primary SaaS ERP provider on the following attributes.



Source: IDC SaaSPath Survey, 2021

What’s Behind IDC’s SaaS Award Program

SaaSPath is IDC’s premier SaaS-specific benchmarking survey, providing demand-side guidance on the mind and journey of SaaS buyers, including a deep dive into 17 functional application markets, including accounts payable, accounts receivable, digital commerce, enterprise asset management (EAM), enterprise resource planning (ERP), Finance, Core HR, payroll, talent management, procurement, professional services automation (PSA), sales force automation (SFA), supply chain management (SCM), Subscription Billing, tax, travel and expense (T&E), and treasury and risk.

Coverage includes application adoption, deployment models, budget plans and replacement cycle timing, purchasing preferences and attitudes toward SaaS buying channels, application migration strategy, drivers and inhibitors, packaging and pricing options, and in-depth vendor reviews, ratings, spend and advocacy scores for leading vendors in each of the 17 functional application markets.

The SaaSPath survey is conducted across all geographic regions of the world, all company sizes, includes roughly 55% IT leaders and 45% line of business leaders, and its respondent base ranges from senior managers up through chief experience officers (CXOs). All respondents go through an extensive screening process to ensure they are familiar with the technologies they are being asked about, are current users, and have influence in their company’s technology buying decisions. Further, all customer satisfaction metrics and ratings are collected solely from current customers of the vendors being rated, to ensure scoring reflects up-to-date customer sentiment based on proper vendor familiarity and knowledge.

Each customer is asked to rate their primary application vendor on 32 different metrics, including 19 customer satisfaction metrics (see Table 1) and 13 vendor vulnerability categories (see Table 2). These 32 metrics, detailed below, span across 3 main categories of review, including the vendor itself and its relationship with the customer, several aspects of the product’s implementation, and a broad range of assessment examining the product’s usage and value. All satisfaction and vulnerability metrics are aggregated and analyzed on more than 200 different software providers to identify the vendors with the highest overall customer satisfaction scores in each application market.

Table 1: Customer Satisfaction Metrics

Q. Based on your experiences, rate FinancialForce as a SaaS ERP vendor. Please use a 0-10 scale where 0 is 'Poor' and 10 is 'Excellent'.

Customer Satisfaction Metrics	
1	Trusted brand
2	Robust data security
3	User experience
U	Data management capabilities
5	Ease of integration
6	Superior features/functionality
7	Ease of Implementation
8	Sales team understands my business
9	Product innovation
10	Fast time to value
11	Product roadmap visibility
12	Enterprise-level customer support
13	Value for the price paid
14	Thought leadership
15	Specializes in my industry
16	Geographic reach
17	Built-in decision guidance
18	Availability of training
19	Frequency of new feature releases
20	Day 1 readiness

Table 2: Vendor Vulnerabilities

Q. Which of the following issues has your organization experienced with FinancialForce as your SaaS ERP vendor? Select all the apply.

Vendor Vulnerabilities	
1	High cost and fees
2	Difficulty migrating services and data
3	Price increases not accompanied by increased value
4	New functionality released too infrequently
5	Unpredictable cost (i.e. consumption pricing)
6	Data loss or breaches
7	Lack of visibility into CSP operations
8	Poor implementation experience
9	Poor roadmap communication
10	Poor availability and uptime
11	Unfair or overly complex contracts
12	Poor customer service

About the Analysts



Eric Newmark

Group Vice President: SaaS, Enterprise Applications, and Industry Cloud

Eric runs IDC's research division on SaaS, Enterprise Apps, and Industry Cloud, and leads several of IDC's data products, including Industry CloudPath, SaaSPath, and Industry AI Path.



Nadia Ballard

Research Manager: Industry Cloud and SaaS

Nadia leads IDC's research service on Industry Clouds, Solutions and Verticalization Strategies, providing in-depth analysis, strategy, and guidance to both technology and industrial companies, and helps run IDC's Path data product portfolio.



IDC Research, Inc.
140 Kendrick St
Building B
Needham, MA 02494
T 508.872.8200
F 508.935.4015
Twitter [@IDC](#)
idc-insights-community.com
idc.com

The content in this paper was adapted from existing IDC research published on www.idc.com.

This publication was produced by IDC Custom Solutions. The opinion, analysis, and research results presented herein are drawn from more detailed research and analysis independently conducted and published by IDC, unless specific vendor sponsorship is noted. IDC Custom Solutions makes IDC content available in a wide range of formats for distribution by various companies. A license to distribute IDC content does not imply endorsement of or opinion about the licensee.

External Publication of IDC Information and Data — Any IDC information that is to be used in advertising, press releases, or promotional materials requires prior written approval from the appropriate IDC Vice President or Country Manager. A draft of the proposed document should accompany any such request. IDC reserves the right to deny approval of external usage for any reason.

Copyright 2020 IDC. Reproduction without written permission is completely forbidden.