



CERTINIA (FORMERLY FINANCIALFORCE ERP) EXTENDED PROFILE

certinia

OVERVIEW

Certinia (formerly known as FinancialForce) is a cloud-based Enterprise Resource Planning (ERP) and Professional Services Automation (PSA) that has been built as a bespoke solution to complement the Salesforce1 solution. FinancialForce is marketed as an ERP solution for customer-led economies.

Certinia continues its deep integration with the 2,000+ existing applications in the Salesforce ecosystem and can be customized to an individual customer's requirements. This large integration capability enables businesses to link their ERP, PSA, and other Salesforce apps to create a seamless, real-time flow of data across departments. Built natively on Salesforce, it also shares the same customer record, user interface, and advanced analytics, providing a single source of certainty for businesses.

The system comes with ordering and financial capabilities plus Human Capital Management (HCM), services automation, and Supply Chain Management (SCM) tools. Its key feature is the easy integration and expansion through apps from the Salesforce Ecosystem or Salesforce1 Platform.

FinancialForce's original suite of mobile applications has been expanded in Certinia, supporting not just ERP and PSA access but also broader customer success apps. The updated mobile app ensures secure access to all core business functions from anywhere and supports both iOS and Android devices.

F.A.Q.s

WHAT IS CERTINIA, AND HOW DOES IT DIFFER FROM FINANCIALFORCE?

Certinia is the rebranded name of FinancialForce, a cloud-based ERP and PSA solution. It is still built on the Salesforce platform, but the new name emphasizes its broader focus on delivering customer-centric solutions that align sales, finance, and services teams around a single customer record.

While FinancialForce primarily marketed ERP for customer-led economies, Certinia enhances integration, customization, and mobile access, maintaining all the benefits of FinancialForce with added features and a focus on modern business needs.

WHAT IS THE "SINGLE SOURCE OF CERTAINTY?"

This refers to its native integration with Salesforce, where all apps share the same customer record and user interface. This creates a unified system where sales, finance, and services teams access real-time data from a single, centralized source. This setup ensures accuracy and alignment across departments, reducing errors and improving collaboration.

WHAT TYPES OF BUSINESSES BENEFIT MOST FROM USING CERTINIA?

Certinia is ideal for customer-centric organizations, particularly those in fast-growing industries that need a scalable solution to manage sales, services, and financial processes efficiently. Its seamless integration with Salesforce, customizable features, and real-time insights make it valuable for businesses looking to streamline operations, enhance collaboration, and drive customer engagement.

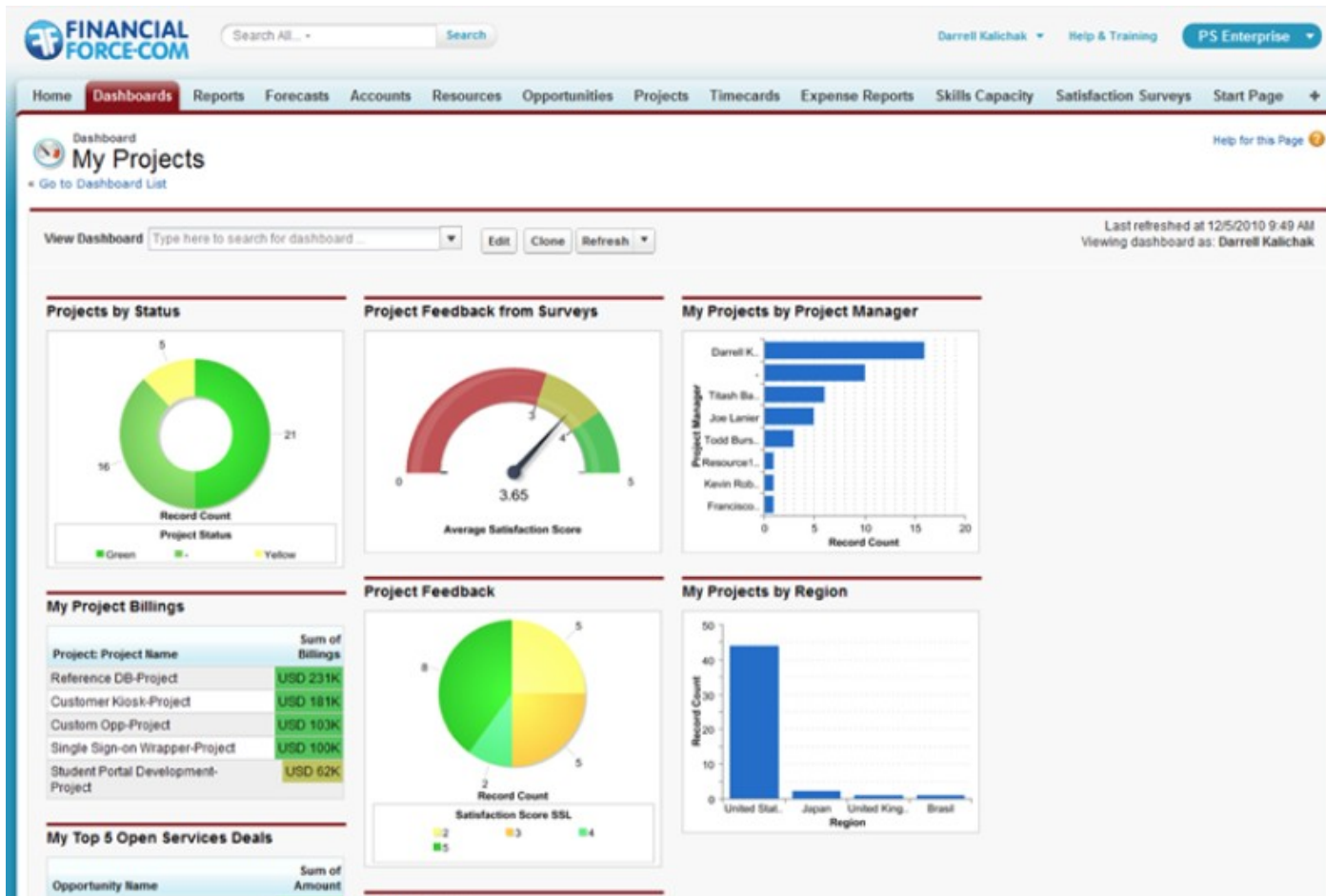


SOFTWARE SPECIFICATION

OVERVIEW	
PRODUCT NAME	Certinia (formerly FinancialForce ERP)
BUSINESS SECTORS	
DISTRIBUTION	✓
GOVERNMENT & NPO	✓
MANUFACTURING	✓
RETAIL	✓
SERVICES	✓
INDUSTRY	
AEROSPACE & DEFENSE	✓
AUTOMOTIVE	✓
CHEMICAL	✓
CONSTRUCTION	✓
COSMETICS	✓
ELECTRONICS	✓
ENERGY/POWER/UTILITIES	✓
ENGINEERING	✓
FASHION	✓
FINANCIAL SERVICES	✓
FOOD & BEVERAGE	✓
LOCAL GOVERNMENT	✗
MEDIA	✓

MEDICAL & HEALTHCARE	✓
METALWORKING	✓
OILFIELD	✓
PACKAGING	✓
PAINT & ADHESIVES	✓
PHARMACEUTICAL	✓
PLASTICS & RUBBER	✓
PRINT & DESIGN	✓
RENTAL	✓
TELECOMMUNICATIONS	✓
WOODWORKING	✓
CANNABIS	✗
EDUCATION	✗
NONPROFIT	✗
ERP SOFTWARE FEATURES	
BILLING	✓
BUSINESS INTELLIGENCE/ANALYTICS	✓
COSTING	✓
CRM	✓
CUSTOMER SERVICE	✓
PRODUCT DESIGN	✓
FINANCIALS & ACCOUNTING	✓
HR	✓
INVENTORY MANAGEMENT	✓
ORDER MANAGEMENT	✓

PLANNING & SCHEDULING	✓
PROJECT MANAGEMENT	✓
PURCHASING	✓
QUALITY CONTROL	✓
SALES	✓
SHIPPING & DISTRIBUTION	✓
SUPPLY CHAIN MANAGEMENT	✓
WAREHOUSE MANAGEMENT	✓
ASSET MANAGEMENT	✓
DOCUMENT MANAGEMENT	✓
CUSTOMER SUITABILITY	
ENTERPRISE (1000+ EMPLOYEES)	✓
MEDIUM SIZE (251-1000 EMPLOYEES)	✓
SMALL BUSINESS (1-250 EMPLOYEES)	✓
ADDITIONAL PRODUCT INFO	
MULTI LANGUAGE	✓
MULTI CURRENCY	✓
CUSTOMIZABLE	✓
SYSTEM HOSTING	
CLOUD	✓
INSTALLED ON PREMISE	✗
FURTHER INFORMATION	
PRICING	Not Available



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Home Dashboards Reports Accounts Resources Opportunities Projects Timecards Expense Reports Skills Capacity Satisfaction Surveys Start Page

University of Arizona

Account Detail

Account Ledger: **THE UNIVERSITY OF ARIZONA** Phone: (520) 773-9500

Account Name: University of Arizona (Data: 38438324) Website: <http://www.universityofarizona.com>

Parent Account: Tucson (Budget) Taxpayer: 39,500

Account Number: C0736205 Ownership: Other

Account Site: Tucson Annual Revenue: 39,500

Type: Customer - Direct Industry: Education SIC Code: 7321 Account Ledger Name: UARLgls

Billing Address: 511 N. Eagleville Avenue, Tucson, AZ 85721

Visualization: PFC Projects by Status

Accounting Details: Accounts Receivable Control: 320 - Accounts Receivable Control Description: Net 30 Days

Sales by Region
Sales by Region

Dimension 1: Name

- Los Angeles
- Mexico City
- New York
- San Francisco
- Toronto

View Report

Current Asset Analysis
Current Asset Analysis

General Ledger Account This: 4

- Cash and cash equivalents
- Accounts receivable
- Intermittent receivables
- Inventories
- Prepaid expenses
- Other current assets

View Report

Unbilled Opportunities
Sum of Amount (USD)

Account Name | Sum of Amount (USD)

- Altich Canada
- Allied Technologies
- ASDC
- Broadband Ltd
- Emerging Market Securities
- Forts Technologies
- Gadgets and Games
- Pratt & Whitney

View Report

Current Liability Analysis
Current Liability Analysis

General Ledger Account This: 4

- VAT taxes payable (item...)
- Accounts payable
- Accrued expenses and o... (item...)
- Intermittent liabilities
- Short-term debt
- Deferred revenue, current

View Report

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Home Dashboards Reports Accounts Contacts Opportunities Resource Requests Projects Timecards Expense Reports Skills Capacity Billing Event Generation

Resource Planner

View Range: 03/20/2014 to 06/13/2015 Showing 12 of 12 Resources Total: 12

Filters: Enable All Disable All Remove All Restore Filters Remember Filters

Search: []

View Detail Pin Resource Expand Collapse Today 18 Timeline Day Week Month Qtr Hide Resource Requests

Full Name	Resource Role	Region Name	Start Date	31 Aug	24 Aug	31 Aug	07 Sep	14 Sep	31 Sep	28 Sep
Anne Drogan	Consultant	Edinburgh		8	8	8	8	8	8	8
Beth Hone	Trainer	United States*		40	40	20	15			
Bill Mays	Business Anal...	Edinburgh		28	28	20	20	15		
Bob Grove	Project Manager	United States*		8	8	8	8	8		
Benny Young	Business Anal...	United States*		40	20					
Ed Smith	Consultant	Edinburgh								
Ed Primatich - Install...			03/09/2014							
George Marshall	Project Manager	Edinburgh		18	18					
Joker Wagner	Business Anal...	United States*								
Louis Wilson	Business Anal...	United States*								
Lisa McElroy*	Project Manager	United States*		7	7	7	7	7	7	3
Mary Jones	Trainer	Edinburgh								
Tina Marklein*	Project Manager	United States*		18	18	14	40	40	26	4