

Technology for Growing SaaS and Subscription Companies

A Rapidly-Growing Sector



SaaS (Software-as-a-Service) has become a core software delivery method for organizations of all sizes.



The SaaS and subscription-based sector has a compound annual growth rate of 11.5%.



The industry is expected to nearly double in size over the next five years from \$158.2 billion in 2020 to \$307.3 billion by 2026.



This market growth has created an environment where both existing and emerging organizations are continually developing new SaaS solutions.

Source: <https://www.prnewswire.com/news-releases/software-as-a-service-saas-market-size-is-projected-to-reach-307-billion-by-2026-301337008.html#:~:text=Reports%20Valuates%20says%20that,11.7%25%20during%202020%2D2026>

Overcoming Financial Challenges



SaaS and subscription-based companies face myriad business management challenges, most of which are financial in nature.



Many can't readily produce accurate key performance indicators and can quickly fall out of favor with investors clamoring for metrics, analytics and reports.



Managing recurring revenues can't be handled properly using the basic applications like QuickBooks and Excel which many SaaS companies rely on.



While some companies have built their own databases or use Salesforce.com to compute and report on key metrics, these organizations still rely heavily on spreadsheets for reporting.

Lacking Key Performance Indicators



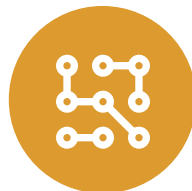
In the subscription industry, investors want metrics to review and make decisions on.



Companies must be able to produce timely, accurate reports.



Tracking recurring revenue and other financial complexities requires a unified ERP solution built with subscription businesses in mind.



A NetSuite Alliance Partner, AppWrap specializes in helping B2B and B2C subscription-based companies implement NetSuite.

A Solution for Subscription-Based Organizations



AppWrap offers Recurring Revenue Reporting Systems (R3S), a customizable SaaS metrics solution built on the NetSuite platform.



The solution's key components include tracking of annual and monthly recurring revenue from NetSuite core transactions.



R3S enhances NetSuite and provides the flexibility to use spot or fixed rates for transactions in other currencies.



When SaaS and subscription companies leverage NetSuite and R3S, they can minimize risk, enhance efficiencies and operate more profitably.