



# The Business Value of Sage Intacct for Optimizing Small and Medium-Sized Business Accounting and Finance

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## BUSINESS VALUE HIGHLIGHTS



Click on highlights below to navigate to related content within this PDF.

**178%**  
three-year ROI

**23%**  
lower cost of accounting/finance operations

**28%**  
more efficient accounting and finance teams

**36%**  
fewer accounting/finance errors

**23%**  
faster to complete accounting/finance cycles

**48%**  
faster to resolve accounting errors

**52%**  
faster to deploy for a new user

## Executive Summary

Cloud is an enabler for small and medium-sized businesses as it optimizes their business accounting and finance operations. IDC interviewed businesses about their decision to upgrade to Sage Intacct. These organizations have moved their accounting and finance operations from legacy on-premises platforms to cloud-based Sage Intacct. Study participants reported achieving substantial value from their investment in Sage Intacct through enhanced functionality, improved agility, and ease of operations.

**IDC calculates that overall, study participants will achieve benefits worth an annual average of \$141,300 per organization, which would yield a nearly 3:1 return on their investment in Sage Intacct, by:**

- ▶ **Moving to a more agile and responsive cloud-based platform** that better meets business needs, including robust remote access necessitated by the COVID-19 pandemic
- ▶ **Benefiting from significantly enhanced platform functionality** that reduces friction associated with accounting and finance activities and reduces the frequency of errors that create operational risk
- ▶ **Lowering the overall cost of accounting and finance operations** by improving the efficiency of accounting and finance teams

## Situation Overview

The As organizations move into the digital world, they continue to modernize their application portfolios to digitally transform their businesses. Shaping this activity is the move away from legacy on-premises “dinosaur applications” that are cumbersome, overly customized, and staid

systems that lack intuitive user interfaces (UIs) and intelligence. The move is to more modern SaaS and cloud-enabled modular applications with real-time data and intelligence, coupled with microservices and application programming interfaces (APIs) with anywhere, anytime access.

Organizations recognize that moving to more modern and modular applications can significantly reshape their businesses for the better. Measuring the success of modern, modular, and cloud-based applications is being done by reducing employee clicks within an application, streamlining workflows, automating manual processes, and ultimately saving time for the employee. IDC finds metrics and key performance indicators (KPIs) are also improving because of more actionable insights that lead to better business performance regardless of the employees' location and devices used. The interactions with these modern, cloud-based modular applications are changing organizations for the better.

## Sage Intacct Overview

Sage Intacct is a cloud-based accounting and financial management solution provider owned by the Sage Group plc. The Sage Intacct product was built by finance experts for finance professionals and is suitable for companies of all sizes, particularly small and medium-sized businesses. Sage Intacct's microvertical focus includes software, nonprofits, professional services, financial services, healthcare, hospitality, wholesale distribution, and general business. Sage Intacct's multidimensional analysis capabilities enable organizations to gain deep operational and financial insight. Industry-specific KPIs accessible in real-time dashboards for management reporting and the ability to automate complex processes (such as intercompany eliminations, currency conversions, and revenue recognition and billing) improve company performance, enabling data-driven organizations to gain actionable insights.

# The Business Value of Sage Intacct

## Study Methodology and Demographics

IDC conducted research that explored the value and benefits of using Sage Intacct to optimize small and medium-sized business accounting and finance operations. The project included nine interviews with organizations that identified the need for robust accounting and finance operations, with eight of these interviews considered for IDC's quantitative analysis presented in this study. Interviewed managers all had experience with and knowledge about the benefits and costs of Sage Intacct in terms of their organizations' accounting and finance operations, platform costs, and businesses.

**Table 1** (next page) presents study demographics and IT profiles. The organizations that IDC interviewed had an average base of 80 employees and total average annual revenue of \$15.19 million. All organizations are based in the United States and represent a variety of vertical markets: digital media, energy, financial services, healthcare, hospitality, nonprofit, professional services, real estate, and retail.

**TABLE 1**  
**Demographics of Interviewed Organizations**

| Demographics        | Average   | Median   |
|---------------------|---|----------|
| Number of employees | 80  | 73       |
| Annual revenue      | \$15.19M  | \$15.50M |
| Countries           | United States   |          |
| Industries          | Digital media, energy, financial services, healthcare, hospitality, nonprofit, professional services, real estate, and retail |          |

n = 8, Source: IDC In-depth Interviews, May 2021

## Choice and Use of Sage Intacct

The organizations interviewed by IDC described their use and the rationale behind their choice of Sage Intacct. Like many small and medium-sized businesses, study participants face an array of challenges impacting their accounting and finance operations, including the need to balance costs, quality, and access, which was intensified by the COVID-19 pandemic.

Interviewed Sage Intacct customers stressed that their legacy on-premises solutions had limitations in their ability to provide the levels of performance, agility, and functionality they needed to maintain and grow their businesses. These customers reported their on-premises solutions not only were insufficiently agile and too resource intensive but also failed to offer the robust functionalities they increasingly require for their accounting and finance teams. Study participants described needing to integrate their expense reporting management and also move beyond dependence on their legacy bookkeeping systems because they wanted to take advantage of the feature-rich cloud-based accounting and finance system of Sage Intacct.

### Participants elaborated on the factors that drove them to consider Sage Intacct:

▶ **Nature of business operations required more robust multientity management and visibility:**

*“We have locations all around the country, so it’s very important that everything can be sliced and then put together very quickly. Our old system either didn’t do that or wasn’t configured to do that, and we needed to move to a solution that was a little more robust.”*

▶ **Need for more robust reporting capabilities:**

*“Our previous solution didn’t provide a lot of useful reports. Creating reports was a little bit of a task because we had to download different reports into an Excel spreadsheet and combine them into whatever information we needed. It was a lot of manual work.”*

▶ **Need for modern platform with visibility:**

*“Our old system didn’t have the functions that we needed ... so it was almost being handled like you’d handle the books for a bakery, and we didn’t have an ‘enterprise’ system ... We had a bookkeeping system basically, not a finance system, and now we have visibility with Sage Intacct.”*

In terms of the decision to move to Sage Intacct from their on-premises solutions, interviewed businesses noted that Sage Intacct provides a high-performing cloud-based solution that allowed them to overcome the limitations of their on-premises solutions.

**Participants also appreciated the real-time features of Sage Intacct:**

▶ **Seamless connectivity and functionality:**

*“With physical servers somewhere to hook up to, the connectivity wasn’t very good on our old systems ... Then even if you could get it, we couldn’t get the data the way we wanted because there wasn’t an ability to slice and dice the data. Sage Intacct has seamless connectivity and functionality.”*

▶ **Access to real-time data, anywhere and anytime:**

*“We migrated from an on-premises solution to Sage Intacct ... We wanted a cloud-based solution because we have four offices, and we needed the ability to access the data from anywhere on a real-time basis.”*

Table 2 provides an overview of the study participants’ use of Sage Intacct for business-critical accounting and finance operations. The three user groups targeted in the study were accounting, finance, and operations teams, with distributions shown in Table 2. It is noteworthy that Sage Intacct supported almost all of these organizations’ businesses in terms of revenue.

**TABLE 2**  
**Sage Intacct Use by Interviewed Organizations**

|  | Average | Median |
|--|---------|--------|
| Number of Sage Intacct users           | 8       | 5      |
| Number of accounting and finance users | 4       | 4      |
| Number of operations users             | 3       | 0      |
| Revenue supported                      | 97%     | 100%   |

n = 8, Source: IDC In-depth Interviews, May 2021

## Business Value and Quantified Benefits

IDC research demonstrates the value that interviewed Sage Intacct customers have achieved through enhanced functionality, performance, and agility of their accounting and financial management activities. IDC calculates that overall, study participants realized benefits worth an annual average of \$141,300 per organization (\$17,125 per impacted Sage Intacct user) over three years, primarily in terms of accounting and finance team efficiencies but also in efficiencies for operations teams and revenue gains.

### Interviewed Sage Intacct customers provided insight into the varied areas of value related to their use of Sage Intacct, including:

- ▶ **Benefiting from moving to a cloud-based solution** because their legacy on-premises platforms were no longer sufficiently agile or flexible to meet business needs
- ▶ **Enabling remote work forced by the COVID-19 pandemic**, which exposed weaknesses if accounting/finance systems could not be easily accessed
- ▶ **Having efficient and productive accounting and finance operations**, thereby reinforcing the value proposition of upgrading to Sage Intacct
- ▶ **Offering specific functionalities important to businesses** (e.g., multicurrency capabilities and API integration)
- ▶ **Automating processes** to reduce manual work and reduce the risk of harmful human errors
- ▶ **Improving cross-organizational visibility** to allow for more robust and accurate financial forecasting and results
- ▶ **Supporting business decision making** with higher-quality financial data
- ▶ **Accommodating business growth** and changing customer demand with a more flexible and robust accounting and finance platform

## Benefits of Moving to a Cloud-Based Platform

Interviewed small and medium-sized businesses reported clear benefits related to moving to a cloud-based platform with Sage Intacct. In large measure, this was because their on-premises legacy solutions were no longer sufficiently agile or flexible to meet their business needs. One of the most important practical limitations that using Sage Intacct has helped them overcome is access to accounting and finance-related systems information. Use of Sage Intacct has allowed these businesses to provide their employees with flexible, robust, and uninterrupted access to that information, thereby allowing them to meet the demands posed by the COVID-19 disruption, which has presented operational challenges that sometimes disproportionately affect small businesses. This magnification from the pandemic highlighted the point that Sage Intacct has enabled these types of organizations to work anywhere and anytime, regardless of their location.

Further, interviewed companies appreciated transitioning from on-premises systems to a cloud-based approach with Sage Intacct, thereby enabling them to retire unneeded server hardware and recapture the IT staff time required to manage and support that hardware.

**Study participants offered specific comments about these benefits:**▶ **On-premises setup created access issues for remote work during the pandemic and beyond:**

*“We were having a lot of issues with our on-premises systems because it was on our servers and at the office. This meant that we couldn’t access the system if we weren’t at work and also if the server was down. Also, our old system had PC requirements for updates, and one of the times that we did an update, it created an issue so that we couldn’t use the system for a day or two ... That was a disruption.”*

▶ **Cloud-based solution meets actual work patterns (remote and onsite)/new work requirements:**

*“Our previous solution was not in the cloud. We chose cloud with Sage Intacct because it’s just more practical; given that people are working from home, they are not always on the server—and working anywhere—it just made more sense.”*

## Accounting and Finance Team Efficiencies

Sage Intacct customers reported running their accounting and finance operations on the platform (refer back to **Table 2**). For interviewed organizations, efficiencies and higher capabilities for their accounting and finance teams with cloud-based Sage Intacct form the foundation of the solution’s strong value proposition. Interviewed Sage Intacct customers reported benefiting from demonstrable and measurable improvements in functionality over previous approaches, thereby making their overall accounting/finance teams more efficient and effective.

Automation features are an important aspect of the Sage Intacct functionality that contribute to these benefits. Sage Intacct automates key repeatable and routine processes, which reduces the need for manual inputs and mitigates the risk of errors that could affect the quality of business output and deliverables. Further, by improving cross-organizational visibility, Sage Intacct customers were able to perform more robust and accurate financial forecasting to support business decision making. Study participants especially appreciated benefits such as the ability to easily generate accurate and timely reports as well as specific built-in functionalities such as multicurrency capabilities that resulted in substantial staff time savings. Others referenced Sage Intacct’s accuracy and ability to easily identify anomalies via audit trails and improved traceability.

**Study participants offered specific comments about these benefits:**▶ **Ability to run robust, accurate reports with ease:**

*“We know that all of the information is in the system with Sage Intacct and know that it’s accurate; we can depend on it and trust the information is correct. Also, we can run reports easily without having to download and deal with spreadsheets and manipulate information, which was another issue.”*

▶ **Multicurrency functionality that enables substantial time savings:**

*“The number 1 most significant benefit for us of Sage Intacct is the multicurrency functionality ... Sage Intacct helps with financial planning as we can run reports in USD or the functional currency at that location ... We have five people saving 20–25% of their time.”*

▶ **Improved traceability for financial activities and audit trails:**

*“Sage Intacct provides the financial transparency that we need, so if something looks strange, it’s very easy to go back and do the tracking on it, which is helpful ... We can just click on*



*the amount that looks strange, and it'll take you right through to the audit trail to see exactly what happened and why it happened."*

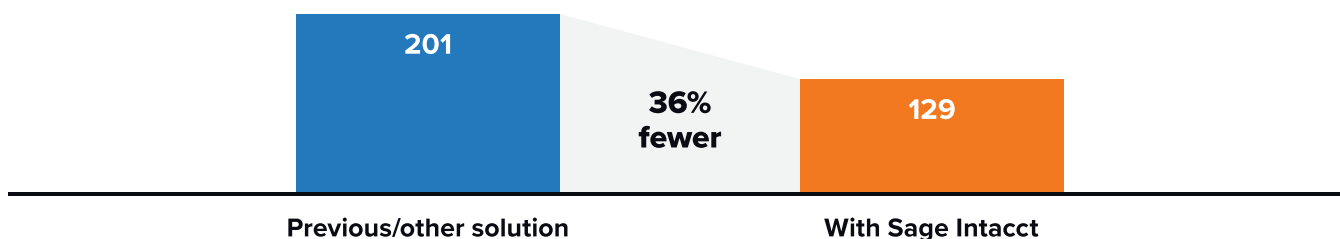
Study participants noted that Sage Intacct has accelerated their closing cycles for accounting and finance activities. One study participant commented on the benefit of having more accurate and efficient finance forecasts: *"It's a huge difference with Sage Intacct in creating accurate finance forecasts—a 50% improvement ... Previously, we used a lot of spreadsheets, so creating forecasts takes 80% less time with Sage Intacct ... Also, we're saving money because we have better visibility of what we have available right now with Sage Intacct."* Another study participant addressed the benefit of enhanced audit capabilities: *"The internal checks and balances of Sage Intacct are good, so it's not going to let us do something that we're not supposed to be doing ... When I talk about efficiencies as far as our month-end close, Sage Intacct is absolutely great."*

IDC quantified improvements in accounting and finance closing cycles. With Sage Intacct, study participants have reduced the time needed to close accounting/finance cycles by an average of 23%.

The small and medium-sized businesses interviewed by IDC also noted the importance of minimizing accounting and finance errors with Sage Intacct. They reported that Sage Intacct has helped them reduce errors and therefore improve the quality of work and corresponding deliverables. In addition, they viewed automation and enhanced visibility as key factors in reducing the risk associated with errors in the financial data that constitutes the core of their operations. One study participant commented on the value of automation features: *"Sage Intacct is good for data quality and consistency. It allows us to automate repeat transactions and avoid errors ... For example, it automates uploading of journal entries rather than requiring manual entry."* Another participant noted that the company experiences fewer accounting errors and that they are resolved faster when they do occur: *"The frequency of accounting errors has changed with the use of Sage Intacct. We have fewer manual errors ... We now have 1–2 per month compared with 5–10 per month previously, and it takes about an hour to handle errors compared with 4–8 hours."*

IDC quantified and confirmed the ability of Sage Intacct to reduce the frequency of accounting errors, with study participants reporting 36% fewer errors on average (see **Figure 1**). Further, interviewed Sage Intacct customers reported resolving errors that do occur 48% faster (going from 15.5 hours to 8.0 hours per error), ensuring their ability to maintain the quality and integrity of their accounting and finance operations, and limiting risk associated with such problems.

**FIGURE 1**  
**Frequency of Accounting Errors**  
 (Number of errors per year per organization)



n = 8, Source: IDC In-depth Interviews, May 2021

These improvements in the quality and capabilities of accounting and finance operations translate to solid efficiencies for study participants’ accounting and finance teams. In short, these teams are better prepared and able to provide timely, robust, and high-quality services to their organizations with Sage Intacct. **Table 3** presents the impact in terms of how Sage Intacct has affected the performance of these teams. Overall productivity levels for accounting and finance teams improved by an average of 28%, which means that these teams can contribute substantially more value to their organizations with Sage Intacct.

**TABLE 3**  
**Accounting/Finance Team Efficiencies**

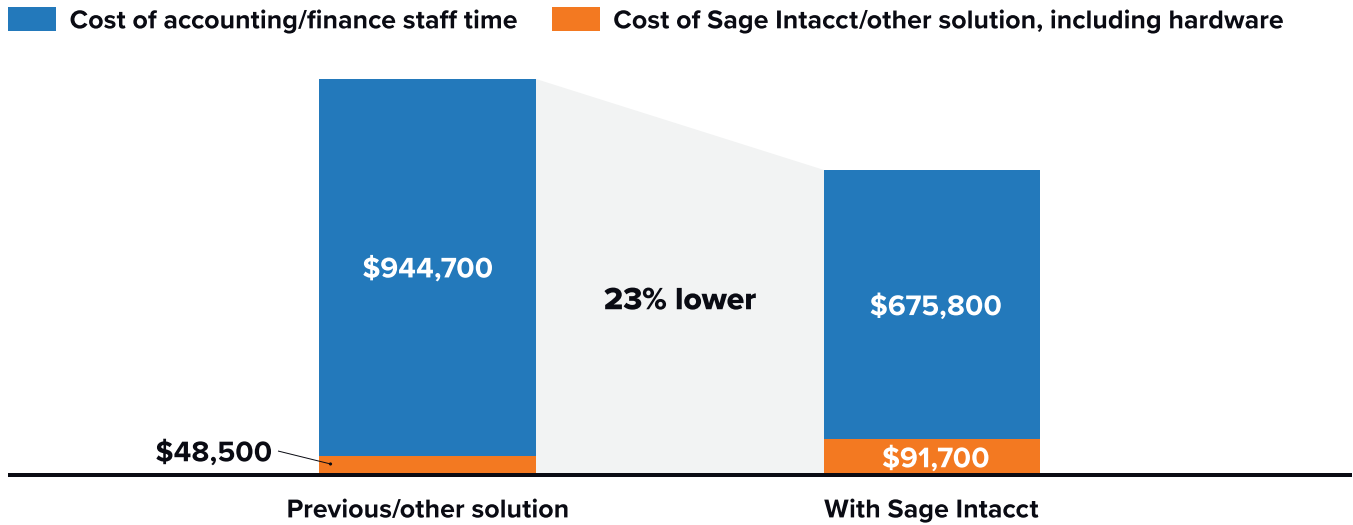
| Average per organization  | Previous/Other Solution | With Sage Intacct | Difference | Change |
|---|-------------------------|-------------------|------------|--------|
| Accounting team (FTEs required)   | 4.5                     | 3.2               | 1.3        | 29%    |
| Finance team (FTEs required)  | 0.6                     | 0.5               | 0.1        | 21%    |
| Overall accounting and finance teams (FTEs required)                      | 5.1                     | 3.7               | 1.4        | 28%    |
| Equivalent value of staff time for accounting/finance operations per year | \$359,100               | \$256,900         | \$102,200  | 28%    |

n = 8, Source: IDC In-depth Interviews, May 2021

Interviewed small and medium-sized businesses reported that Sage Intacct is a cost-effective solution for their accounting and finance activities, even though it generally required an incremental upgrade cost. But most importantly, it lowered the overall cost of accounting and finance operations even while providing the agility and performance these teams require. Lower overall operating costs reflect the fact that additional incremental costs associated with using Sage Intacct were substantially outweighed by the value achieved by improving efficiencies for accounting and finance teams.

**Figure 2** (next page) quantifies these benefits in terms of three-year costs for accounting and finance operations. These calculations factored in the cost of Sage Intacct and previous solutions as well as accounting and finance staff productivity levels. IDC found that the cost of accounting/finance operations with Sage was 23% lower than the cost of accounting/finance operations with the previous environment, which translates to an average three-year savings of more than \$225,000 per organization.

**FIGURE 2**  
**Three-Year Cost of Accounting/Finance Operations**  
 (3-Year Cost of Accounting/Finance Operations)



n = 8, Source: IDC In-depth Interviews, May 2021

## Improved Agility and Support for Business

Study participants also stressed that Sage Intacct has helped them accommodate business growth and adapt to changing customer demand with a more flexible and robust accounting and finance platform. Interviewed small and medium-sized businesses reported improved agility with Sage Intacct, including the ability to extend the platform for new and often innovative use cases, such as the ability to provide continuous reporting and providing real-time processing, and for new users as the need arises. IDC evaluated two key metrics: the time required to deploy Sage Intacct for new use cases, which showed an average improvement of 37%, and the time needed to deploy Sage Intacct for a new user, which showed an average decrease of 52% (see **Table 4**).

**TABLE 4**  
**Platform Agility Metrics**

| Average per organization                              | Previous/Other Solution | With Sage Intacct | Difference | Change |
|---|-------------------------|-------------------|------------|--------|
| Time to deploy Sage Intacct for new use cases (hours) | 14.4                    | 9.1               | 5.3        | 37%    |
| Time to deploy Sage Intacct for new user (hours)      | 0.9                     | 0.4               | 0.5        | 52%    |

n = 8, Source: IDC In-depth Interviews, May 2021

IDC also looked at the impact of Sage Intacct in terms of quality of and access to information and data. In this area, study participants experienced several important gains, which have helped them improve business decision making and pivot to meet changing business environments, whether driven by COVID-19, marketplace acceleration, or other factors.

Study participants especially appreciated that Sage Intacct has improved their understanding of cash flow and business results, which has laid the foundation for making better business decisions. They also noted that Sage Intacct has improved their ability to react with more speed and agility to market conditions, especially in the areas of pricing and forecasting.

### Enhanced auditing and governance functionality were also cited as key benefits:

▶ **Improved understanding of cash flow through reporting:**

*“Executives looking at reports know that they are more reliable with Sage Intacct ... They now make better decisions. For example, we have more extensive cash flow reporting with Sage Intacct, and so they can make better decisions from a cash flow perspective.”*

▶ **Visibility that enables flexibility in responding to market conditions:**

*“Sage Intacct improves our ability to react to market conditions. For example, this year, markets changed, and we were able to renegotiate prices and forecasts pretty quickly ... It helps us achieve more revenue because we have an ability to focus through improved visibility.”*

▶ **Enhanced auditing and governance functionality:**

*“Auditability is easier with Sage Intacct. I like to see what my accounts payable person is doing every day and track what is being inputted. In our old systems, it was challenging to get this information; I had to go into every invoice created to check that it was legitimate.”*

▶ **More robust reporting to support company-level decisions:**

*“Sage Intacct has improved performance and business outcomes. For example, we have a monthly board meeting to report our financial status and related topics. Previously, the data and reports presented were not the best ... it was hard to understand the reporting because they were not directly from the system, and we had to download and combine data on spreadsheets.”*

## ROI Summary

**Table 5** (next page) presents IDC’s return-on-investment (ROI) analysis for study participants’ use of Sage Intacct. IDC projects that interviewed companies will achieve three-year discounted benefits worth an average of \$334,000 per organization (\$40,485 per impacted Sage Intacct user) through staff efficiencies and cost savings. These benefits compare with total three-year discounted costs of \$120,100 per organization (\$14,558 per impacted Sage Intacct user). These levels of benefits and investment are projected to result in an average three-year ROI of 178%.

**TABLE 5**  
**ROI Analysis**

|                            | Three-Year Average per Organization | Three-Year Average per Impacted Sage Intacct User |
|----------------------------|-------------------------------------|---|
| Benefit (discounted)       | \$334,000                           | \$40,485  |
| Investment (discounted)    | \$120,100                           | \$14,558  |
| Net present value (NPV)    | \$213,900                           | \$25,927  |
| Return on investment (ROI) | 178%                                | 178%  |
| Payback period             | 11 months                           | 11 months   |
| Discount rate              | 12%                                 | 12%   |

n = 8, Source: IDC In-depth Interviews, May 2021

## Challenges/Opportunities

Of course, organizations must take into account challenges when moving to a new cloud-enabled system. Unlike their on-premises solutions, cloud-based solutions are built using best practice standards. These best practice workflows are usually shorter, require fewer clicks by the user, and bring together more data faster to become more data driven in business processes. These new processes are much simpler in design, are easier to use, and surface insights quickly but also take some getting used to on the part of the end user.

Accounting and finance teams immediately find benefits with cloud-based modular systems in automation; anytime, anywhere access; and information visibility. However, organizations that are not used to a system that leverages insights faster and in real time will need change management assistance so they don't spend time building out reports similar to what was required with their old systems. To move past this "build the best report to understand the system information" mindset, many organizations are focused on helping employees understand that it isn't about building a better mousetrap; rather, it's about using better systems to leverage insights faster. This typically means spending more time on the benefits of the new system brought forward as a result of the enhanced visibility and capabilities.

Organizations moving to cloud-based systems also must think about the data they want to bring to the new system. Some organizations migrate all their data only to find they never really need it. Others take only a few years' worth of data with an ability to check back on their old systems if needed.

Further, organizations moving from on-premises to cloud-based systems also find that they gain more manpower in IT because the hardware required onsite for the old system is no longer needed and does not need to be managed. While a quick win and benefit, it also allows the organization to be leaner and more agile as it moves to anywhere and anytime access.

## Conclusion

Sage Intacct's accounting and financial management solution is bringing many benefits to finance professionals. Organizations continue to see these benefits by moving from an on-premises solution to a modern, modular, and cloud-based accounting and financial management solution.

Since the start of the pandemic, small and medium-sized businesses have shifted their approach dramatically. Prior to the pandemic, hardware took up the largest portion of the overall IT budget, and cloud typically took up the smallest portion. Fast-forward 18 months, and cloud not only has surpassed hardware as the dominant spend category but also will continue to do so in the years to come. Of that cloud spend, 40% is being allocated to SaaS applications such as Sage Intacct. Small and medium-sized businesses are reaping the benefits of modernizing their applications to cloud-based applications and will continue to do so in the future.

## Appendix: Methodology

IDC's standard Business Value methodology was utilized for this project. This methodology is based on gathering data from organizations currently using Sage Intacct as a platform for their accounting and finance operations.

### Based on interviews with organizations using Sage Intacct, IDC performed a three-step process to calculate the ROI and payback period:

- 1. Gathered quantitative benefit information during the interviews using a before-and-after assessment of the impact of using Sage Intacct.** In this study, the benefits included accounting and finance team efficiencies and productivity gains, other staff time savings and productivity benefits, and revenue gains.
- 2. Created a complete investment (three-year total cost analysis) profile based on the interviews.** Investments go beyond the initial and annual costs of using Sage Intacct and can include additional costs related to migrations, planning, consulting, and staff or user training.
- 3. Calculated the ROI and payback period.** IDC conducted a depreciated cash flow analysis of the benefits and investments for the organizations' use of Sage Intacct over a three-year period. ROI is the ratio of the net present value (NPV) and the discounted investment. The payback period is the point at which cumulative benefits equal the investment up until that time.

### IDC bases the payback period and ROI calculations on a number of assumptions, which are summarized as follows:

- ▶ Time values are multiplied by burdened salary (salary + 28% for benefits and overhead) to quantify efficiency and productivity savings. For purposes of this analysis, IDC has used assumptions of an average fully loaded salary of \$100,000 per year for IT staff members and an average fully loaded salary of \$70,000 per year for non-IT staff members. IDC assumes that employees work 1,880 hours per year (47 weeks x 40 hours).

- ▶ The net present value of the three-year benefits is calculated by subtracting the amount that would have been realized by investing the original sum in an instrument yielding a 12% return to allow for the missed opportunity cost. This accounts for both the assumed cost of money and the assumed rate of return.
- ▶ Because using Sage Intacct requires a deployment and migration period, the full benefits of the solution are not available during deployment and migration. To capture this reality, IDC prorates the benefits on a monthly basis and then subtracts the deployment time from the first-year savings.

Note: All numbers in this document may not be exact due to rounding.

## About the Analysts



**Shari Lava**  
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Shari Lava is Research Director, Small Medium Business (SMB) Research Program within the Digital Transformation space. Shari's core research coverage includes the identifying and supporting the unique, evolving needs of the Very Small, Small and Medium Business technology buyer. Based on her background in the customer applications and data analytics space, Shari's research also includes an emphasis on understanding the persona and journey of the SMB buyers.

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Mickey leads a team of analysts responsible for IDC's coverage of the next generation of enterprise applications including ERP, financial applications, procurement, supply chain automation project and portfolio management, enterprise asset management, services resource planning (SRP) and related project-based solutions software, and the digital commerce business network. In her role, Mickey and her team advise clients on ERP and i-ERP systems, associated applications, and digital commerce with a focus on key trends, opportunities, innovation, and the IT and Business Buyer concerns and requirements.

[More about Mickey North Rizza](#)



**Matthew Marden**  
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Matthew is responsible for carrying out custom business value research engagements and consulting projects for clients in a number of technology areas with a focus on determining the return on investment (ROI) of their use of enterprise technologies. Matthew's research often analyzes how organizations are leveraging investment in digital technology solutions and initiatives to create value through efficiencies and business enablement.

[More about Matthew Marden](#)



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