



Make the move to **Modern Accounting**

4,000+ Customers | 300,000+ Users | NASDAQ: BL

John Doe

BlackLine Account Executive



You will define the problem and impact of solving it now

How big is the problem, who is impacted and what are the implications of solving it now?



Problem

You must accurately define the problem ...



Impact

... to address your pain points and challenges ...



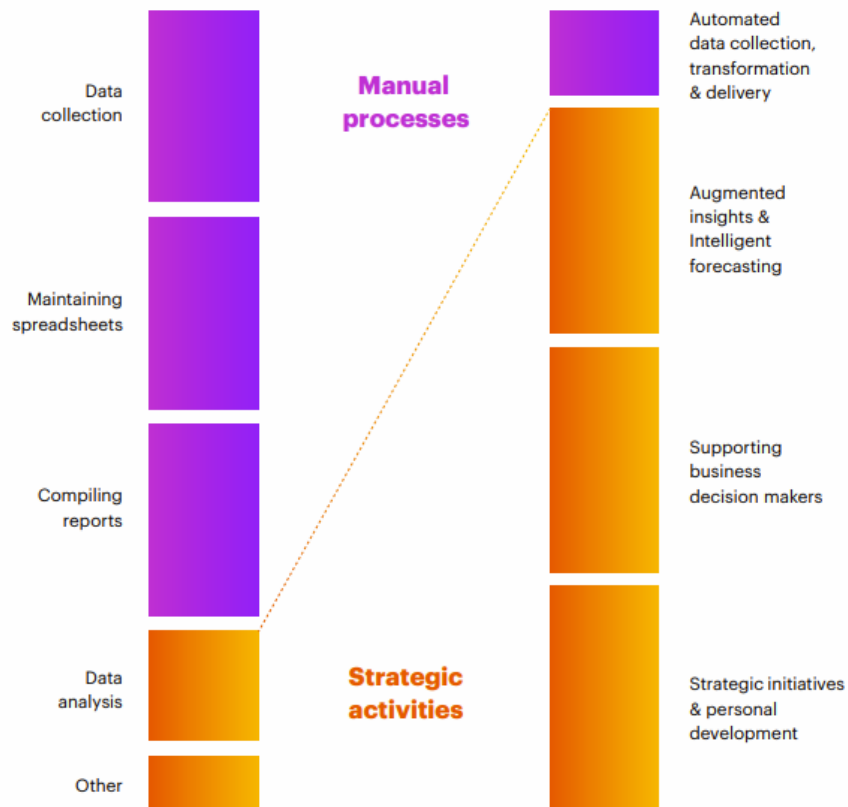
Value

... and achieve the anticipated value.

Accenture Survey - Transforming Finance Now

Finance transformation changes the role of Finance personnel

This shift requires a rebalancing of day-to-day finance activities, finding new ways to complete essential process-heavy tasks and freeing up time to focus on more strategic activities that will grow or transform the business. Growing data and analytics capabilities hold the key to re-addressing this balance.



○ From economic guardians...

○ ...to architects of business value...

○ ...to catalysts of digital strategy

Reference:

1. Accenture CxO Survey, 2020
2. Accenture CFO Now report, 2021

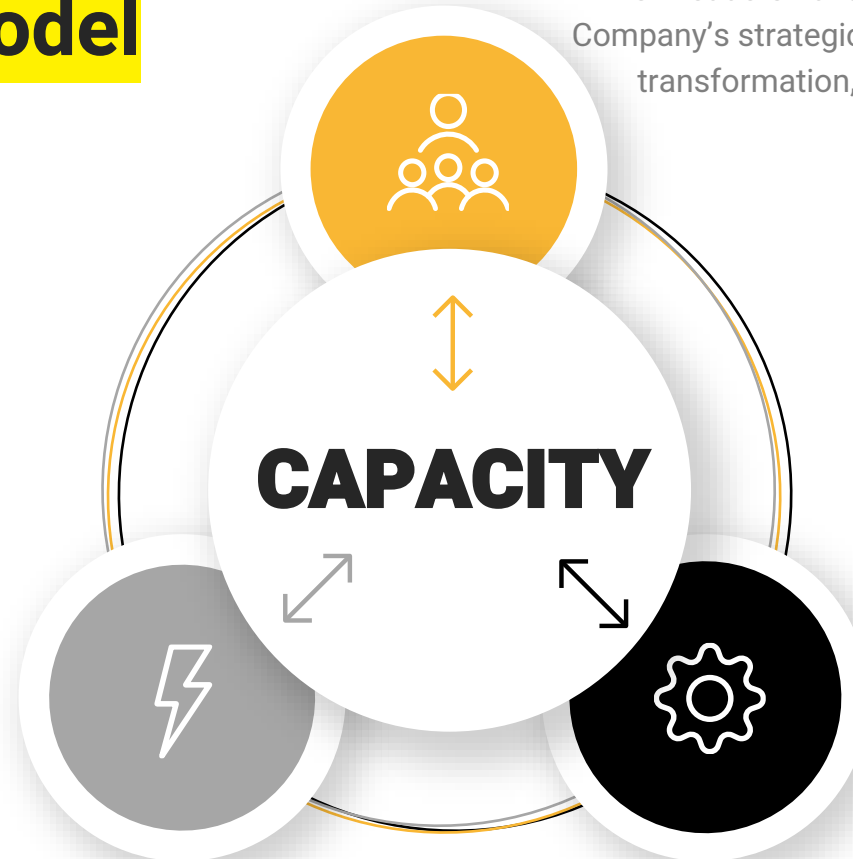


You start with your Strategic Finance Model



Align to the Corporate Strategy

F&A leaders have increasing responsibility in supporting the Company's strategic objectives, like M&A or divestures and digital transformation, as these require active accounting input.



Manage Risk & Compliance

If your accounting team is reliant on manual processes, the financial close, managing working capital, audits and other risk and compliance responsibilities require significant capacity.



Optimize Business Processes

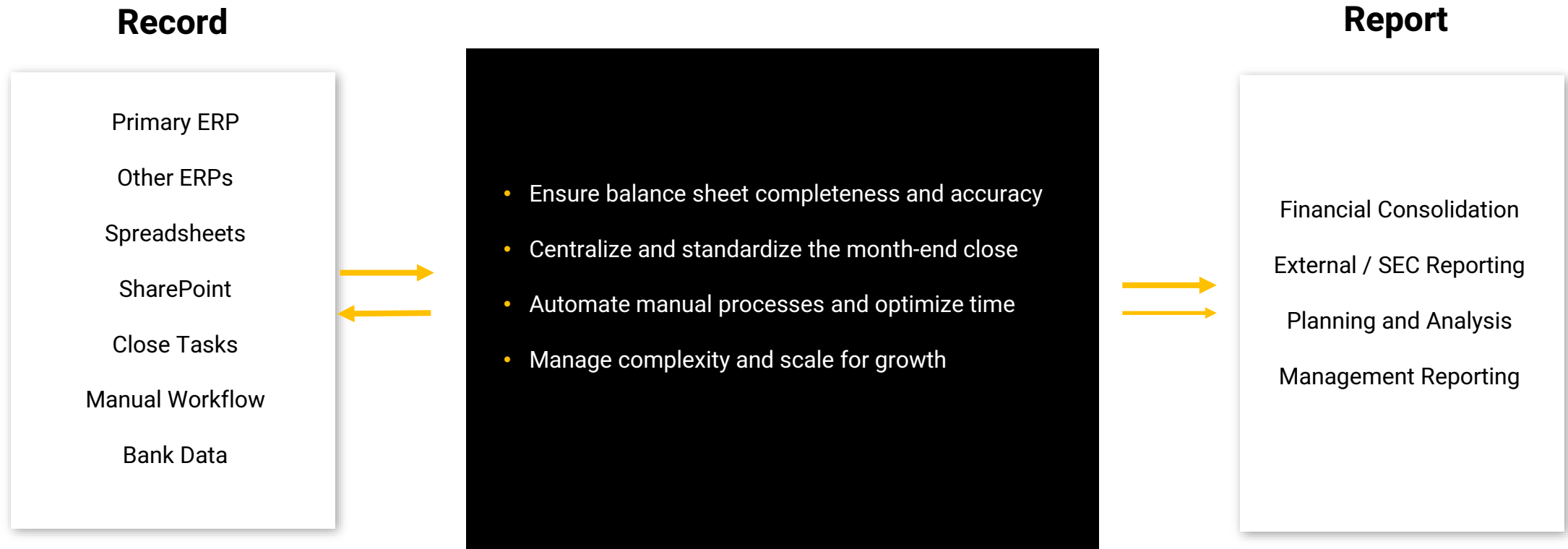
F&A leaders are being called upon to help identify and execute upon transformational activities such as opportunities for automation and using data and analytics to make agile business decisions.

Focus on F&A Leadership Priorities

Focusing capacity where it matters most

Recruit & Retain Top Talent	Remote Work Enablement	Headcount Control
Automated Insights & Reporting	Agile Financial Decision Making	Lean Accounting
Revenue Cycle Management	GBS/SSO Optimization	Intercompany Accounting
ERP Upgrade/Migration	Financial Integrity	Data Analytics
Support Transactions (M&A)	Internal Controls & Compliance	Process Efficiency
IPO Readiness	Environmental, Social & Governance	New Accounting Pronouncements

☁ The BlackLine Accounting Cloud
fits in directly in the middle of the record-to-report process...



...picking up where other systems typically leave customers to work in spreadsheets.

We help customers of all sizes across all industries.



CONSUMER & RETAIL



TECHNOLOGY



INDUSTRIAL & ENERGY



HEALTHCARE



SERVICES



FINANCIAL SERVICES



We help customers of all sizes across all industries.



happyfresh

gojek

UNITED SPIRITS

SUN PHARMA

mapletree



Cold Storage
The fresh food people

Lenovo

TATA STEEL

Cipla

scoot

NETS



JSW

Davita

Kempinski
HOTELIERS SINCE 1897

maxeon

Dairy Farm

amazon

ST Engineering

Ascension

Singtel

CHUBB

Coca-Cola

UiPath

UltraTech
CEMENT
The Engineer's Choice

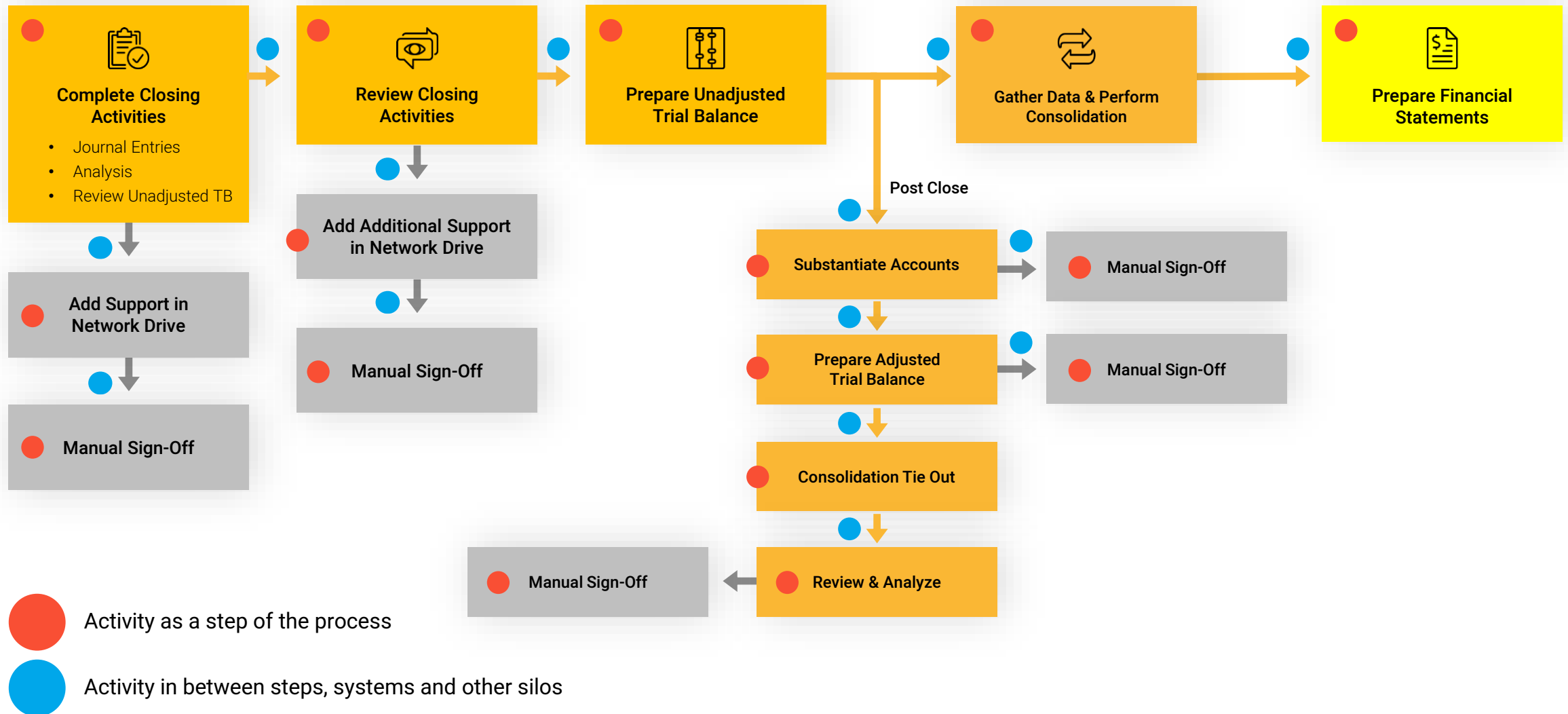
AirMedicalGroup
Holdings

QANTAS

FWD
insurance

By Analyzing the Activity

Identify where there are black holes (blue dots)





Modern Accounting **Playbook**



The Modern Accounting **Journey**

M.A.P. for Financial Close



Closing Task Management

Visibility across the business
Auto workflow/certification



Account Reconciliations

Leading practice templates
Auto reconciling of accounts



Bank Rec with Transaction Matching

Leading practice auto matching rules

M.A.P. for Cash Application



Cash Application

Auto rules to match bank, customer remittances, & AR Subledger data



AR Intelligence

AR data visualization around customer behavior insights, cash forecasting, etc

Additional Recs with Transaction Matching

50+ Use Cases
1:1, 1:Many, Many: Many

Financial Reporting Analytics & Variance Analysis

Visibility and automation around financial statement validation and flux analysis process

Journal Entry Management

Flexible, conditional workflows
Automatic JE creation/ Direct posting to ERP

Enhance AR

Further automate AR with credit & risk, collections, disputes & deductions, or team & task management

Intercompany Financial Management

Approve, review, and reconcile intercompany transactions and balances across currencies and geographies in real time



Account Reconciliations

Standardization & Control

Account Reconciliations

KEY BENEFITS



Streamline the Reconciliation Process

Standardized and configurable templates, rules-based automation, pre-defined workflows



Enhance Internal Controls

Link recs to policies and procedures, integrated storage of supporting documentation, segregation of duties



Standardize & Optimize Process

Real-time dashboards, standard & configurable, ad-hoc reports

The screenshot displays the Blackline software interface for account reconciliations. The top navigation bar includes the Blackline logo, 'Products System Create', the date '6/30/2017', and a user profile 'Preparer'. The main content area shows a 'Reconciliations' table with 78 items. A filter '(1) Filter Applied - Status (1)' is active. The table columns are ACTION, STATUS, KEY, RISK, REFERENCE, ENTITY, and ACCOUNT. The table lists various reconciliation entries with their respective statuses (e.g., System Certified, Not Prepared, Reviewed) and risk levels (e.g., Med). The right sidebar contains 'Default Filters' (GL Accounts Only, Showing My Assignments), 'Sorting' (1), and 'Fields' (11) including Status, Key, Risk, Reference, Entity, Account, Description, GL Balance, Unidentified, Cncy, and Approver.

ACTION	STATUS	KEY	RISK	REFERENCE	ENTITY	ACCOUNT
View	System Certified	No	Med	Fixed Assets	Atlanta	1400
View	System Certified	No	Med	Fixed Assets	Atlanta	1410
View	System Certified	No	Med	Fixed Assets	Atlanta	1420
View	System Certified	No	Med	Fixed Assets	Atlanta	1430
View	System Certified	No	Med	Fixed Assets	Atlanta	1440
View	System Certified	No	Med	Fixed Assets	Atlanta	1450
View	System Certified	No	Med	Fixed Assets	Atlanta	1460
View	System Certified	No	Med	Fixed Assets	Atlanta	1510
View	System Certified	No	Med	Fixed Assets	Atlanta	1520
View	System Certified	No	Med	Fixed Assets	Atlanta	1530
View	System Certified	No	Med	Fixed Assets	Atlanta	1540
View	System Certified	No	Med	Fixed Assets	Atlanta	1550
View	System Certified	No	Med	Fixed Assets	Atlanta	1560
View	System Certified	No	Med	Prepaid	Atlanta	1022
Edit	Not Prepared	No	Med	Inventory	Atlanta	1210
Edit	Not Prepared	No	Med	Receivables	Atlanta	1120
Edit	Not Prepared	No	Med	Payables	Atlanta	2200
View	Reviewed	No	Med	Receivables	Atlanta	1152
View	System Certified	No	Med	Intercompany	Atlanta	4000
View	Reviewed	No	Med	Payables	Atlanta	2208
Edit	Not Prepared	No	Med	Payables	Atlanta	2208
View	System Certified	No	Med	Payables	Atlanta	20-2208
Edit	Not Prepared	No	Med	Receivables	Atlanta	1104

Reconciliation Templates



Template



Description



Examples

General List	Provides means to enter or import items that make up the ending balance	Intangibles, Petty cash
Sub-ledger Match	Matches sub-ledger balance to the general ledger balance	Fixed Assets, A/R, A/P
Bank Account Template	Matches bank accounts with or without matching – BAI, Swift files, etc.	A/P bank account
Amortizable Prepaid	Tracks items that are paid in one period and expensed in future periods	Prepaid insurance
Accruable Template	Tracks items expensed and accrued in the current period and paid in a future period	Accrued audit fees
Schedule List	Allows users to summarize multiple accrual schedules together, allows multiple analytical views	Meeting accrual, Fixed assets
Calculated Balance Template	Documents a detailed calculation that supports the general ledger balance	Accrued commissions, Bad debt allowance
Suspense Template	Reconciles accounts where amounts are temporarily recorded	Accrued expense reports
Associated Accounts	Compares 1+ balances to a second set of one or more balances – e.g., Stat vs. GAAP comparison	Inventory, GAAP vs. Statutory accounts

Auto-Certification Rules



Rule



Description



Examples

All Balances Zero no Activity	No activity in the period and reconciliation balance equals zero	LOC/Revolver (or any unused acct.)
No Balance Change and no Activity	GL balance certified in a previous period, balance has not changed and no "activity in period"	Intangibles, Equity, Petty cash
Sub-ledger Match	GL balance versus sub-ledger less than threshold	Fixed assets
Bank Balance Match	GL balance versus Account balance less than threshold	Cash
Intercompany < Threshold	Unidentified difference for intercompany reconciliation less than threshold	Intercompany
Zero Balance Account	Zero Balance Account (ZBA) less than threshold	A/P bank account
Imported Items Match	GL balance versus imported items less than threshold	Credit card receivable
Amortizable Prepaid < Threshold	GL balance versus total of amortization schedules less than threshold	Prepaid insurance
Accruable/Schedule Reconciliation less than threshold	GL balance versus total of accrual schedules less than threshold	Accrued Bonus, Vacation, Expenses
Associated Accounts balances less than threshold	Unidentified difference for related account reconciliation less than threshold	Inventory, GAAP vs IFRS, Consolidated Accts
General Ledger Accounts in Management Review Group Auto-certify	Permit auto-certification of Management Review Group when all of the accounts in the group are auto-certified	Any management review groups



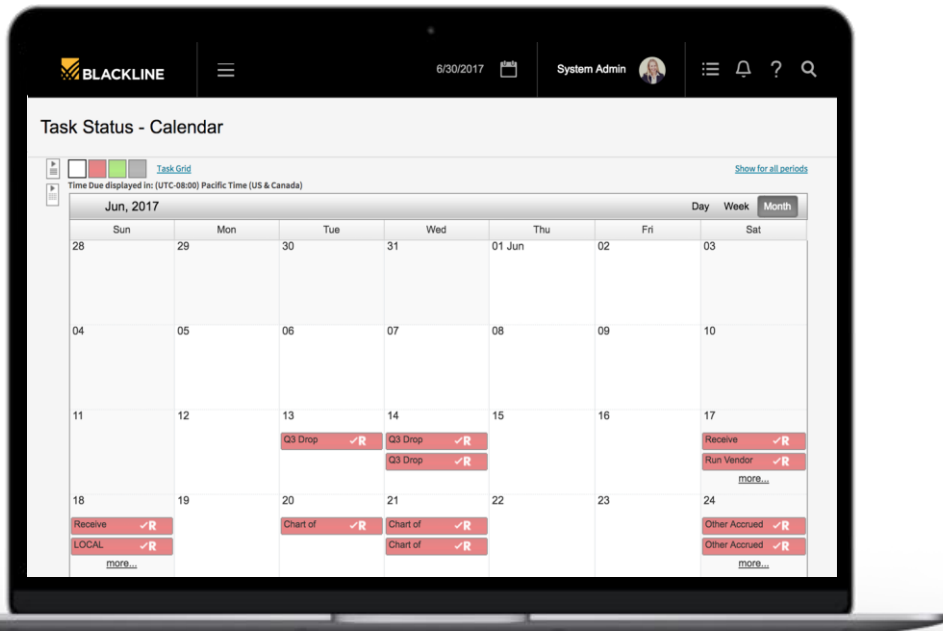
Task Management

Visibility & Traceability

Task Management

Features

- Workflow, dependencies, certification, alerts, documentation
- Real-time dashboards & reporting
- Exception handling, research & remediation
- Holiday calendars, time zones
- Risk identification
- Compliance (EG-SOX)
- Period-end close
- Checklists



Task Management

Benefits

Centrally Manage Tasks

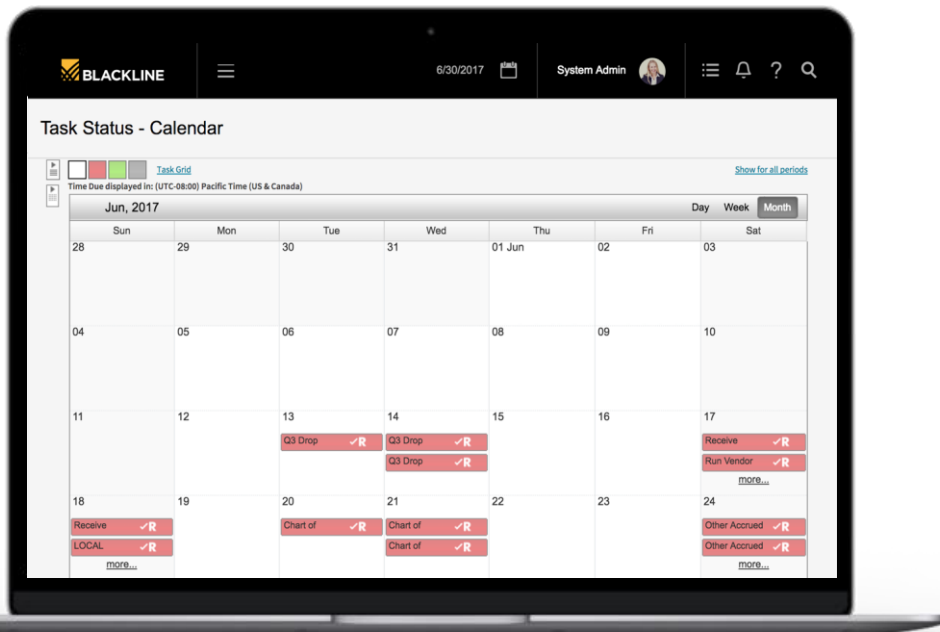
Hierarchical task lists and workflows, cross-product dependencies and certifications

Accelerate Accounting Processes

Automate recurring period-end close tasks, configurable time tracking, role-based approval process

Drive Accountability Through Visibility

Real-time dashboards and reports, automated email alerts, global close calendar, audit trail





Transaction Matching

Transaction Matching

KEY BENEFITS



Match Data Faster

Match data from multiple data sources, automatically reconcile high-volume transactions, rules-driven process



Manage Any Transaction Types

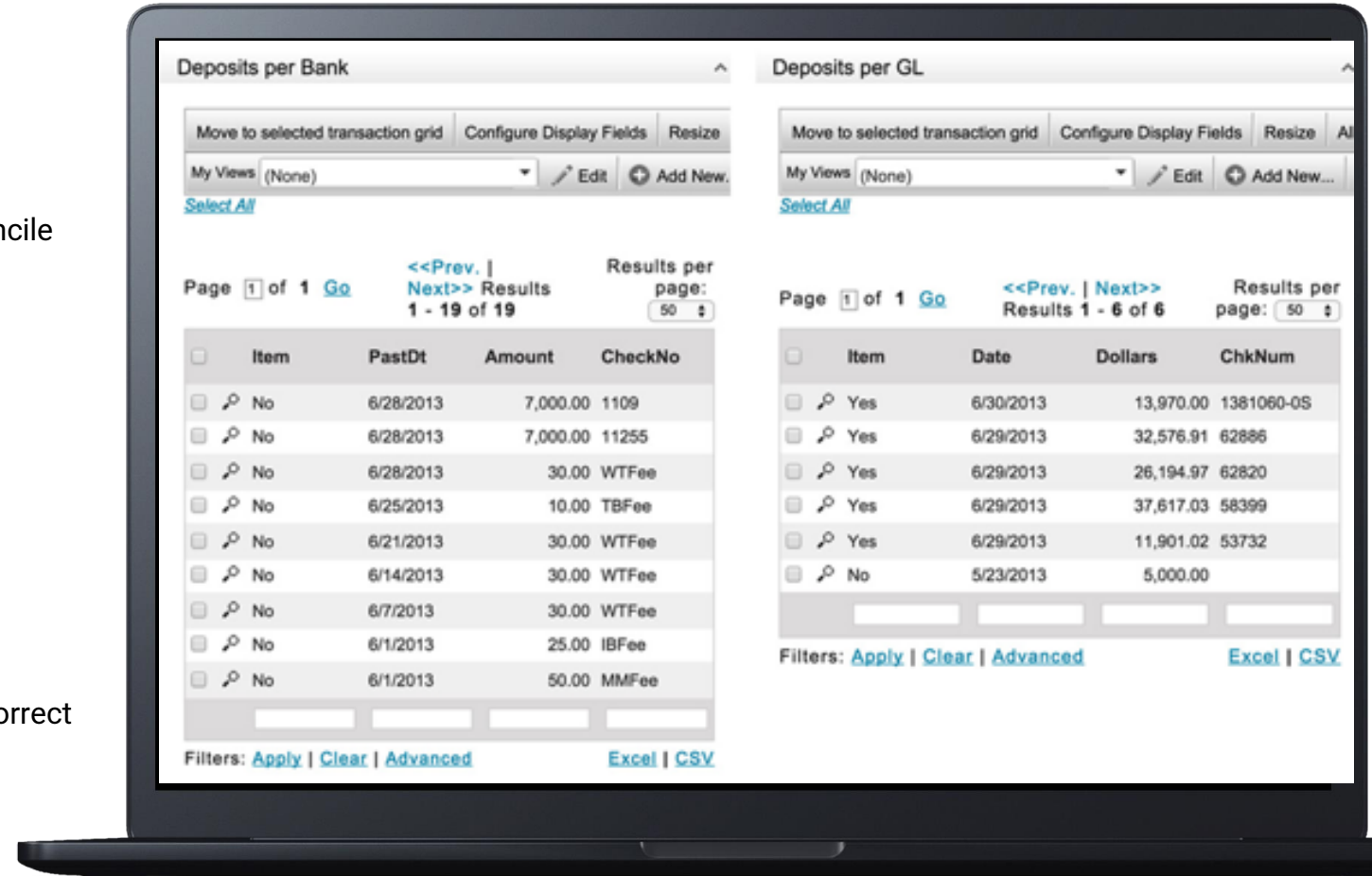
Manage any transaction type (e.g., Bank to GL, Bank to Credit Card or AR, etc.)



Identify Unmatched Transactions

Quickly & easily create reconciling items, directly link to incorrect transactions within a correcting journal entry*

*Journal creation only



Transaction Matching

Use Cases

- ✓ Accruals
- ✓ AR / AP
- ✓ Bank to GL
- ✓ Benefits
- ✓ Cash Application
- ✓ Commissions
- ✓ Credit Card
- ✓ CRM Operations
- ✓ Escheatment
- ✓ Gifts & Grants
- ✓ Gift Cards
- ✓ High-volume Accounts
- ✓ Intercompany
- ✓ Internal Cash
- ✓ Inventory
- ✓ Non-financial
- ✓ P-cards
- ✓ Payroll
- ✓ POS
- ✓ Purchasing
- ✓ Sub-ledger
- ✓ Suspense Accounts
- ✓ T & E
- ✓ Tax Withholding & Remit
- ✓ Treasury & Management
- ✓ Unclaimed Property
- ✓ Vendor Statements
- ✓ Warranty Claims

The screenshot displays the BLACKLINE software interface. At the top, the navigation bar includes the BLACKLINE logo, menu items (Products, System, Create), the date 6/30/2017, and a user profile for 'Preparer'. The main content area is titled 'Match Made Details' and features a 'Back' button. Below this, the match set is identified as 'Insurance - Claim Pmt - US' with an 'Automatic' match type. The match date is 6/7/2017 8:55:46 AM, the match ID is 1193475, and the pass rule is 'M:M Match by Amount, Memo (Grouped)'. A table shows two debit entries for 'Insurance_ClaimPmt_US' with a total DR_Amt of 12,000.00. The table has columns for DR_Amt, Memo, Accounting_Date, CR_Amt, and Journal_Source. The entries are: 6,000.00 for memo ZZ0000000335076 on 5/19/2017, and 6,000.00 for the same memo on 5/1/2017, both with 'Ad hoc Payment' as the journal source. The interface also includes pagination (Page 1 of 1), navigation links (<<Prev, Next>>), and results per page (50). At the bottom, there is an 'Add Comment' link and a second table header for 'Insurance_ClaimPmt_US' with a total CR_Amt of 12,000.00.

Modern Accounting



Unified.

Integrate systems and data
Standardize your processes
Unlock global visibility



Automated.

Reduce busy work by automating the ordinary
Free accountants to analyze the extra-ordinary
Focus on what matters most to the business



Continuous.

Execute accounting as it happens
Deliver real-time information and analysis
Align with the needs of your business