

Choosing the right financial planning and analysis (FP&A) software for your business can be a challenge. Factors such as industry, firm size, current stage and business goals, and compliance needs are among what determines which features and functionalities are the most necessary.

Lavoie CPA [has a partnership with Jirav](#) but our financial experts will only recommend this solution if it is the best one for your firm. Jirav is frequently compared to [Fathom](#), another popular FP&A solution used by small and medium enterprises across America. To help inform your decision on whether Jirav or Fathom is a better fit for your business, we objectively compared the two.

## Pricing Models

Jirav and Fathom have radically different pricing models. Both offer free 14-day trials, but Jirav offers Starter and Pro tiers billed on a monthly or annual basis with customized pricing for enterprise-grade solutions. Starter plans are \$500 per month and Pro plans are \$1,000 per month, billed once per year. Transparent pricing information can be found on both companies' websites.

However, what sets Jirav's pricing apart from Fathom's is that Fathom charges based on features selected while Jirav uses a very small amount of pricing tiers that are ultimately based on planning windows. The Starter tier offers short range planning capacity and is designed for smaller businesses to plan at the company level, while the Professional tier is for mid range planning and planning at departmental levels. Enterprise-grade Jirav packages also use departmental planning levels, but are the only long-term planning option.

Fathom's solutions have a much lower price point, starting at \$44 per month at the Starter tier for one company with \$44 per extra company. The Silver tier is \$225 per month and includes up to 10 companies and \$25 for each extra company, Gold tier is \$325 per month and includes 25 companies plus \$11 per extra company, and the Platinum tier is \$575 per month plus \$9 per extra company. Custom pricing for enterprise-grade solutions is also available based on the number of companies, users, and features needed.

## Features and Updates

According to user reviews, both Fathom and Jirav are fairly feature-rich. Fathom's pricing is fairly uniform from Starter to Platinum tiers but enterprise-grade pricing is based on how many features are included. All tiers include unlimited reports that can be white-labeled, group benchmarking, multi-currency consolidation, multi-channel support, cash flow forecasting, performance analysis tools, and an unlimited number of seats. Additional features can be purchased at the enterprise level depending on needs across departments or the entire organization.

Jirav offers many of the same features as Fathom. However, they offer other features that Fathom does not necessarily offer below the enterprise-grade option, such as general ledger and cash management, access controls, and audit trails. If your firm is part of a consolidated group or about to become one, Fathom may be a better option since it offers consolidation roll-up features while Jirav does not.

## Overall Pros and Cons of Jirav vs. Fathom

In general, most users find that Fathom is easier to use and get set up with more flexible pricing and subscription plans (you do not need to pay for an entire year upfront, and can cancel or upgrade your Fathom subscription at any time). The user experience of both Fathom and Jirav is fairly simple and intuitive.

However, a con of working with Fathom is that customer support is not as extensive or dedicated, and it can be difficult to get in touch with support agents when needed. Users have also reported update rollouts to be clunky and often ruin best practices for certain features and functions that were already in place.

In comparison, Jirav offers superior customer support and users feel more confident about the product direction and best practices than they do about Fathom.

## Ideal Situations and Business Types for Jirav and Fathom

Both small and medium sized businesses and accounting firms work with Jirav and Fathom. Based on the current situation or the direction your organization is going in, it may affect which FP&A solution is better. A majority of users, **more than 60% for both programs**, have fewer than 50 employees which makes Jirav and Fathom popular solutions for startups and small businesses at different stages of growth.

Jirav is a better fit for organizations with 1-500 users. Firms that have been funded by venture capitalists or are planning to raise funds in the near future would get the best results working with Jirav since the functionality can be adapted to having to report to investors at different stages of growth and compliance requirements.

Fathom is the ideal solution for organizations with 1-1,000+ users since their enterprise-grade options are highly customizable and flexible depending on the features needed. Since the program is designed to handle reporting for multiple companies, this makes Fathom an excellent match for franchisors managing multiple franchisees, and affiliated groups.

Jirav doesn't attract as many enterprise and franchise-centric customers since Fathom offers unlimited user seats even at the lowest-price tier, while Jirav only allows two admin seats for the Starter plan, five for Professional, and 15 users for enterprise. Fathom's focus on multiple companies and multi-currency functionality makes it ideal for large enterprises that have several locations, franchisees, or subsidiaries.

## Why Work with Lavoie?

Lavoie is a trusted outsourced accounting partner based in Charlotte, NC that works with clients all over the United States. We only accept engagements if your firm is a great fit with ours and our experts can help in a meaningful way that adds value to operations.

The wrong accounting and financial software can quickly create bottlenecks and operational disasters, which is why it's crucial to have financial experts on your side who are also experts in the technologies that business leaders and accounting departments of today rely on.

Working with Lavoie as your Jirav partner or [software solutions consultant](#) will put your organization on the right track to [maximize operational efficiency](#) and obtain the functionality you need without unnecessary bells and whistles often pushed by vendors. We bring both the accounting and technical expertise to the table and only recommend solutions that are ideal for your firm's unique needs based on industry, size, trajectory, and other important factors.

Schedule your free consultation today to see whether Jirav or Fathom is the best solution for your firm's FP&A needs.