



Salesforce-Native, Real-Time, Revenue Intelligence for SaaS Companies

Finally, a smart and cost-effective way to report on your ARR, MRR, and other key revenue metrics. ARRow is the industry's first "Salesforce-Native" app to leverage your company's most accurate source of sales data.

ARRow can instantly report on Recurring and Non-Recurring revenue with absolute precision without the need to export data or run complex pivot tables.

Revenue Date →	1/1/2022	2/1/2022	3/1/2022	4/1/2022
Sum of Opening ARR (Home)	4,586,434.32	4,719,990.25	4,886,886.29	5,034,905.41
Sum of New ARR (Home)	45,412.93	82,291.76	74,007.62	52,926.46
Sum of Expansion ARR (Home)	90,052.99	100,358.04	86,748.41	83,884.18
Sum of Contraction ARR (Home)	-408.48	-6,348.77	-8,494.91	-55,094.51
Sum of Lost ARR (Home)	-1,501.50	-9,405.00	-4,242.00	-6,996.39
Sum of End of Period ARR (Home)	4,719,990.25	4,886,886.29	5,034,905.41	5,109,625.14
Sum of Opening (Count)	1,454	1,463	1,476	1,490
Sum of New (Count)	12	16	18	15
Sum of Expansion (Count)	93	115	129	100
Sum of Contraction (Count)	4	9	17	10
Sum of Lost (Count)	3	3	4	6
Sum of End of Period (Count)	1,463	1,476	1,490	1,499

*Track Opening ARR, New Logos, Expansion (Upsell),
Contraction and Lost renewals.*

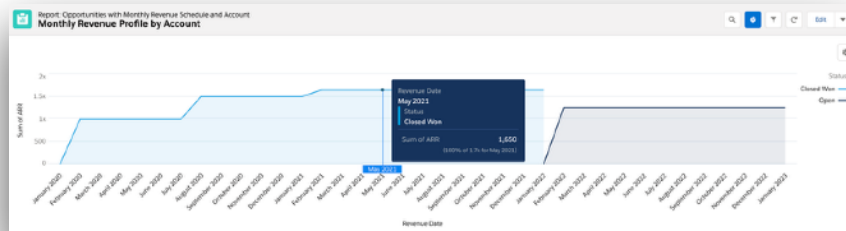
Stop wasting hours each week updating complex spreadsheets. ARRow can be installed in minutes directly from the Salesforce AppExchange. Once deployed, you will be able to produce clear reports on **ARR, MRR, and Churn** by client, by product, or both combined. Intuitive dashboards let you further analyze the revenue trends that are driving your business. Let ARRow help you deliver actionable reports to your Executives, Investors, and Bankers, giving them full confidence in your subscription forecasts.

ARRow Key Highlights

- ▶ Based on SaaS industry standards, ARRow leverages actual Salesforce data to calculate core revenue metrics in near real-time, providing numbers your entire team can trust.
- ▶ When talking to investors or bankers, revenue reporting discrepancies can cause a loss of confidence. ARRow provides powerful, consistent financial insight, month-over-month, year over-year.
- ▶ Because data never moves, you can instantly access historical comparisons and perform advanced drill-down queries into key customer opportunities.
- ▶ ARRow uses actual opportunities within the Salesforce pipeline to develop trustworthy forecasts that reflect real-world evidence, not ad-hoc opinions.



Analyze Churn and Effective Retention Rates



ARR evolution by Account including forecasted pipeline

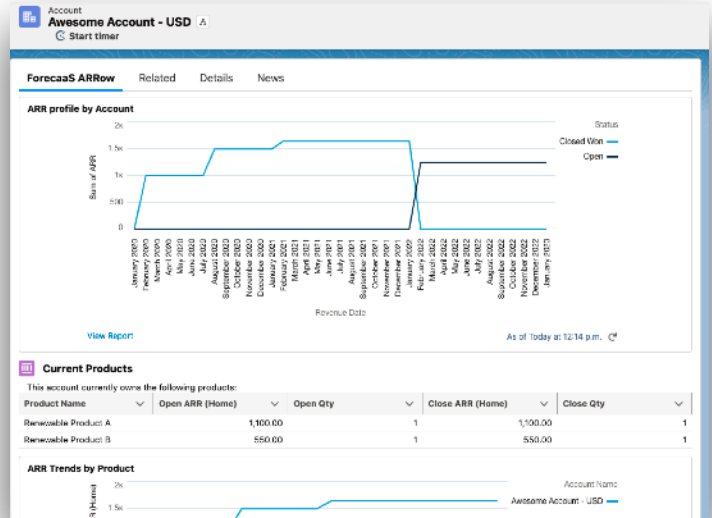


Why did we build ARRow?

As SalesOps experts and SaaS company Founders, we needed a trusted, single source of ARR truth. We were frustrated by having to spend hours pulling together revenue numbers from our disconnected application stack, then massaging this data using complex spreadsheets that only a few of us could manage and understand. And within days we were staring the process all over again because the source data in Salesforce had changed...

We tried several “integrated” revenue recognition & invoicing solutions that claimed to help keep our recurring revenue on target, but found these to be pretty expensive and only marginally superior to our handcrafted approach. We still had to deal with the time delays and accuracy issues that accompany the constant exporting & manipulation of revenue data. And we were uncomfortable with the security risks inherent to externally sharing sensitive customer and revenue information.

We believed that a better way was to use the data we already had inside Salesforce to give our company stakeholders trusted revenue metrics. We wanted fast and easy access to revenue forecasts so we could better manage our profitability. Today we are proud to share this tooling with other Entrepreneurs as we continue to build other Salesforce-Native tools that will help SaaS companies to grow and prosper.



Quickly review Customer ARR/MRR evolution through time directly in Salesforce

This simplifies my life immensely. There have been issues with bookings reporting since I started. The move to the ARR method has been a huge win for us as it simplifies operational process and provides robust, understandable reporting. It took me some time to think about this segment retention format, vet it with internal stakeholders and board members. This report as you have created it in SF will allow our CEO and others to see any time frame by segment with a simple refresh of the filter. Amazing. Thank you again for everything. I truly appreciate your partnership!

- Dave, CFO

Using Forecaas ARRow has streamlined our Month End Revenue analysis. Analysis that used to take hours, if not days, now can be completed quickly and accurately. Specifically the ability to drill down ARR fluctuations to the product level has allowed us to pinpoint date entry errors before the revenue has been reported.

- Vinaya, Senior Financial Analyst

Affordably priced at US\$25 per user per month, ARRow pays for itself in a matter of days.