

Flexibility for SurveyMonkey



THE SITUATION

Prior to 2012, the Director of Accounting for SurveyMonkey had been primarily using spreadsheets to manage the company's stock option program. She was looking for a software solution that could better manage the equity compensation program and make a smooth transition from private to public company if needed. Some of the key requirements for the system were the ability to transfer data from their attorney, and the functionality to handle a variety of equity instruments including common and preferred stock, options, RSPs and RSUs with an employee portal. A SaaS company with an SSAE-16 certification was also a "must-have."

THE TRANSFORMATION

The company selected Certent due to its superior customer support, better value and additional features compared to the competition. The Director felt that Certent offered the most independence and flexibility to connect with a variety of transfer agents and brokers, should the company go public. She received great support in getting the system up and running.

CHALLENGES

- Time-consuming spreadsheets
- Need to keep up on changes in tax and accounting requirements
- Prepare equity program for possible transition to public company
- Employee communication and administration involved in obtaining executed grants

SOLUTION

- Certent software for managing multiple equity instruments
- Certent system updates to comply with latest accounting standards
- Employee portal for online grant acceptances, modeling NSO exercises and viewing equity holdings

BENEFITS

- Streamlined employee communications related to equity ownership
- Easier management and modeling of various equity types
- Time saving through automated weighted average volatility calculations from peer group



THE RESULTS

One immediate result was that the Certent Participant Portal was extremely helpful as employees became accustomed to logging in to see their equity ownership and accept online grants, allowing SurveyMonkey to go paperless with this process. In addition, the accounting team was able to manage multiple equity types within the platform, as well as perform modeling using Certent's Scenario Modeler - a secure replica of the production database that makes it safe to test, train, troubleshoot and model scenarios. They also employed Certent's Peer Group Volatility tool to build a peer group stock price profile and generate automatic calculations of weighted average volatility for the Black-Scholes stock based compensation calculation.

The Certent platform allowed SurveyMonkey's accounting team to save time in accounting calculations, improve the integrity of the equity plan data and satisfy employee communication needs in a more streamlined fashion. Best of all, they are well-positioned, in the scenario of another tender offer or IPO, to select and integrate with their preferred broker and transfer agent, as they desired from the beginning.

Surveys Made Easy

SurveyMonkey is the world's most popular online survey tool. It's easier than ever to send free surveys, polls, questionnaires, customer feedback and market research. Plus get access to survey questions and professional templates.

ABOUT CERTENT

Since 2002, Certent has been making it easier for companies to meet their financial compliance requirements. Certent's user-friendly, web-based technology streamlines equity plan management, financial reporting for ASC718, and financial filings (in XBRL and HTML) with the U.S. SEC. With technology based on in-depth accounting expertise, an open ecosystem of industry partners, and an expert services organization focused on customer success, Certent has helped more than 1,200 companies worldwide innovate their financial compliance processes.

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