RGS | Revenue Growth Strategy

Sage Intacct

CUSTOMER SUCCESS / LEADERSHIP EXPERIENCE

The Sage Intacct Success Story

Building a revenue engine that led to an $850 million acquisition.

2x	100	50%
Revenue every year	New customers / month	Revenue via partners

LEADERSHIP EXPERIENCE

The experience *behind* RGS

Robert Jurkowski led Intacct as CEO and his team built Intacct into a SaaS financial applications leader, ultimately leading to The Sage Group's $850 million acquisition to create Sage Intacct.

Founder David Thomas built a robust SaaS financial suite that was well received by CPA and accounting firms, but revenue was limited. Robert's team implemented a Revenue Growth Operating System that doubled revenue every year and added 100 new customers every month. Together with Salesforce, Intacct offered an integrated front and back office solution and helped evangelize the emerging SaaS business model.

THE GROWTH CHALLENGE

- Horizontal selling across all industries
- Limited partner or ecosystem network
- Limited distribution through CPA firms
- Traditional direct sales model
- Low subscription pricing model

THE RESPONSE

01 Intentionally win one market at a time

02 Build a partner program delivering 50% of revenue

03 Create a high-velocity sales engine for low customer acquisition cost

04 Expand the “whole solution” to grow ACV, MRR and LTV

05 Build toward an acquisition valued at a 9× revenue multiplier

THE GROWTH STRATEGY

Four moves. One *scalable* engine.



01 Win one market at a time

The Intacct solution could serve six million companies in the US alone. The team identified the markets with the best solution fit and catalyst for change, then prioritized unified demand generation to win each market.

That focus enabled Intacct to dominate individual industries rather than dilute its efforts.

02 Build a high-velocity sales engine

Patterned after partner Salesforce, the team built a high-velocity sales process and inside sales team. Each sales executive closed an average of three new opportunities per month.

The team refined GTM sales motions to accelerate sales cycles and built a sales-driven website that delivered upfront education, established preference and guided visitors through the buying process.

03 Deliver 50% of revenue through partners

An embedded or private-label partner model created an efficient route to market. Intacct sold through 300 ecosystem partners, identifying the "market makers" in each industry to partner with and sell through.

The team also onboarded 150 accounting and CPA firms to use the platform to serve their clients. Executive dashboards combined partner solution KPIs with Intacct's own metrics for strategic decision-making.

04 Expand ACV and the "whole solution"

To expand annual contract value (ACV) and customer lifetime value (LTV), the team broadened its presentation of the "whole solution." A Salesforce partnership created a unified front- and back-office offering to compete with NetSuite.

A CFO dashboard brought financial KPIs and operations together. By assembling SaaS solutions like Lego building blocks, Intacct delivered distinctive solutions for customers and individual markets.

THE OUTCOME

Built for growth. *Positioned for acquisition.*

The team intentionally built Intacct into an attractive acquisition target. As a market leader, Intacct was recognized as "best for replacing QuickBooks" by Inc. magazine and "best financial management system" through the SIIA CODiE Awards.

A high-velocity, omnichannel sales distribution model scaled the business and delivered predictable revenue growth. An extensive, integrated ecosystem strengthened its position in the software industry. Together, these efforts led to Sage's $850 million acquisition of Intacct.



$850M

Acquisition by The Sage Group

THE RGS CONNECTION

Market focus. Revenue execution. *Measurable results.*

This leadership experience reflects the connected approach behind the RGS Revenue Growth Operating System: align the strategic foundation, demand generation, sales execution and customer expansion around revenue goals.

Discuss your growth goals with RGS

Robert Jurkowski | CEO, Revenue Growth Strategy

Book a Discovery Call →

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