



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

ForecaaS ARRow Solution Brief

Finally, a smart and cost-effective way to report on your ARR, MRR, and other key revenue metrics. ARRow is the 100% 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.

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**, **ACV** 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.

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.

ARRow Key Highlights

- ▶ Based on SaaS industry standards, ARRow leverages your 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.



ARR evolution by Account including forecasted pipeline

Why did we build ARRow?

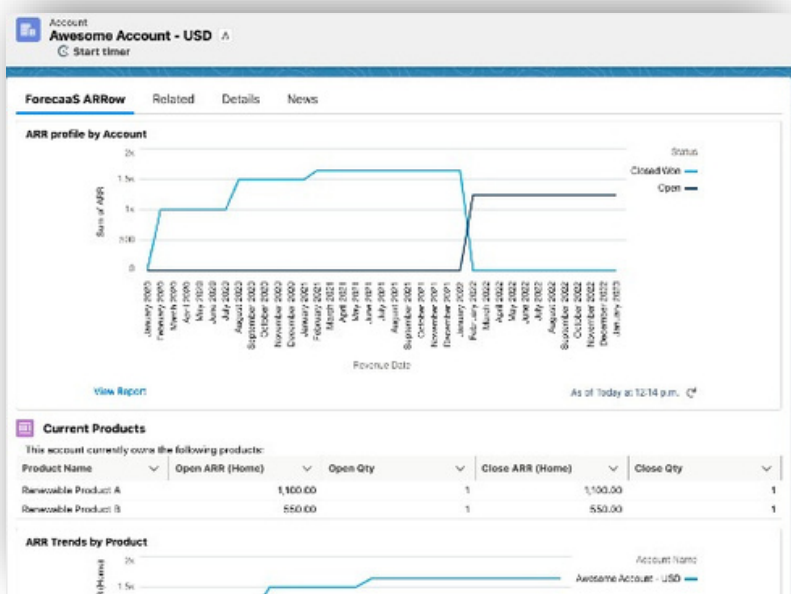
As SalesOps experts and SaaS company Founders, we needed a trusted, single source of ARR truth. We were frustrated by having to spend hours pulling together revenue numbers from our disconnected application stack, then massaging this data using complex spreadsheets that only a few of us could manage 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 tool 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



Connor Doyle
Certified Salesforce
Admin &
Developer

ARRow is a game-changing native package that has massively leveled up our revenue metrics in both calculation and flexibility.

The Forecaas team is a strong partner that deeply understands how Salesforce works and cares about their customer's success.

For a native Salesforce solution that can reliably calculate your revenue metrics alongside your sales data and be visible beyond the finance team, ARRow cannot be beat.

Say goodbye to spreadsheets in 2024. Starting at \$500/month, ARRow is the 100% Salesforce native solution to standardizing your recurring revenue metrics.