

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



