10.

Reasons Enterprises Everywhere
Are Switching to BlackLine

BLACKLINE

10 Reasons

It's never been more critical for Accounting to run continuously, efficiently, and collaboratively. This is why enterprises everywhere are re-evaluating their financial close systems and processes.

Finance and accounting organizations switch to BlackLine because using their existing financial close software isn't sustainable, especially when used in tandem with spreadsheets and manual processes. BlackLine helps organizations move to modern accounting by unifying their data and processes, automating repetitive work, and driving accountability through continuous visibility.

Today, BlackLine is helping more than 3,400 companies and nearly 300,000 accounting and finance leaders across more than 130 countries shift from legacy systems and processes to leading-practice automation, so their organizations can close faster, more efficiently, and with greater transparency and control.

Thousands of the most successful enterprises like Coca-Cola, Dow, Hershey, eBay, and SiriusXM have already seen game-changing benefits along their paths to modern accounting. It's time to move beyond your legacy financial close software and processes, and learn why enterprises like yours are switching to BlackLine.

BLACKLINE

Why Using Legacy Financial Close Solutions Isn't Sustainable

In the current environment, it's never been more critical for Accounting to stop the work they shouldn't be doing in order to make better use of their time and effort and focus on what matters. The problem is that legacy, fragmented financial close and reconciliation solutions create widening and unsustainable challenges.

Here are the top four reasons accounting organizations are pushing the reset button on their existing financial close software.

✖ Doesn't Automate Enough

Software that doesn't automate enough of close and accounting operations results in too many manual and offline journal entries, allocations, adjustments, cash application, or labor-intensive general ledger and intercompany accounting reconciliations. All of this manual work takes up valuable time and exposes the organization to greater risk.

✖ Too Expensive to Use & Maintain

Many applications require way too much technical effort to own and maintain. Accounting still ends up wrangling accounting processes and data that spread across entities, ERPs, subledgers, and other systems. Software that requires a heavy reliance on IT, consultants, or the vendor to make changes is just too painful for Accounting to own and manage—delaying and bottlenecking month end.

✖ Creates Unnecessary Risk

Cybersecurity and compliance are top of mind for CFOs everywhere. Yet some solutions fall short, especially when they're augmented by so many spreadsheets and manual processes that create data silos and loopholes. When solutions lack functionality or have limited accounting automation, way too much manual accounting happens outside the financial close software—and that creates compliance and cyber risk.

✖ Too Many Limitations

Limited support for multiple entities, geographies, and intercompany accounting. Clunky, or no integration with the ERP. Manual cash management. Inability to handle advanced automation like in-transit inventory, order-to-cash reconciliations, payroll reconciliations, or clearing open items. Manual reporting just to get close status. The fact is, when you're hitting functional limits like these, it's time to make the move.

BLACKLINE

Why Enterprises Switch to BlackLine

1.

## Unified Platform Transforms Productivity & Consistency

Disconnected, cobbled together financial close software crushes accounting performance—too many data silos, different user experiences, and fragmented workflows. Cloud-washed software that's really meant for on-premise and was never designed for the web kills productivity. Siloed task lists, reconciliations, document stores, separate reports, and dashboards that come with old software just doesn't cut it.

Unlike traditional solutions, the BlackLine Accounting Cloud ensures all financial data, processes, and security is centralized, unified, and accessible from anywhere. When everything works together, close task management, reconciliation, matching, and journal entries are all on the same single version of the truth, and the financial close is faster and smoother.

BlackLine's unified experience provides dashboards that deliver near real-time visibility into the financial close, and acting on any variance, incomplete task, or overdue items is just a click away. No messy, disconnected interfaces, logins, or spreadsheets.

IT ALL MEANS FEWER CLICKS, MORE CONSISTENCY, AND MORE PRODUCTIVITY.

BLACKLINE

Accounting switches to BlackLine for a modern, unified experience.
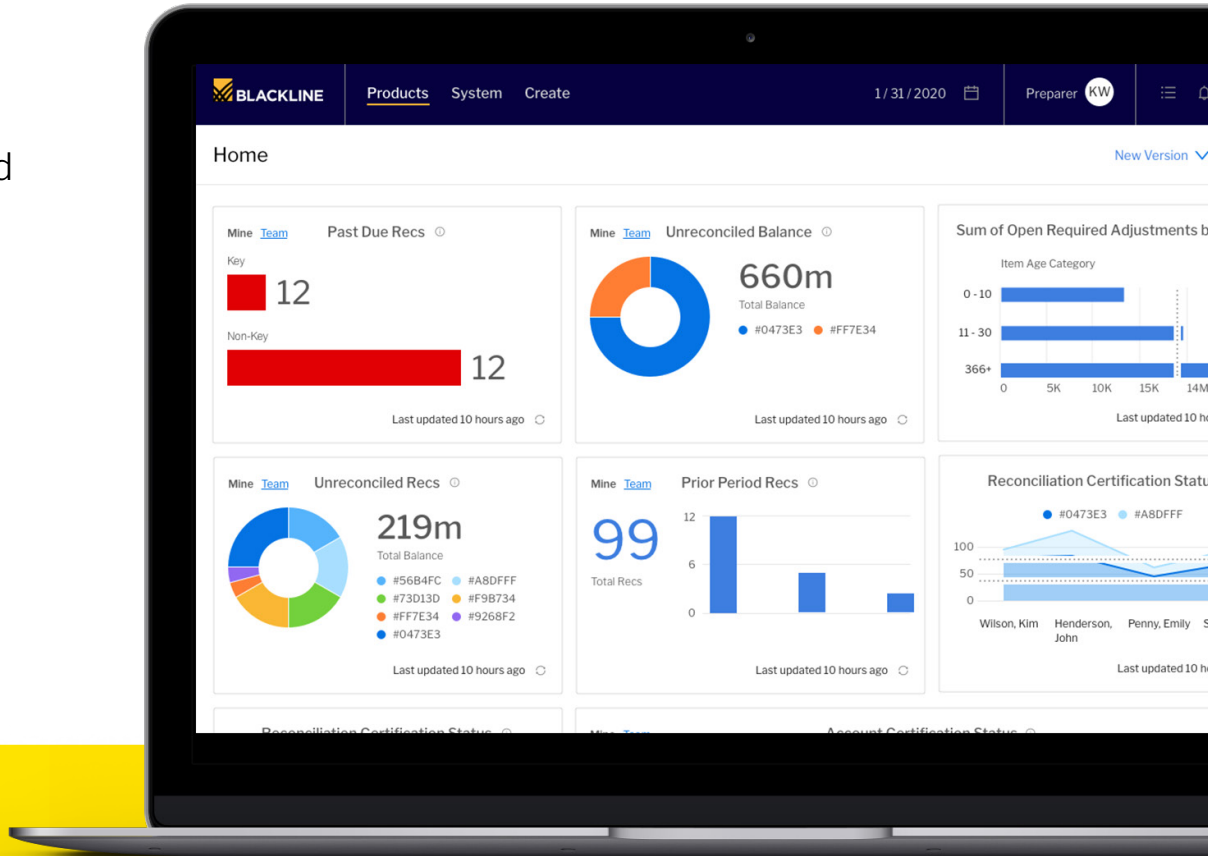
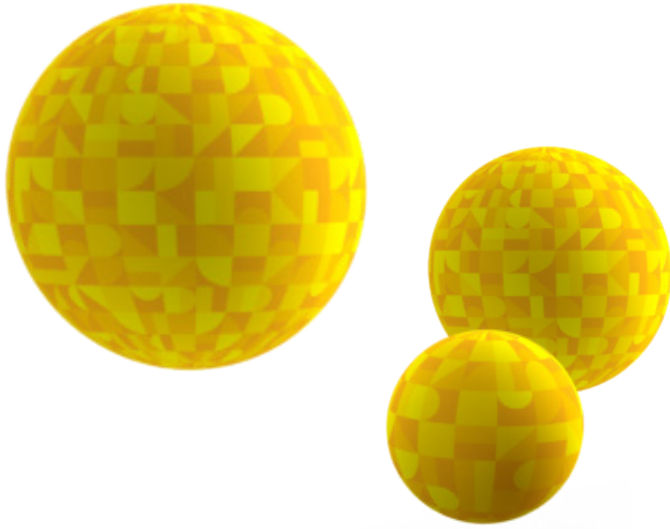BlackLine's modern, unified solution delivers results legacy software can't match.

(((SiriusXM)))

95%

RETURN ON INVESTMENT

99.9%

TRANSACTIONS RECONCILED AUTOMATICALLY

50%

JOURNAL ENTRY AUTOMATION

2.

Continuous Automation Massively Cuts Workloads

Many financial close solutions just don't do enough to automate accounting processes. They leave major accounting tasks to month end, putting Accounting on the back foot because they have no autonomy and can't focus on continuous improvement. With the speed at which business moves today, month-end crunches are no longer sustainable.

The automation that BlackLine provides for Accounting delivers efficiencies that you just can't achieve with old software. BlackLine's continuous, real-time processing automates many accounting tasks as they happen—not just at month end. Controllers get an instant view of the financials, the state of accounting tasks, continuous visibility into every step of the close, and the detail behind all the numbers.

AND BLACKLINE'S ACCOUNTING AND TRANSACTIONAL AUTOMATION FUNCTIONALITY IS FLEXIBLE ENOUGH TO AUTOMATE VIRTUALLY ANY ACCOUNTING PROCESS.

55%
boost in accounting productivity devoted to reconciliations

Coca-Cola

70%
faster close cycle

ebay

338%
ROI on financial close automation

Ascension

Continuous automation enables transformational benefits.
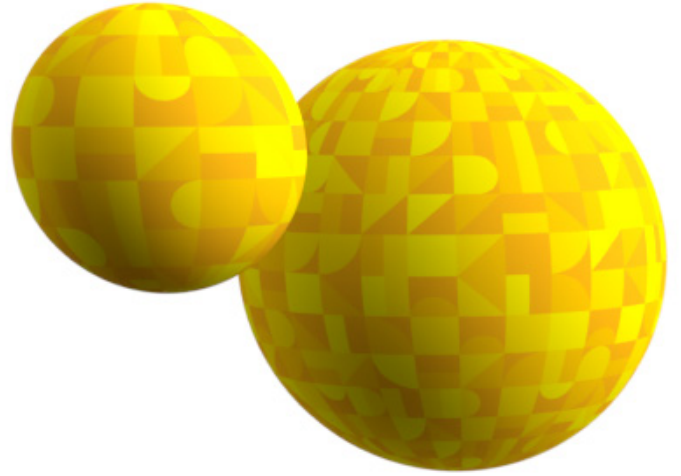
BLACKLINE

JUST SOME OF
THE HUNDREDS
OF ACCOUNTING
AUTOMATIONS
YOU CAN PERFORM
WITH BLACKLINE.

"With BlackLine, we knew that we weren't simply buying a product. We are partnering with a company that is invested in improving our overall financial close process from beginning to end."

—Mark Koolis, Controller

Bank Reconciliations

Fixed Asset Reconciliations

Credit Card Reconciliations

Suspense of Deferred Account Reconciliations

Prepaid Account Reconciliations

Intercompany Reconciliations

Accounts Payable Reconciliations

Stat to GAAP Reconciliations

Accounts Receivable Reconciliations

P&L Reconciliations

Accruals

Open Item Clearing

Revenue & Cost Allocations

Intercompany Transactions

Cash Application

Intercompany Netting & Settlement

Subscription Services

Travel & Expense

Sales—Invoices, Purchase Orders, Payments & Receipts

Lockboxes

Amortizations

Benefits & Payroll

POS Clearing Entries

Matched Items Within Threshold

BLACKLINE

3.

A Collaborative Accounting Experience Speeds Transformation

Software without community and guidance paves an unpredictable path—this is why moving to a modern accounting approach requires more than technology. BlackLine offers a Collaborative Accounting Experience that provides a way forward with leading practices and a connection to a global community of hundreds of thousands of practitioners.

Connected to the World's Biggest Modern Accounting Community

Navigating the journey to modern accounting is a team sport. Nearly 300,000 accountants worldwide use BlackLine every day, and they are ready to connect and share their insights.

BlackLine's Modern Accounting community is unmatched: virtual BlackLine user groups, workshops, complimentary Finance Transformation Series events, and Best Practices Summits connect BlackLine experts, customers, partners, and thought leaders to discuss the latest topics in the field.

And each year with BeyondTheBlack, BlackLine hosts the most extensive online annual gathering attended by over 10,000 professionals, entirely focused on accounting transformation.

A Customer Journey Experience That Accelerates the Path to Modern Accounting

BlackLine Modern Accounting Playbook and Accelerators ensure every investment you make takes you one step closer to modern accounting.

MAXIMIZE YOUR ROI WITH ACCELERATORS:

With experience from thousands of accounting transformation projects, BlackLine Accelerators for Bank Reconciliation, Open Item Clearing Automation, and Payroll Reconciliations simplify the complicated. They provide unique pre-configured templates, best practices, and implementation guides to deliver some of the highest value projects with total predictability.

BLACKLINE

"CFOs often perceive cybersecurity to be the responsibility of IT, but as more finance processes run remotely, CFOs need to develop security measures specifically for the finance function and not rely solely on the organization's blanket security protocols to safeguard financial data."

Gartner

Utmost Security Elevates Trust & Integrity

Security has never mattered more. And the truth is that old software and legacy processes create risk.

First, BlackLine cuts data silos in spreadsheets and manual processes by 80% or more to reduce risk. And BlackLine provides a lockbox for your data and processes, with some of the industry's most substantial investments in state-of-the-art security that ensure customer data is protected and held as a top priority.

BlackLine has committed significant ongoing resources to building and maintaining a world-class security infrastructure. We validate the effectiveness of our security controls by adhering to internationally recognized auditing standards SSAE 18 and ISAE 3402 (SOC 1 and 2 Type II and SOC 3), and are ISO 27001 and ISO 27017 certified. Ultimately, our world-class controls and safeguards affirm our commitment to the security and privacy of your information.

THE RESULT? BLACKLINE CUSTOMERS SLEEP BETTER AT NIGHT WITH LESS RISKY SPREADSHEET AND DATA SPRAWL AND THE UTMOST DATA AND APPLICATION SECURITY.

BLACKLINE

Results That Turn Controllers Everywhere Into Heroes

The pressure is on for Accounting everywhere to drive meaningful accounting transformation and be more efficient and strategic. And that means driving clear, measurable improvements that everyone can shout about, which is where outdated software doesn't perform.

Companies switch to BlackLine because they want to improve their financial close speed and accuracy, and reduce effort tangibly and reliably. They want real results. For example, industry analyst Nucleus Research evaluated the benefits of BlackLine, finding that:

ZURICH

Zurich North America was able to automate 98% of a 160% increase in reconciliations, in preparation for IFRS 17 while making a rapid move to SAP S/4HANA—all without adding headcount.

Kraft Heinz

Kraft Heinz reduced intercompany outages between payables and receivables across multiple entities from $30M to $1M/month and is now automatically matching 93% of transactions.

M?KESSON

McKesson reduced 7,500 hours of work per year by implementing standardized materiality thresholds and reconciliation frequencies.

BlackLine Returns $2.77 for Every Dollar Spent

Analyzing the costs and benefits of six BlackLine ROI case studies, ranging from April 2018 to September 2020, Nucleus found that BlackLine's solutions generated $2.77 for every dollar invested in its technology by:

Improving user productivity, observing that most BlackLine customers have shortened their monthly close times by at least half and even up to 90%.

Decreasing workloads, finding productivity savings ranging from $150,000 to over $2.2M, and half of the customers surveyed increased productivity by over 10 FTEs.

Enhancing organizational visibility by accommodating multiple business units' and departments' data, so customers can integrate with virtually all ERP and CPM solutions. So, it is well suited for companies with several ERP systems.
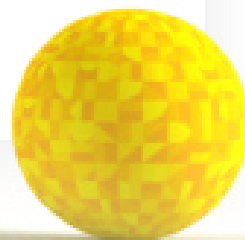
Learn more in the report.

THIS IS WHY COMPANIES RUN BLACKLINE—TO REALIZE TRANSFORMATIONAL RESULTS SO THAT EVERYONE CAN BE A MODERN ACCOUNTING HERO.

BLACKLINE

> **"Change management is key. It's why our users had selected BlackLine."**
>
> —Accounting Director GSAS
>
> **WESTERN UNION WU**

6.

Accounting-Owned for Total Flexibility & Control

It's no secret that many financial close solutions require technical consultants, IT, or just way too many clicks, customizations, and workarounds to make simple changes. In some cases, making changes like adjusting matching criteria and setting up new entities means relying on the vendor. And that stops Accounting from being agile and responsive—never mind the frustration. They're just not flexible for Accounting.

But in the current environment, change happens frequently, like acquisitions, new data sources, organizational changes, and so much more, that all demand accounting process agility.

Unlike other solutions, BlackLine puts Accounting in control. Easily apply technology like artificial intelligence to transactional matching. Modify variance exception thresholds in just a few clicks. Change standard, custom report fields, or dashboards on-the-fly, or modify business logic without requiring technical consultants.

Easily add new business units without the need for reimplementation. Quickly change or add accounts, add new users, or change approval processes, all in just a few clicks.

COMPANIES MOVE TO BLACKLINE BECAUSE IT'S EASY TO ADAPT TO MEET THE EVOLVING NEEDS OF BUSINESS.

BLACKLINE

Recognized by Finance & Accounting as a Sure Bet for Satisfaction

It's hard to love old, outdated accounting software. In contrast, BlackLine has higher satisfaction than any other vendor. Many customers come to BlackLine after reaching the limit with old software and subpar customer service. They've heard from peers' what their days can look like when they're working with a responsive solutions provider that cares.

7.

Top 50
Finance Products
— 2020 —

★★★★⯪

500+ REVIEWS

BlackLine is the number one vendor and only Leader in Financial Close Software for the Enterprise, according to G2 (at the time of writing). BlackLine received the highest overall satisfaction score of 90—higher than all others.

Gartner peer insights customers' choice™

★★★★⯪

70+ REVIEWS

In Gartner Peer Insights, BlackLine has the highest rating of 4.7 out of 5 and more reviews than any other vendor, with 95% of companies saying they'd recommend BlackLine.

TrustRadius

★★★★⯪

130+ REVIEWS

With TrustRadius, BlackLine achieved first place in all financial close categories (Customer Support, Usability, and Feature Set) in the 'Best of Finance Software 2021 Awards.'

Satisfaction

EASE OF USE

89%

Avg. 85%

MEETS REQUIREMENTS

90%

Avg. 88%

EASE OF DOING BUSINESS

90%

G2, February 2021

Avg. 85%

COMPANIES MOVE TO BLACKLINE BECAUSE WE'RE UNIVERSALLY RECOGNIZED TO DELIVER THE BEST EASE OF USE, SERVICE, AND FEATURE SET.

BLACKLINE

> **"BlackLine is taking a cloud-first approach to its products and services and utilizing cutting-edge technologies such as artificial intelligence and machine learning."**
>
> —Rob Enslin, President, Cloud Sales
>
> Google

Innovation That Keeps Accounting One Step Ahead

Ever used a product that feels like it hasn't changed in decades? Or it feels just as slow, year in, year out—maybe even slower? You're not alone. Companies switch to BlackLine because finance transformation isn't possible on software that doesn't evolve.

BlackLine has the largest R&D spend among all best-of-breed vendors, totaling $50 million annually, with a team that is 400 strong, purely focused on financial close and accounting automation. In 2020 alone, BlackLine added nearly 50% more engineers and have new teams dedicated to optimization, automation, and innovation.

Innovating so you can do more, faster

BlackLine is the recognized pioneer in Financial Close Automation. And we've never stopped innovating, adding intercompany accounting, cash management, dashboards, analytics, and much more to the platform.

In 2020, BlackLine customers imported more than 10 billion transactions, 6 billion of which were automatically matched. BlackLine was used to post 7.5 million journal entries consisting of 232 million journal lines, and our customers are able to scale up across any volume and geography.

Innovating with technology leaders

With BlackLine's strategic partnership with Google, BlackLine now runs on Google Cloud Platform, enabling the delivery of next-generation products faster, so our customers can realize virtually unlimited scalability on Google infrastructure.

With Google Cloud, BlackLine runs on planet-scale elastic infrastructure, delivering the highest performance and scalability level in a secure, sustainable way, with an addressable footprint that spans 61 zones and over 130 points of presence across more than 35 countries worldwide.

Our vision of modern accounting demands unparalleled automation and insight. Google Cloud includes serverless data analytics, data science capabilities, and a machine learning platform that surpasses conventional limitations of scale, performance, and cost-efficiency.

IT ADDS UP TO INNOVATION AND TECHNOLOGY PARTNERSHIPS THAT LEGACY SOLUTIONS DON'T PROVIDE.

A Connected Platform That Works with the Whole Finance Stack

Data is the lifeblood of modern accounting, flowing from multiple applications, including ERP, subledgers, tax, treasury, expense, payroll, and external banking systems. Without integration, financial close solutions succumb to manual processes, spreadsheet jockeying, and out-of-date data.

Direct ERP-agnostic integration

Unlike other solutions, BlackLine is ERP agnostic and has integrated with over 100 different systems. BlackLine supports a rich array of out-of-the-box connectors to SAP, Oracle ERP, and numerous others to integrate summary and detail data and even post journals back to the GL. And that means a smooth, frictionless flow of data to and from BlackLine across a multi-ERP landscape.

For example, SAP customers often switch to BlackLine because BlackLine is an SAP Solution Extension. This partnership is awarded by SAP to companies with products that seamlessly extend native SAP products. BlackLine natively integrates and is certified with SAP S/4HANA, SAP ECC, and other SAP solutions.

BLACKLINE

APIs	ERP Connectors	Integrated Platform
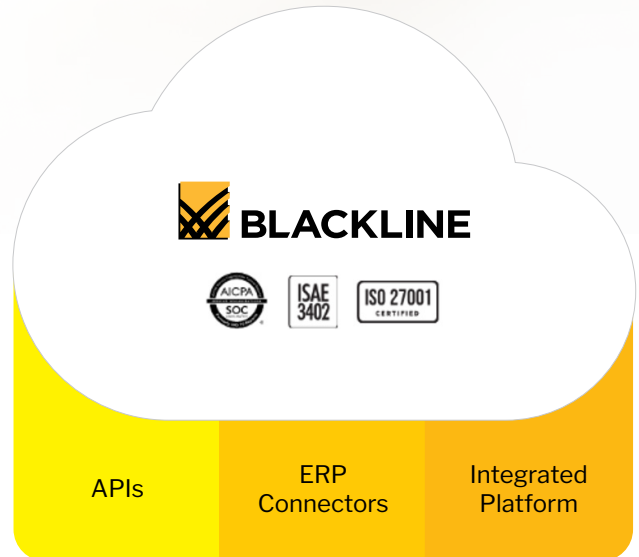
Modern and comprehensive APIs that enable Finance and IT to co-innovate

Many older solutions lack Application Programming Interfaces (APIs), the connective tissue vital for digital and finance transformation. So, they run out of gas as they try to modernize and digitize Accounting.

BlackLine provides modern, comprehensive APIs that enable Finance and technologists to create any direct integration to push data directly into BlackLine, add BlackLine into any business process, or connect data with any analytics initiative or downstream application.

BLACKLINE

10.

> "BlackLine's ecosystem of over 75 partners is broadly dispersed and active in supporting its products."
>
> **Magic Quadrant for Cloud Financial Close Solutions**
>
> **Gartner.**

Industry Expertise That Takes Automation Further

Automation that doesn't know the specific needs of your industry throttles results. Manufacturers need to automate freight accruals, open items, and in-transit inventory across plant locations. Retailers need to match payments and perform daily cash reconciliations and POS settlements. Every industry has unique needs.

As the modern accounting market leader, customers switch to BlackLine because we have an unparalleled range of implementors and technology partners. Our ecosystem includes over 75 certified alliance partners such as EY, Deloitte, Clearsulting, KPMG, RSM, UHY, and Vaco.

This offers diverse expertise that can provide insight into how to redesign your accounting processes the right way and fully maximize our software in your industry.

With nearly half of the Fortune 500 running BlackLine to automate their close, BlackLine and our partners have success and experience working with marquee companies in almost every industry.

BLACKLINE

Leading companies in every industry run BlackLine.

TRUIST H

DOW

TARMAC
A CRH COMPANY

VEOLIA

Drexel
UNIVERSITY

British Gas

Coca-Cola

Quest Diagnostics

HYATT

TIMKEN

ebay

Globe

zendesk

ZURICH

Scotts Miracle-Gro

Discovery

FRANKLIN TEMPLETON
INVESTMENTS

WESTERN UNION WU

BLACKLINE

10 Reasons

ENTERPRISES EVERYWHERE ARE
SWITCHING TO BLACKLINE

1   Transform accounting productivity with one user experience and a unified platform

2   Massively cut accounting workloads through continuous automation

3   A community and customer journey to accelerate modern accounting

4   Reduce exposure and risk of old software and legacy processes

5   Get accounting software that is proven to deliver real results

6   Own and manage financial close automation, no IT

7   Upgrade to the industry's best customer service, ease of use, and adoption

8   Get access to continually growing product features and scalability

9   Connect directly to ERPs, subledgers, and systems across the finance ecosystem

10   Take automation further into every accounting process in your industry

BLACKLINE
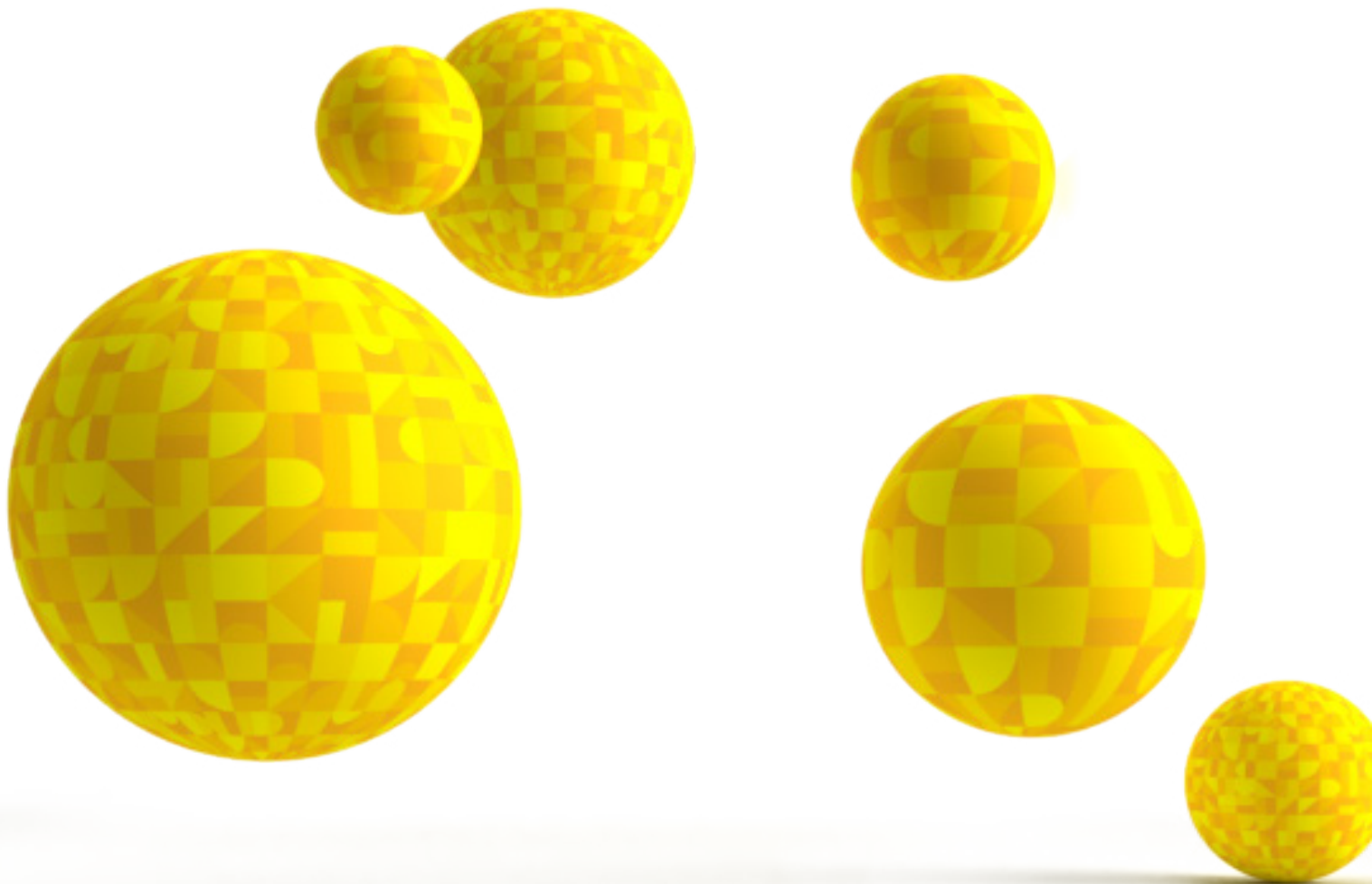
There's never been a better time to switch from outdated financial close software to modern accounting. Thousands of the most successful organizations have already realized transformative benefits—a faster close, increased balance sheet integrity, a more streamlined audit—and are running more strategically.

Better yet, making the move to modern accounting has never been easier, with BlackLine's unique customer journey experience that provides a clear, actionable, and practical path to success.

About BlackLine

Companies come to BlackLine because their traditional manual accounting processes are not sustainable. BlackLine's cloud-based solutions and market-leading customer service help companies move to modern accounting by unifying their data and processes, automating repetitive work, and driving accountability through visibility.

Today, BlackLine has helped nearly 300,000 accounting and finance leaders shift from manual to automated so their processes, teams, and companies can close faster, more efficiently, and with greater transparency and integrity.

Visit blackline.com to learn more.

BLACKLINE