

Accounting Subledger Implementation Planning Guide



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Introduction

You've taken the first step in building a complete picture of your organization's financial standing with Accounting Subledger.

Accounting Subledger consolidates data between your Salesforce CRM and your accounting system, bringing transparency to how and where funds are received and disbursed, as well as how and where they are allocated. You have a powerful tool at your disposal. Now let's make sure you have everything you need to succeed.

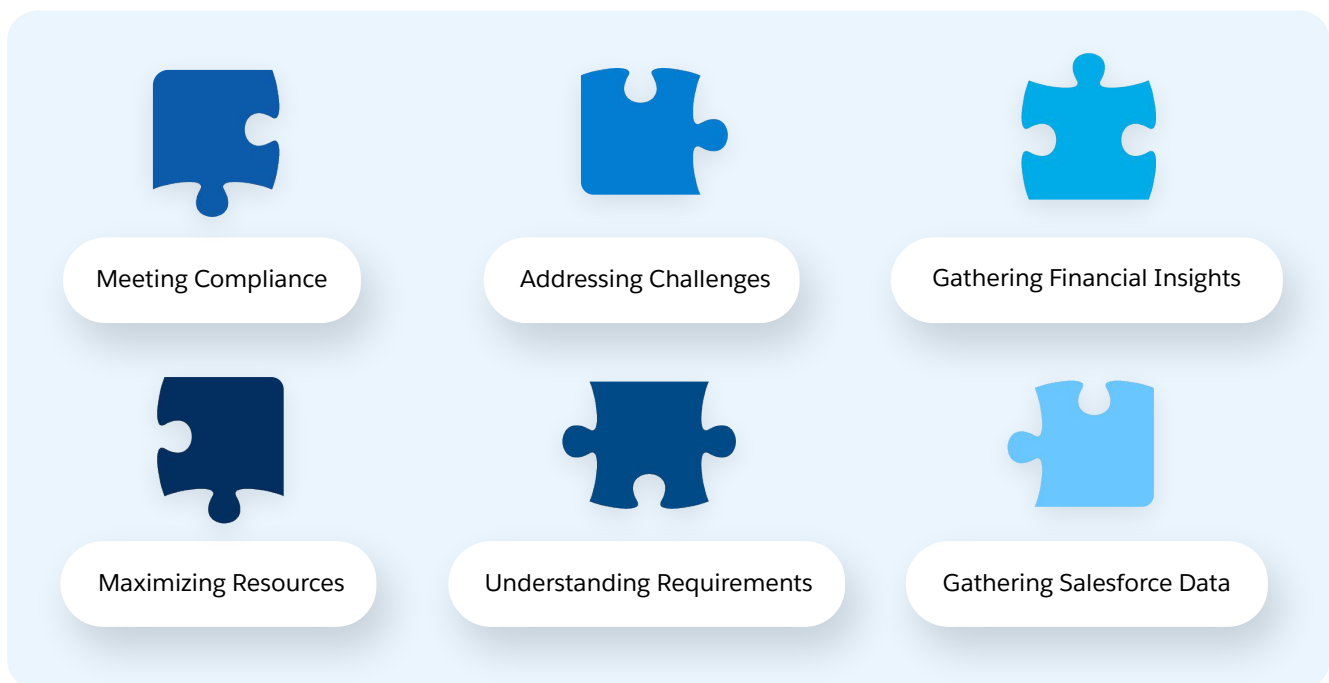
Before you dive into something new, you have to fully understand what currently exists, how it works, and what you hope to improve in the next iteration. But we know that's not always easy to accomplish, so we're here to help! This guide is designed to help you plan for a successful Accounting Subledger implementation. Follow along with suggested best practices and mapping exercises to get the most out of this tool.

Let's take a deep breath and dive in!

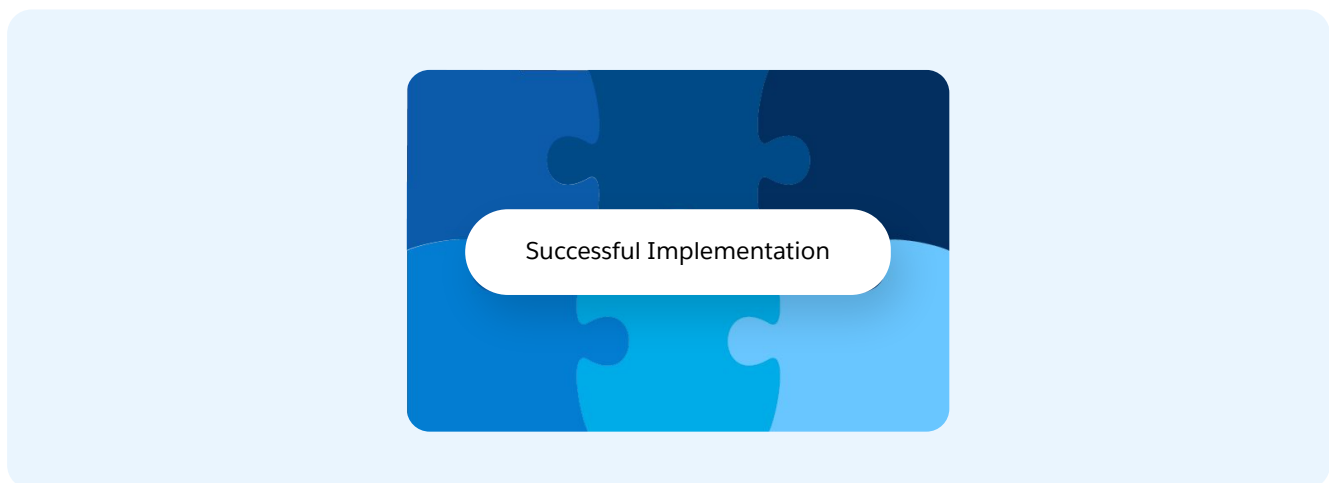
How Can This Guide Help You?

This guide provides guidance on how to align your accounting and CRM processes. You'll find definitions, a guided 7-step planning journey, and additional resources to help you configure Accounting Subledger. As you follow along, use the editable worksheets to create a plan for implementation. It's important to complete these mapping exercises before you begin configuring Accounting Subledger so that you can capture the data you need from the start.

Before Planning - Limited Visibility & Siloed Processes



After Planning - Improved Partnership & Communication



Planning is a Team Process

Why this is important:

A successful implementation requires every stakeholder to have a say. By having the right people in the room as you're working through these activities, you'll build a complete picture of your financial data model. The end result can then be referred to throughout your implementation process. Below are four stakeholders that you should consider including in your planning journey.

Executive Sponsor

An executive sponsor can help set the tone for the project, including setting the desired timeline, communicating value to leadership, and aligning on larger organizational goals.

Salesforce Admin

Since the majority of the work of calibrating and optimizing Accounting Subledger will happen in Salesforce, it's vital to have a Salesforce Admin present.

Revenue Representative

A revenue representative has deep knowledge of the fundraising process and how data is entered into CRM. It is important to align their goals and processes with accounting requirements.

Accounting Representative

Because Accounting Subledger aims to bridge the gap between finance and the rest of your organization, we highly recommend that this work be done in collaboration with your accounting team.

Common Definitions

Why this is important:

It's helpful for all of your stakeholders to be familiar with accounting terminology while completing the activities that follow.

Term	Definition	Use Case
Asset	Existing funds and reserves	Money in the annual fund
Liability	Funds that are owed	Employee salaries
Revenue	Inbound Money	Donations, grants, program fees
Expense	Costs for Operations	Rents, mortgages, fundraising costs
Cash Accounting	Revenue is recorded when money is received	A student submits their payment for a course
Accrual Accounting	Revenue is recorded when income or payments are agreed upon	A student accepts admission, and their expected payments are recorded.

Your Planning Journey



Step 1

Map Your Current Process



Step 2

Identify Current Challenges



Step 3

Review Your CRM Infrastructure



Step 4

Review Your Accounting Infrastructure



Step 5

Map Accounting States



Step 6

Field Review



Step 7

Plan a Sample Accounting Set



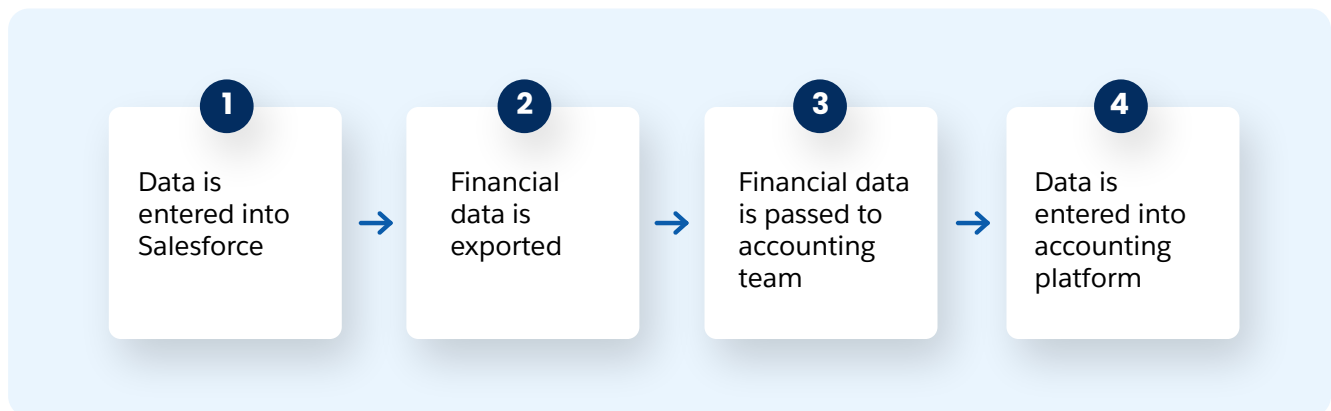
Step 1

Map Your Current Process

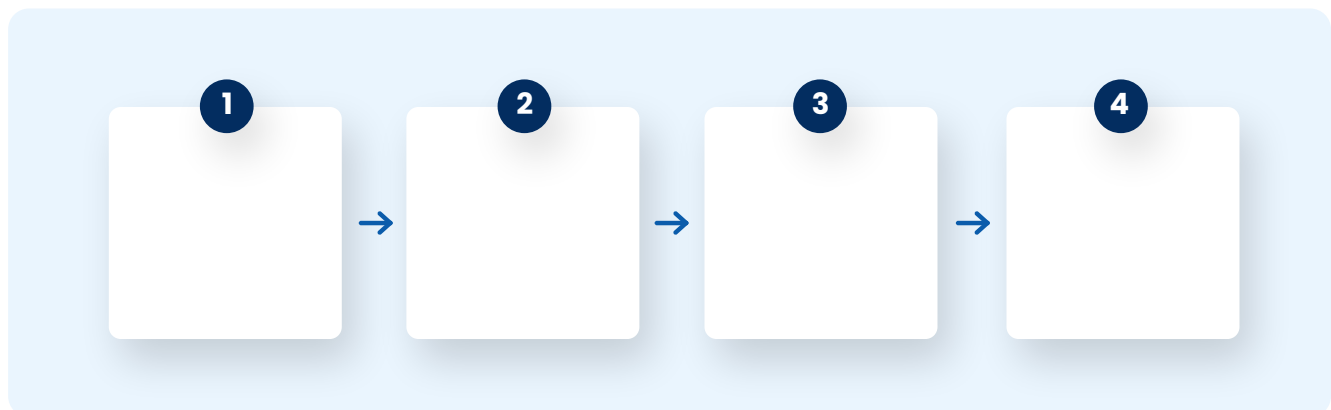
Why this is important:

How does financial data get to accounting? Mapping your current process will help identify what is working and what needs improvement.

Below is a simple example.



Fill in each step of your current process in the boxes below.





Step 2

Identify Current Challenges

Why this is important:

After mapping your process, stakeholders from various teams or departments can voice concerns and share their vision for the next iteration of your financial data management process.

Challenge	Suggested Improvement
<i>Ex: Accounting is often missing important information</i>	<i>Ex: Understand accounting team's requirements</i>



Step 3

Review Your CRM Infrastructure

Why this is important:

If your work is focused on accounting, you may not be familiar with the infrastructure of your CRM. Before getting started with Accounting Subledger, review how data is captured and brought into your Salesforce instance.

Question	Answer
Which object(s)/fields store financial data?	<i>Ex: Opportunity</i>
What additional fields/objects/record types need to be created?	<i>Ex: Payment Paid checkbox</i>
Which types of transactions generate financial data?	<i>Ex: Donations, program fees, tuition</i>
What do you currently use to track revenue and payment?	<i>Ex: Opportunity Stages</i>
What type of revenue do you want to export from Salesforce?	<i>Ex: Grants</i>
How do you report on transactions today?	<i>Ex: Salesforce Reporting</i>



Step 4

Review Your Accounting Infrastructure

Why this is important:

If you work primarily in Salesforce, you may not be familiar with your organization’s accounting structure. In order to best leverage Accounting Subledger functionality, review how and when financial data is entered into your accounting software.

Question	Answer
When do accounting periods begin and end?	<i>Ex: January 1-April 31</i>
When should a ledger entry be created?	<i>Ex: Nightly, on demand</i>
When is revenue recorded?	<i>Ex: Opportunity Stage is ‘Committed’</i>
How should accounting data be exported?	<i>Ex: Manually, automatic sync*</i>

*Automatic sync requires custom integration or a middleware solution. [Learn more.](#)



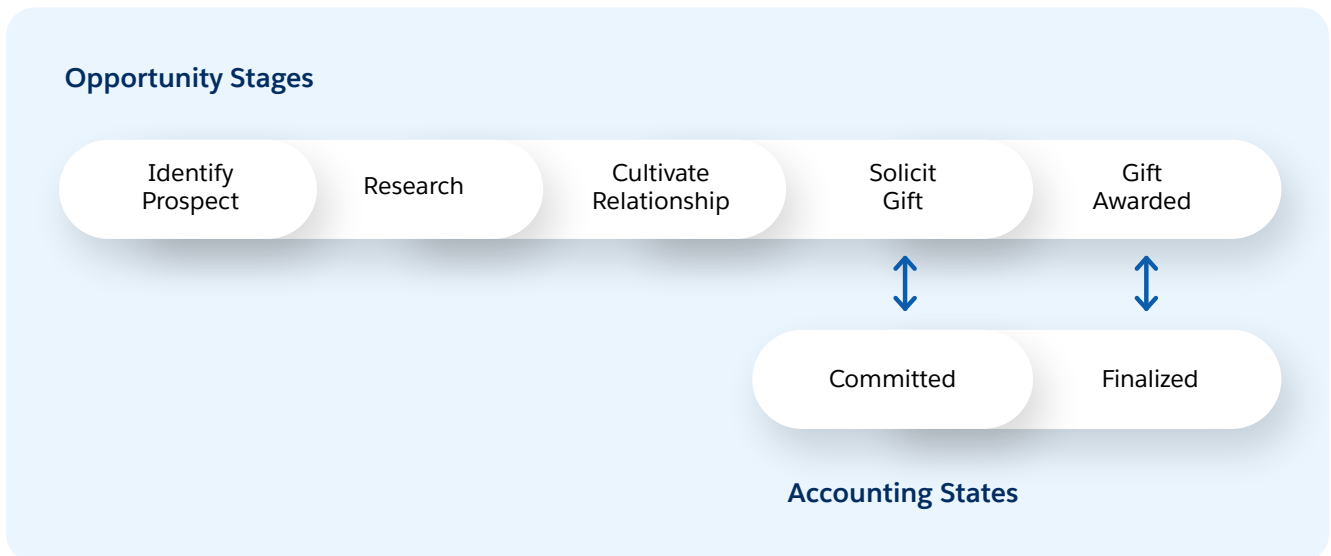
Step 5

Map Accounting States

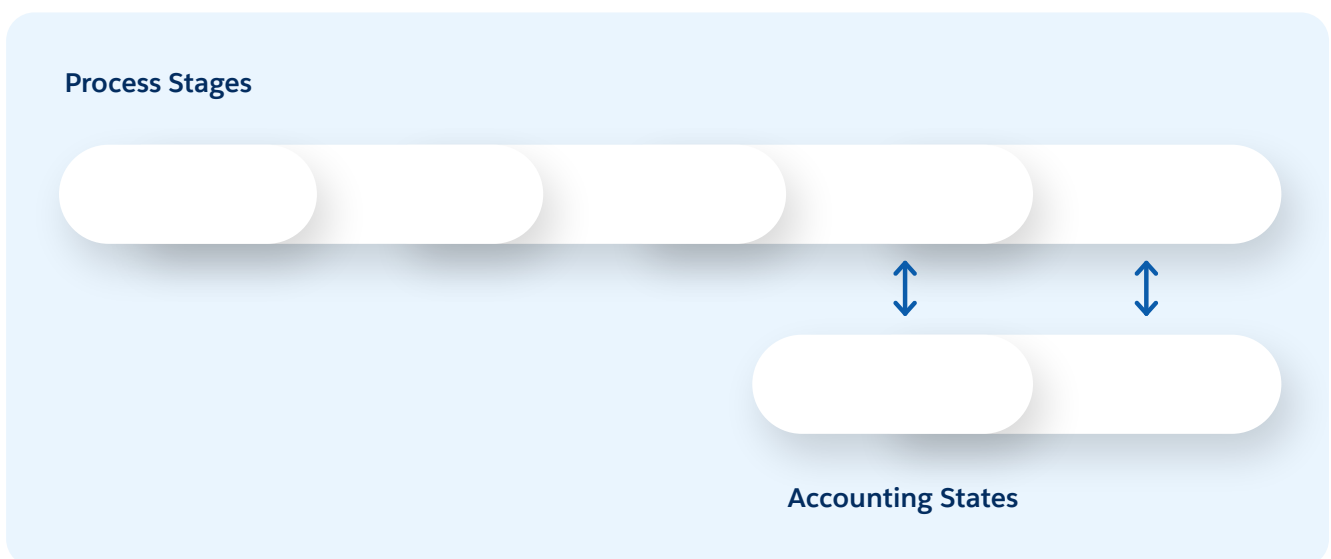
Why this is important:

Financial processes vary and change over time. You can control when and how to begin tracking for relevant accounting data by mapping your process stages to accounting states.

Below is a simple example, using Opportunity stages.*



Fill out your own process and identify relevant accounting states.



***Note:** You do not need to be using the Opportunity object for tracking revenue. This process can be applied to any standard or custom object.



Step 6

Field Review

Why this is important:

In order for Accounting Subledger ledger journals to integrate seamlessly into your accounting process, it's important to understand what information is required by your accounting platform.

Accounting Platform Field	Corresponding Salesforce Field



Step 7

Plan a Sample Accounting Set

Why this is important:

Let’s put everything together! Creating Accounting Sets allows you to integrate your financial data as it exists in Salesforce to your accounting ledger. You can pull from up to four objects and specify the fields that you will be referencing. You may have one or more accounting sets, depending on how many revenue sources you plan to track with Accounting Subledger. *Note: Ensure that every stakeholder has a clear understanding of what the end result will look like in terms of content, format, and reporting.

Ledger Entry Field	Type	Corresponding Object	Corresponding Field
Amount	Currency		
Committed Date	Date		
Generate Expected Revenue/Expense	Checkbox		
Transaction Date	Date		
Check/Reference Number	Text		
Payment is Paid	Checkbox		
Written Off	Checkbox		
Payment Scheduled Date	Date		
Payment Paid Date	Date		
Payment Method	Text		
Fund Name	Text		



Next Steps

Finalize & Review

Work with your stakeholders to finalize this document. This may include gathering and incorporating feedback, following up on any outstanding questions, and identifying next steps for implementation. We've included additional process maps and charts at the end of this guide for any additional planning that you may need.

Find a Salesforce.org Certified Partner

We recommend that you work with a certified Salesforce partner to implement Accounting Subledger, especially if you have any custom requirements or plan to automate data syncing between Salesforce and your accounting platform. You can use the [Salesforce Partner Program](#) resource to guide your conversation with a partner.

Keep Learning

As you implement and start to use Accounting Subledger, it's important to stay current on product and feature updates. Use the included list of resources to continue building your knowledge.

[Accounting Subledger Demo Video](#)

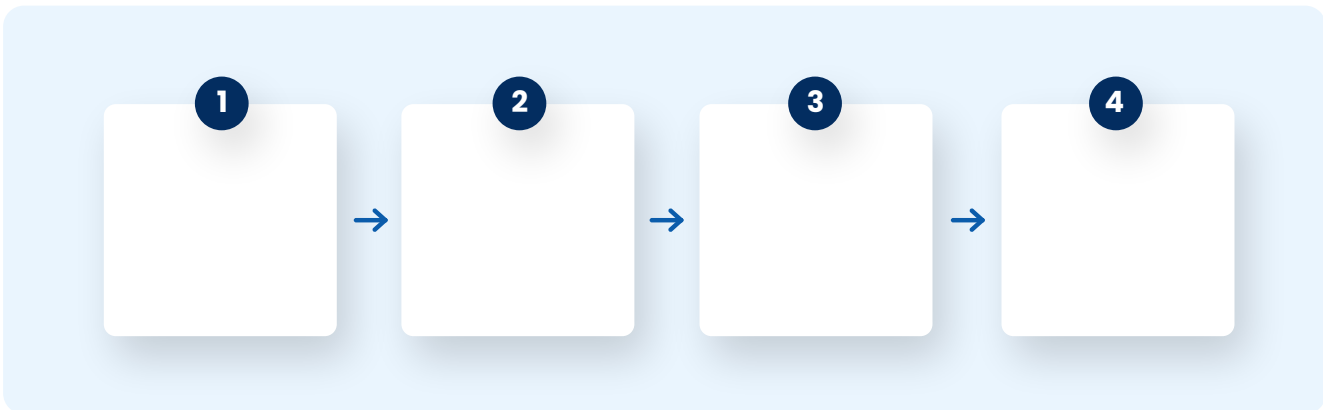
[Accounting Subledger Product Documentation](#)

[Accounting Subledger for Nonprofits & Education Trailhead Module](#)

[Bridge Finance & CRM with Accounting Subledger E-Book](#)

Additional Resources

Process Maps



Accounting Set

Ledger Entry Field	Type	Corresponding Object	Corresponding Field
Amount	Currency		
Committed Date	Date		
Generate Expected Revenue/Expense	Checkbox		
Transaction Date	Date		
Check/Reference Number	Text		
Payment is Paid	Checkbox		
Written Off	Checkbox		
Payment Scheduled Date	Date		
Payment Paid Date	Date		
Payment Method	Text		
Fund Name	Text		

