



Brochure

# SaaS Intelligence

KPIs and dashboard definitions in  
Sage Intacct

Investor grade, fully automated  
B2B / B2B2C SaaS financial metrics  
tracking application built on Sage  
Intacct.

Sage

## CMRR metrics

CMRR category	Definition	Timing of event	Primary category
<b>New</b>	The increase in CMRR from new customers	New deal	New
<b>Recovered</b>	The increase in CMRR from customers who have previously churned and returned	New deal	New
<b>Acquired (via M&amp;A)</b>	The increase in CMRR as a result of the acquisition of another legal entity's existing CMRR balances	Acquisition	New
<b>Add-on</b>	The increase in CMRR on an existing customer from the sale of additional subscription products or an increase in quantity of existing subscriptions (ex: user count)	Mid-term	Expansion
<b>Renewal Add-on</b>	The increase in CMRR on an existing customer from the sale of additional subscription products or an increase in quantity of existing subscriptions (ex: user count) at time of renewal	Renewal	Expansion
<b>Uplift (↑ Renewal Price)</b>	The increase in CMRR on an existing customer from an increase in price (or the reduction of discount) on an existing subscription	Mid-term	Expansion
<b>Renewal Uplift</b>	The increase in CMRR on an existing customer from an increase in price (or the reduction of discount) on an existing subscription at time of renewal	Renewal	Expansion
<b>Renewal Downgrade</b>	The decrease in CMRR on an existing customer from the debooking of existing subscription product or an decreased in quantity of existing subscriptions (ex: user count) at time of renewal	Renewal	Contraction
<b>Markdown (↓ Renewal Price)</b>	The decrease in CMRR on an existing customer from a decrease in price (or an increase of discount) on an existing subscription	Mid-term	Contraction
<b>Renewal Markdown</b>	The decrease in CMRR on an existing customer from a decrease in price (or an increase of discount) on an existing subscription at time of renewal	Renewal	Contraction
<b>Churn</b>	The decrease (loss) of CMRR from churned customers	Mid-term / end of term	Contraction
<b>Logo Churn</b>	Logo churn counts the number of customers that cancel or don't renew their subscriptions in a given period.		
<b>Revenue Churn</b>	Gross revenue churn and Net revenue churn. Revenue churn measures the change of overall revenue from existing customers.		
<b>Net Revenue Churn</b>			
<b>Debook</b>	The decrease (loss) of CMRR from debooking of existing subscription (i.e. item-level cancellation during an active subscription period)	Mid-term	Contraction
<b>Cancellation</b>	The decrease (loss) of CMRR from cancelled customers (i.e. those customers that never fully adopted/onboarded)	Mid-term	Contraction
<b>Pending Renewal</b>	The amount of CMRR up for renewal (available to be renewed) in a given month	End of term	N/A
<b>Renewed</b>	The amount of CMRR for existing subscriptions which were renewed in a given month	Renewal	Renewed

CMRR category	Definition	Timing of event	Primary category
<b>Foreign Exchange</b>	The change (increase or decrease) in CMRR on renewals of foreign currency transactions due to exchange rate fluctuations from originating booking to renewal	Renewal	Uncontrollable
<b>Currency Change Uplift</b>	The increase in CMRR on foreign transactions due to the combined effect of a change in transactional currency (i.e. prior contract was GBP, and renewal contract is EUR) and derived foreign currency fluctuations	Renewal	Expansion
<b>Currency Change Markdown</b>	The decrease in CMRR on foreign transactions due to the combined effect of a change in transactional currency (i.e. prior contract was GBP, and renewal contract is EUR) and derived foreign currency fluctuations	Renewal	Contraction
<b>Rounding</b>	The net effect of trailing decimals values (less than \$.01) as a result of various CMRR calculations in a given month	Any	Other
<b>Opening Balance</b>	Existing CMRR populated as a result of Historical Run for which the specific type (e.g. New, Renewal, Addon, etc.) is not tracked, and based on specified Opening Balance Date	Historical run	N/A
<b>Backlog CMRR</b>	The amount of CMRR booked in advance of subscription start date. This value is used to isolate the amount of Active Term CMRR	Any	N/A
<b>Net Expansion</b>	CMRR as a result of a net increase in subscription value on an existing customer's account regardless of individual item activity. Net Expansion CMRR is calculated based on a particular posting day's net subscription activity for a customer	Mid-term / renewal	N/A
<b>Net Contraction</b>	CMRR as a result of a net decrease in subscription value on an existing customer's account regardless of individual item activity. Net Expansion CMRR is calculated based on a particular posting day's net subscription activity for a customer	Mid-term / renewal	N/A

## Customer metrics

Customer category	Definition	Timing of event
<b>Average Sales Price (ASP)</b>	ASP: average sales price (good/service is sold at). ASP: (net sales) / (# of products sold)	
<b>New Customers</b>	Increase in Customer Count due to CMRR generated from a new customer	New
<b>Net Promoter Score (NPS)</b>		
<b>Recovered Customers</b>	Increase in Customer Count due to CMRR generated from a customer that has churned and returned	New
<b>Acquired Customers</b>	Increase in Customer Count due to acquisition of another legal entity's existing CMRR balances	New
<b>Churn Customers</b>	Decrease in Customer Count due to CMRR lost as a result of a customer churn event	Churn
<b>Cancellation Customers</b>	Decrease in Customer Count due to CMRR lost as a result of a customer cancellation event	Cancellation

Customer category	Definition	Timing of event
<b>CAC Payback</b>	Customers acquisition cost payback represents time it takes to earn back the cost of acquiring a customer.	
<b>Customer Satisfaction (CSAT)</b>		
<b>Renewed Customers</b>	Tracking of customers that renewed in a given period (does not represent an increase to overall Customer Count)	Renewal
<b>Opening Balance Customers</b>	Existing Customer Count populated as a result of Historical Run based on specified Opening Balance Date	Historical run

## SaaS KPI calculations

SaaS KPIs	Calculation
<b>Total CMRR</b>	Sum of all CMRR Metrics (Ending Balance) excluding 'Renewed' and 'Pending Renewal'
<b>Total CARR</b>	Total CMRR (Ending Balance) x 12 (Months)
<b>Active Term CMRR</b>	Total CMRR (Ending Balance) – Pending Renewal CMRR (Ending Balance) – Backlog CMRR (Ending Balance)
<b>Late Renewal CMRR</b>	Pending Renewal CMRR (Ending Balance)
<b>Subscription Bookings</b>	Total Contract Value of Subscription items (Current Month)
<b>Non-Subscription Bookings</b>	Total Contract Value of Non-Subscription items (Current Month)
<b>Total Contract Value (TCV)</b>	Subscription Bookings (Current Month) + Non-Subscription Bookings (Current Month)
<b>Total Customers</b>	Sum of all Customer Metrics (Ending Balance) excluding 'Renewed Customers'
<b>Beginning Customers</b>	Total Customers (Beginning Balance)
<b>Ending Customers</b>	Total Customers (Ending Balance)
<b>CMRR per Customer</b>	Total CMRR (Current Month) / Total Customers (Current Month)
<b>Average New Deal CMRR</b>	New CMRR (Current Month) / New Customers (Current Month)
<b>Customer Acquisition Cost (CAC)</b>	Customer Acquisition Spend (Current Month) / ( New Customers (Current Month) + Recovered Customers (Current Month) )
<b>Retained Customers</b>	Beginning Customers (Current Month) – Churn Customers (Current Month) – Cancellation Customers
<b>Customer Retention Cost (CRC)</b>	Customer Retention Spend (Current Month) / Retained Customers (Current Month)
<b>Months to Recover CAC</b>	CAC (Current Month) / Average New Deal CMRR (Current Month)
<b>Customer Churn Rate (Discounted)</b>	(Churn Customers (Current Period) / Beginning Customers (Current Period)) + .5%
<b>Basic LTV (Discounted)</b>	CMRR per Customer (Current Month) / Customer Churn Rate (Discounted) (Current Month)
<b>Basic LTV:CAC Ratio</b>	Customer Lifetime Value (Current Month) / CAC (Current Month)
<b>Customer Growth (Net New)</b>	Sum of all Customer Metrics (Current Month) excluding 'Renewed Customers'
<b>Customer Growth Rate</b>	Customer Growth (Net New) (Current Month) / Beginning Customers (Current Month)
<b>Customer Renewal Rate</b>	Renewed Customers (Current Month) / ( Renewed Customers (Current Month) + Churn Customers (Current Month) )
<b>% of Total Customer Renewed</b>	Renewed Customers (Current Month) / Beginning Customers (Current Month)
<b>Customer Retention Rate</b>	( Beginning Customers (Current Month) – ( Churn Customers (Current Month) + Cancellation Customers (Current Month) ) ) / Ending Customers (Current Month)
<b>ATR Customer Churn Rate</b>	Churn Customers (Current Month) / ( Renewed Customers (Current Month) + Churn Customers (Current Month) )
<b>Customer Churn (% of Total)</b>	( Churn Customers (Current Month) / Beginning Customers (Current Month) )

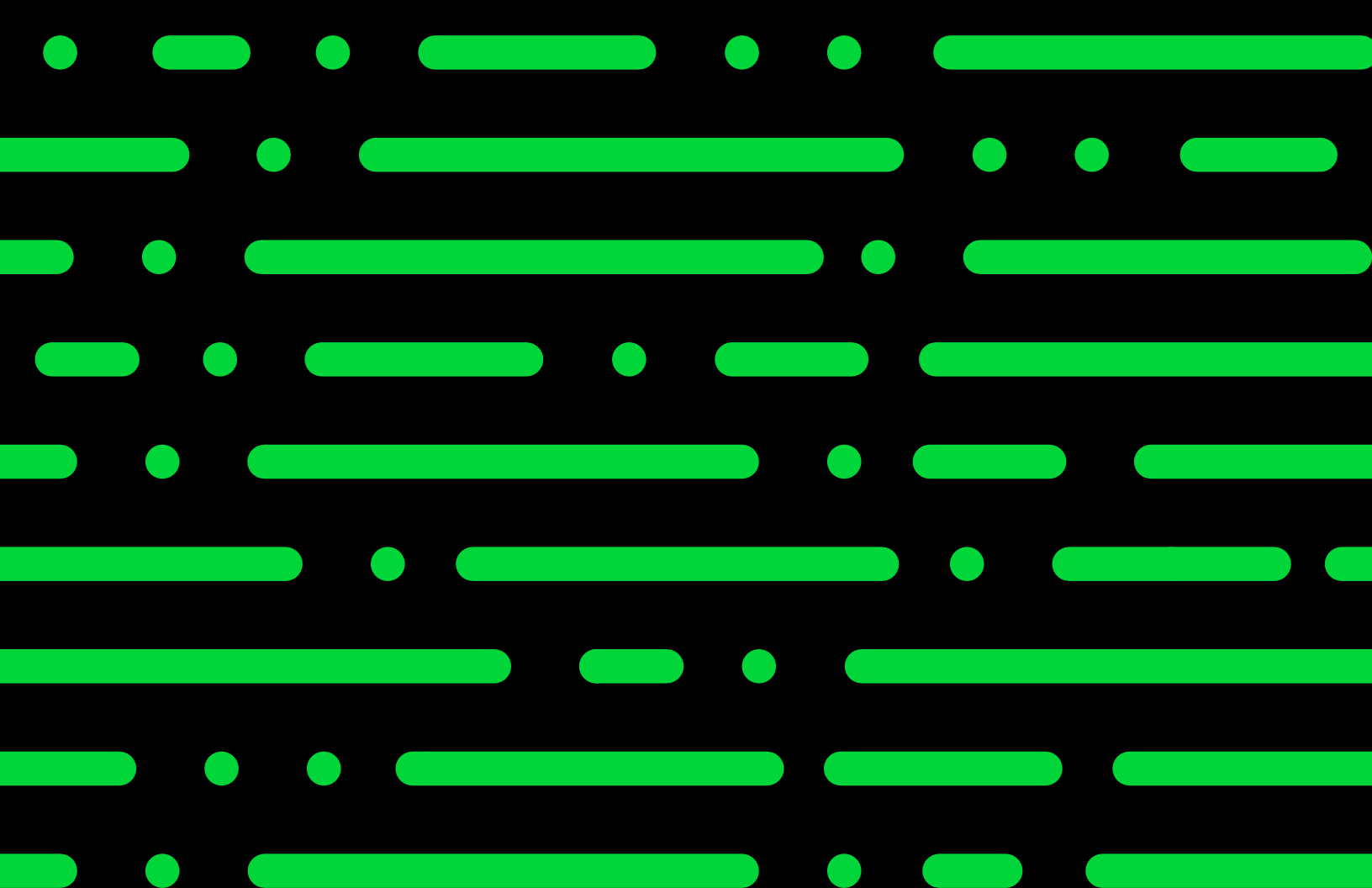
SaaS KPIs	Calculation
<b>Churn Ratio</b>	$(\text{Churn CMRR (Current Month)} + \text{Cancellation CMRR (Current Month)}) / \text{Total CMRR (Beginning Balance)} / (\text{Churn Customers (Current Month)} / \text{Beginning Customers (Current Month)})$
<b>Expansion CMRR</b>	Net Expansion CMRR (Current Month)
<b>Contraction CMRR</b>	Net Contraction CMRR (Current Month) + Churn CMRR (Current Month) + Cancellation CMRR (Current Month)
<b>Renewal Expansion CMRR</b>	Renewal Add-on CMRR (Current Month) + Renewal Uplift CMRR (Current Month) + Currency Change Uplift CMRR (Current Month)
<b>Renewal Contraction CMRR</b>	Renewal Downgrade CMRR (Current Month) + Renewal Markdown CMRR (Current Month) + Currency Change Markdown CMRR (Current Month)
<b>Gross Dollar Retention Rate</b>	$(\text{Total CMRR (Beginning Balance)} - (\text{Contraction CMRR (Current Month)})) / \text{Total CMRR (Beginning Balance)}$
<b>Net Dollar Retention Rate</b>	$(\text{Total CMRR (Beginning Balance)} + (\text{Expansion CMRR (Current Month)} - \text{Contraction CMRR (Current Month)})) / \text{Total CMRR (Beginning Balance)}$
<b>Gross CMRR Churn</b>	$\text{Contraction CMRR (Current Month)} / \text{Total CMRR (Beginning Balance)}$
<b>Net CMRR Churn</b>	$(\text{Expansion CMRR (Current Month)} - \text{Contraction CMRR (Current Month)}) / \text{Total CMRR (Beginning Balance)}$
<b>Gross CMRR Renewal Rate</b>	$\text{Renewed CMRR (Current Month)} / (\text{Renewed CMRR (Current Month)} + \text{Churn CMRR (Current Month)})$
<b>Net CMRR Renewal Rate</b>	$(\text{Renewed CMRR (Current Month)} + \text{Renewal Expansion CMRR (Current Month)}) / (\text{Renewed CMRR (Current Month)} + \text{Churn CMRR (Current Month)})$
<b>Customer Winback Rate</b>	$\text{Recovered Customers (Current Month)} / \text{Churn Customers (Beginning Cumulative Balance)}$
<b>CMRR Winback Rate</b>	$\text{Recovered CMRR (Current Month)} / \text{Churn CMRR (Beginning Cumulative Balance)}$
<b>Rule of 40</b>	$\text{EBITDA Margin (Trailing 12 Months)} + \text{CMRR Growth Rate (Trailing 12 Months)}$
<b>SaaS Quick Ratio</b>	$\text{Expansion CMRR (Current Month)} / \text{Contraction CMRR (Current Month)}$
<b>Gross Burn Rate</b>	$\text{Cash Spend (Trailing 12 Months)} / 12 \text{ (Months)}$
<b>Net Burn Rate</b>	$(\text{Ending Cash Balance (Trailing 12 Months)} - \text{Beginning Cash Balance (Trailing 12 Months)}) / 12 \text{ (Months)}$
<b>Cash Conversion Score</b>	$\text{Total CARR} / (\text{Total Capital Raised (Ending Balance)} - \text{Cash (Ending Balance)})$
<b>Runway (Months)</b>	$\text{Ending Cash Balance (Trailing 12 Months)} / \text{Net Burn Rate (Trailing 12 Months)}$
<b>Total Billings</b>	Total Invoiced Value in a given period (includes both recurring and non-recurring revenue billings)
<b>Days Sales Outstanding (DSO)</b>	$(\text{Accounts Receivable (Ending Balance)} / \text{Total Billings (Current Month)}) \times 30$
<b>Cost of Goods Sold (COGS)</b>	
<b>Average Revenue per User (ARPU)</b>	
<b>Time to Value (TTV)</b>	
<b>Annual Contract Value (ACV)</b>	
<b>Gross Margin</b>	

## Reports and graphs

Dashboard	Report name	Type	Style	Time period	Metrics
Growth	<b>CMRR Growth Breakdown (Roll-forward)</b>	Report	Financial	Trailing 13 months	Total Contract Value, Beginning CMRR, CMRR Activity (15 Categories: New, Recovered, Addon, Uplift, etc.), Ending CMRR, Pending Renewal CMRR, Backlog CMRR, Active Term CMRR, Renewed CMRR, CMRR Growth (\$), CMRR Growth Rate (%)
	<b>Customer Growth Breakdown (Roll-forward)</b>	Report	Financial	Trailing 13 months	Beginning Customers, Customer Activity (6 Categories: New, Recovered, Churn, etc.), Ending Customers, Renewed Customers, Customer Growth, Customer Growth Rate %, CMRR per Customer
	<b>CMRR Waterfall</b>	Graph	Waterfall	Trailing 12 months	Beginning CMRR Balance, CMRR Activity (15 Categories: New, Recovered, Addon, Uplift, etc.), CMRR Ending Balance
	<b>Total Contract Value</b>	Graph	Stacked column	Trailing 12 months	Total Contract Value of Bookings in period (both Subscription and non-Subscription)
	<b>CMRR Growth</b>	Graph	Area	Trailing 12 months	Total CMRR
	<b>CMRR Growth Breakdown</b>	Graph	Stacked column	Trailing 12 months	CMRR growth trend broken down into major categories of Beginning Balance, New CMRR, Expansion CMRR, Churn CMRR, and Contraction CMRR
	<b>CMRR Change by Category</b>	Graph	Line	Trailing 12 months	Trending activity in major categories of New CMRR, Expansion CMRR, Churn CMRR, Contraction CMRR, and overall CMRR Growth (Net New)
	<b>Per Customer CMRR Metrics</b>	Graph	Line	Trailing 12 months	Average New Deal CMRR and CMRR per Customer
	<b>Customer Growth</b>	Graph	Stacked column	Trailing 12 months	Customer growth trend broken down by Beginning Balance, Opening, New, Recovered, Acquired, Cancellation, and Churn Customers
Retention	<b>CMRR &amp; Customer Retention Breakdown</b>	Report	Financial	Trailing 13 months	Customer CMRR Net Change Roll-Forward, Gross Dollar Retention, Net Dollar Retention, Net CMRR Churn Rate, Customer Roll-forward, Customer (Logo) Churn Rate, Renewed Customers, and Customer Renewal Rate
	<b>Dollar Retention Rates</b>	Graph	Line	Trailing 12 months	Gross Dollar Retention Rate, Net Dollar Retention Rate
	<b>Customer Renewal / Retention</b>	Graph	Line	Trailing 12 months	Customer Renewal Rate, Customer Retention Rate



Dashboard	Report name	Type	Style	Time period	Metrics
	<b>CMRR Renewal Rates</b>	Graph	Line	Trailing 12 months	Gross CMRR Renewal Rate, Net CMRR Renewal Rate
	<b>CMRR Churn</b>	Graph	Line	Trailing 12 months	Gross CMRR Churn Rate, Net CMRR Churn Rate
	<b>Customer Churn</b>	Graph	Line	Trailing 12 months	Customer (Logo) Churn Rate
	<b>Winback Rates</b>	Graph	Line	Trailing 12 months	Customer Winback Rate, CMRR Winback Rate
	<b>Top Customers by CMRR</b>	Report	Financial	Current month	Top 25 Customers by ending CMRR balance
	<b>Late Renewal CMRR by Customer</b>	Report	Financial	As of today	CMRR related to subscriptions that have passed their renewal date (including non-coterminous)
<b>Unit economics</b>	<b>Monthly LTV and CAC Breakdown</b>	Graph	Line	Trailing 12 months	LTV, CAC
<b>Cash</b>	<b>Monthly LTV:CAC</b>	Graph	Line	Trailing 12 months	LTV:CAC Ratio
	<b>Cash Net Burn Rate</b>	Graph	Line	Trailing 12 months	Cash Net Burn with an optional comparison to loaded budget
	<b>Working Capital by Month</b>	Graph	Line	Trailing 12 months	Working Capital with an optional comparison to loaded budget
	<b>Working Capital by Week</b>	Graph	Line	Trailing 12 weeks	Working Capital with an optional comparison to loaded budget
	<b>Cash Balance by Month</b>	Graph	Line	Trailing 12 months	Cash Balances with an optional comparison to loaded budget
	<b>Cash Balance by Week</b>	Graph	Line	Trailing 12 weeks	Cash Balances with an optional comparison to loaded budget
<b>Audit</b>	<b>CMRR Available to Renew</b>	Report	Financial	Forecast 60 months	Forecasted Renewal of existing CMRR by Customer
	<b>CMRR &amp; Revenue Reconciliation</b>	Report	Financial	Trailing 3 months	Identification of variances between Active Term CMRR and Recognized Revenue by Customer
	<b>CMRR Roll-forward by Customer</b>	Report	Financial	Trailing 12 months	Beginning CMRR Balance, Net New CMRR by Month, and Ending Balance CMRR by Customer
	<b>CMRR by Customer by Month</b>	Report	Financial	Trailing 60 months	Ending Balance



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