



HFS Hot Vendor: LeaseAccelerator

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Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) have the scale and size to be featured in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

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LeaseAccelerator is an Enterprise Lease Accounting Software-as-a-Service provider offering an end-to-end solution to comply with the new lease-accounting rules that applies to every enterprise following IFRS standards. The solution integrates the disparate and almost non-existent management of enterprises' leased assets (e.g.: equipment & real estate).

Leasing of movable and immovable assets is one of the largest categories of operating expenses, which historically have not been a focus of financial reporting standards, curtailing visibility into an enterprises' liability to its lease assets. This accounting discrepancy came under the scrutiny of policymakers in late 2003 but took 16 years to translate in a new lease accounting standard, FASB ASC 842 and IFRS 16 standards. Under these new standards, the private and public companies operating specially in the U.S., Europe and Australia need to report their lease assets and liabilities as a dedicated line item in annual reports from the financial year 2019 or latest by 2020. This simple requirement of reporting has triggered an entire industry. LeaseAccelerator moved early to fulfill this need, using its head start to create market awareness and to refine its product set.

LeaseAccelerator has steadily increased adoption among the first movers and built strong ecosystem of partners along the line that comprise accounting firms, lease providers and outsourcing services providers.

This ecosystem of partners is appreciated by LeaseAccelerator's clients. Clients say LeaseAccelerator is a solid implementation planner and a partner that pays full attention to clients during the sales process and provides transparency during implementation. LeaseAccelerator's software functionality, organization size, and service team are key drivers for clients to recommend the company. Backed by this momentum, in June 2018 LeaseAccelerator secured a \$30 million Series-B investment from Insight Venture Partners. The new funding will be used to speed up its growth strategy, further product development R&D, and international operations expansion to support multinational customers. Over the last couple of years, the company has tripled its revenues and quadrupled its customer base.

HFS' take

Right now, providers in this market are offering either accounting solution or combining it with lease administration solution, while LeaseAccelerator has gone one step ahead by providing solution that addresses the full lifecycle of leasing, starting with procurement and sourcing, administration and finally, accounting processes, leading HFS to designate LeaseAccelerator as a Hot Vendor.

In the meantime, LeaseAccelerator needs to continue to deep dive further into the nuances of lease management and built for purpose toolset, while still creating awareness around consolidating lease portfolio, marketing its solution and strengthening its partnership network with more financial advisory firms such as CBRE, where formal partnership is work in the progress and other ERP services provider to help position them as the expert in the field.

Vendor factsheet

- Founded in 2003
- Key executives: Michael Keller, CEO; David McCullough, CFO; Jonathan Crawford, CTO; Tracy Henriques, CCO; John Keenan, CRO
- A private company with investment infusion from Insight Ventures
- Employees: 200 across the globe; 40% are software engineers
- Locations: Headquartered in Reston, Virginia with operations across Asia (Australia, India) and Europe (the UK, Benelux, and Germany)
- Clients: 150 to 200 Fortune 1000 companies including Tyson Foods, Salesforce.com, and Cummins

Solution portfolio

LeaseAccelerator combines three aspects of lease portfolio value chain starting from lease sourcing, administration, accounting, and reporting as per the new standards under one solution. These are available in standalone modules or end-to-end solutions, as follows:

- **Lease Accounting Software** for accounting and financial reporting required to comply with the new FASB ASC 842 and IFRS 16 standards
- **Lease Administration Software** to proactively tracks all leases throughout their lifecycle and saves millions with financial planning visibility and analytics
- **Lease Sourcing Software** for procurement & sourcing needs. This specially addresses the financing part of the lease by inviting competitive bids from 500+ different financial institutions
- **Services:** software, implementation, support, helpdesk and F&A BPO (through its partner network). The company also offers an online learning platform in lease accounting standards and industry events and Lease Accounting Summits to educate the market and perpetuate the adoption

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Industry coverage

G2000 companies, industrial manufacturing, aerospace & defense, healthcare, oil and gas, and high tech.

Partnerships

- Audit and advisory services: EY, PWC, RSM
- F&A BPO: Genpact
- Financial Advisory Firms: RGP, Vaco, Armanino, Pine Hill



About HFS

Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries.

Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as “RPA” (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

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