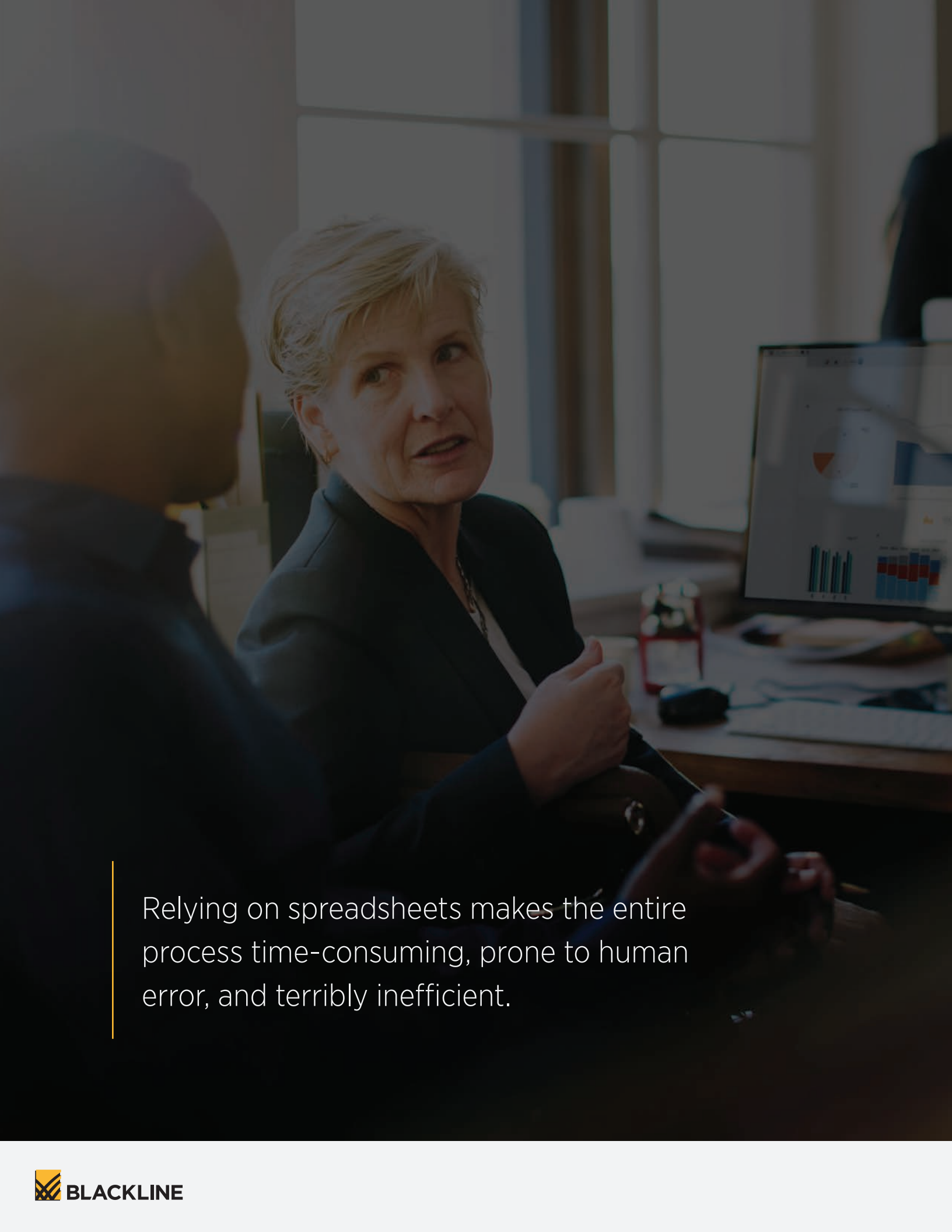




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Ways to Build a Stronger, More Profitable Business with BlackLine

A woman with short blonde hair, wearing a dark blazer, is seated at a desk in an office. She is looking towards a man whose profile is visible on the left side of the frame. In the background, a large window is visible. On the desk, there is a laptop displaying various charts and graphs, a mouse, and some papers. The overall scene is dimly lit, suggesting an indoor office environment.

Relying on spreadsheets makes the entire process time-consuming, prone to human error, and terribly inefficient.

Why the Demise of Spreadsheets is Really Good for Your Business

You probably don't think about spreadsheets very often. But your customers do.

In fact, most firms large and small, corporate and nonprofit, rely on spreadsheets to help them close their books. You're not exempt from this dreaded task, and neither are any of your customers. It's like death and taxes: if you own a business, you have to close your books on a regular basis.

The problem? Relying on spreadsheets makes the entire process time-consuming, prone to human error, and terribly inefficient. During the close, the average finance team is stuck in process hell: pulling data from their ERP (or multiple ERPs), manually entering that data, printing out spreadsheets, scanning those spreadsheets, emailing PDFs to auditors and reviewers, and then aggregating and storing paper and electronic copies. Late journals or missed tasks create even more work—and additional reviews and approvals. And then the process begins anew, leaving little time for what really matters to the balance sheet and the bottom line: analysis, forecasting, and strategy creation.

ERP-designed add-ons can't solve the problem.

You may be thinking there's a simple solution in an ERP, maybe even one you already sell. There's no doubt that ERPs are big, powerful tools, central to those macro processes vital to running an organization. But also because of their size, they're simply not close friendly.

Gartner states that while ERP and CPM systems have powerful functionality, “they don't go far enough in providing a holistic approach to activities that are required to complete the financial close.”¹

Gartner states that while ERP and CPM systems have powerful functionality, “they don't go far enough in providing a holistic approach to activities that are required to complete the financial close.”² And while some ERP manufacturers have created reconciliation add-ons, even they know they're not ideal—as evidenced by the ERPs willingness to enable preferred partners to sell to this growing part of the ERP market.

So if not spreadsheets or ERP add-ons, what then?

For small and mid-sized companies, the answer lies in enhanced finance controls and automation (EFCA) software. According to Gartner, EFCA software are solutions designed to “automate the whole gamut of accounting and finance processes.”³

Gartner has reviewed BlackLine and dubbed us “Best-of-Breed” in the EFCA market. And that’s because our finance controls and automation platform modernizes processes, embeds controls, and gives CFOs and controllers unprecedented visibility into accounting and finance by centralizing key accounting functions within a single platform.

For reconciliations alone, BlackLine helps finance teams do in minutes what used to take hours—or days

More simply put, BlackLine transforms the dreaded close into a process that is not only more efficient but deliver more visibility and accuracy. For reconciliations alone, BlackLine helps finance teams do in minutes what used to take hours—or days.

Why the spreadsheet’s downfall is your gain.

Today’s modern finance organizations want solutions that automate their most manual, tedious accounting processes. They’re tired of spreadsheets. And they’re asking for—and buying—BlackLine. But how does a customer’s ability to close faster with BlackLine take your business to the next level? Because BlackLine’s finance automation and close suite is just the tip of the iceberg when it comes revenue. As you know, implementing any type of new technology requires important change management and consultative services to ensure the project’s success. You are the expert in helping your clients improve processes so that can fully optimize their use of the software you sell. You can expect the same experience with BlackLine. In fact, many BlackLine clients look to our partners to help them with implementation, change management, training, and process optimization services, which equates to new revenue streams for your business.

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Reasons BlackLine Helps You Build a Stronger, More Profitable Business

REASON # 1

More Revenue & Less Competition

The financial services industry is in the middle of a revolution. And that translates to a financial opportunity for you.

As each day passes, more and more organizations are modernizing finance and accounting (F&A). It began with the ERP system to streamline critical accounting and finance processes. Next came financial consolidation, reporting, and forecasting software. And while many businesses have made these huge investments in their F&A organization, they are still using spreadsheets to close their books! In fact, 55% of United States companies still reconcile their accounts manually.⁴ This means more than half of your clients are looking for ways to automate the financial close process.

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Because the EFCA industry is still in its early days, much of your competition is not solving this problem because they don't know how. Even better, BlackLine doesn't yet have significant competitors. You can resell a powerful solution that few other tech companies are offering and gain more wallet share of your existing customers—a profound competitive advantage for you today and tomorrow.



BlackLine's fastest growing segment is the midmarket: 46% of our new customers in 2015 were midmarket companies.

REASON # 2

Customers of Every Size, from Every Industry

When it comes to the need for an automated close, size doesn't matter.

Like death and taxes, the close doesn't discriminate. While that's bad news for all those beleaguered finance teams still relying on spreadsheets and scanners, it's great news for you. The need is there. The customers are there. You can offer BlackLine technology and consulting services to every existing customer, including mid-sized organizations. In fact, BlackLine's fastest growing segment is the midmarket: 46% of our new customers in 2015 were midmarket companies.

REASON # 3

Access to the C-Suite

Selling to the CFO is now a reality.

Every CFO knows that staying competitive today requires real-time business intelligence and on-demand insight into the hard numbers. They also know there's a big problem with the way they're closing their books. Manual accounting processes not only affect productivity but increase the risk of errors, decrease visibility, and ensure CFOs have little time to spend on forecasting and analysis—because they're busy simply making sure the manual work gets done.

The good news for you is that they don't always know how to fix it or where to start. They're ready to talk. And this means more business with the same customer (smart) and a big move up the food chain with new access to executive decision makers (even smarter).

REASON # 4

Powerful Partner Support

We provide powerful marketing, technical, and training support.

You don't have time to develop new materials, train staff, and create a campaign to resell more products and services. But with BlackLine, you don't have to go it alone. As a BlackLine partner, you have access to training and support, as well as ongoing enablement. We also deliver marketing assistance—collateral, demand generation strategies, and templates—and technical help. And we also help keep your new customers happy by offering them ongoing software improvements and forums to provide input into new features and capabilities.

REASON # 5

Continuous Revenue Streams

The money is in the services, not just the sale

Growing your business takes diversifying your customer offerings. A one-off product sale doesn't help you grow your business over time. But BlackLine does. While the initial sale of the platform delivers a generous margin, ongoing profits are made in renewals (95% of BlackLine clients renew every year) and more importantly, in delivering services.

Plus, consulting opportunities go beyond the traditional “try these best practices” relationship with your customers. BlackLine users love our platform, but they still aren't using it to its fullest. While we help solve their initial challenge, streamlining and automating the dreaded close, our customers know BlackLine can do much more. And they're ready to take that next step. But they need help—yours—to add functionality and more efficiency to their finance processes.

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Our customers also want support when it comes to transforming how they manage finance functions. True efficiency requires not just a change in software but a change to existing processes. There's tremendous opportunity for you to provide ongoing guidance, helping customers create improved processes that align with BlackLine.



REASON # 6

Cloud-Based Technology Designed to Work with Any ERP

The money is in the services,
not just the sale

Customers not only want their services in the cloud, they must migrate most processes there to manage growth, ensure scalability, and facilitate globalization. Yet many of your existing customers are still hog-tied by on-premise close and reconciliation solutions. They're searching through big metal file cabinets before audits, shipping files to different business units, and scanning, printing, and rescanning spreadsheets.

BlackLine works seamlessly with any ERP, importing and exporting data without macros, burdening IT, or interfering with existing accounting processes.

They know they need a better solution, yet there's still hesitation when it comes to finding and implementing a new solution. Why? Like any business today, your customers don't have time for disruption. That's a barrier to any sale. Enter BlackLine. You can give your clients automated reconciliation, transaction matching, and task management capabilities with little to no disruption of their existing ERP. BlackLine works seamlessly with any ERP, importing and exporting data without macros, burdening IT, or interfering with existing accounting processes.



REASON # 7

A True Partnership with a Company in High Demand

Demand is growing—and growing.

For over eight years, BlackLine has grown 50% year-over-year and achieved \$100 million in annual sales. Demand continues to increase. However, we know we can't be everywhere for everyone. In order to truly scale, we need partners. But not just anyone. Our customers—and now yours—need consulting and guidance from those who have an acute understanding of the processes within finance and accounting. It's not just about selling them the right system to streamline and automate their close: it's also about improving old processes to support new, more efficient technology.

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So to manage more sales while keeping in line with our mission and our passion for customer care, we need you. And in return, we'll help you build long-term revenue built around services, not just a single sale.



BlackLine Helps Growing Companies Get Started with Accounting Automation

BlackLine is the proven cloud-based solution for growing organizations that are moving from manual spreadsheets and binders to improved automation within accounting and finance functions. High-growth and mid-market companies have experienced quick-time-to-value by selecting BlackLine because of the platform's ERP connectivity and configuration for implementation. Here are some of the growing companies that moved from their time-consuming, error-prone, manual close process to BlackLine:

ERP

Microsoft Dynamics

ERP

NETSUITE

asurion 

starz
ENTERTAINMENT

 zendesk

box

BrightRoll
OOOOOO

 Alfresco

 PLURALSIGHT

You Don't Need Another Smart Product. You Do Need a Smarter Way to Build Your Business

We know there's a lot of noise out there. Tech companies come to you every day with proposals around product opportunities. But at BlackLine we know that sales alone won't solve your challenges. Diversifying, building reliable revenue streams, and gaining—and keeping—the ear of the C-suite takes aligning with a tech partner that knows that building a business takes more than a one-time product sale.

With BlackLine, our technology is just the beginning of your revenue possibilities. We also help you create a strong services and consulting business around our finance and controls automation suite. We offer a system designed to create ongoing profits through consulting, training, and optimization. You can diversify your portfolio of offerings, create relationships with executive decision makers, and give your customers what they want, ahead of the competition. The result? Real longevity in the industry—and real business transformation.

With BlackLine, our technology is just the beginning of your revenue possibilities. We also help you create a strong services and consulting business around our finance and controls automation suite.

To start planning how BlackLine can help you take your business to the next level, connect with us at [BlackLine.com/partners](https://blackline.com/partners).

¹"The Age of Modern Finance." Issue 1. Page 5

²"The Age of Modern Finance." Issue 1. Page 5

³"BlackLine Listed as 'Best-of-Breed' in Enhanced Finance Controls & Automation Software Category in Recent Gartner Report." PR Newswire. BlackLine. September 9, 2014. Accessed at <http://www.prnewswire.com/news-releases/blackline-recognized-in-enhanced-finance-controls--automation-software-category-in-recent-gartner-report-274525501.html>

⁴"Benchmarking the Accounting & Finance Function: 2015." Robert Half. Page 5. Accessed at https://www.roberthalf.com/sites/default/files/Media_Root/images/rh-pdfs/atfamr_0515_japdf_benchmarking_nam_eng_050815.pdf

⁵"Benchmarking the Accounting & Finance Function: 2015." Robert Half. Page 5. Accessed at https://www.roberthalf.com/sites/default/files/Media_Root/images/rh-pdfs/atfamr_0515_japdf_benchmarking_nam_eng_050815.pdf

BlackLine is the World's Most Trusted Platform for Finance and Controls

BlackLine's vision is to modernize the finance and accounting function to empower greater productivity and detect accounting errors before they blow up into a devastating financial restatement. BlackLine enables clients to move beyond outdated accounting processes and point solutions that help accountants and finance professionals work smarter and more efficiently. The finance and accounting departments of more than 1,300 worldwide clients currently leverage the unified BlackLine platform to perform mission-critical processes in near real-time — including financial close, reconciliation management, journal entry management, intercompany clearinghouse, and controls assurance.