

The Conga logo, consisting of the word "conga" in a lowercase, sans-serif font, is enclosed within a white circle. This circle is positioned in the upper left corner of the image, which features a red-tinted background of an office environment. A woman with curly hair, wearing a blue polka-dot shirt, is shown in a circular cutout, working on a laptop. A vertical dotted line extends from the laptop down to a horizontal dotted line that spans the width of the page.

conga

EBOOK

Contract intelligence for sales

Evolving beyond “sales leadership” to create the ultimate revenue engine

INTRO

Typical sales organizations focus the vast majority of their time, energy, and budget on acquiring new accounts. This includes all of the standard “pre-signature” activities like phone calls, emails, demos, proposals, and quotes. Complacent sales leaders are satisfied with traditional customer lifecycle visibility—starting with lead activity insights and ending with a view of opportunities. And when they think about optimization, their efforts are aimed at streamlining customer acquisition.

Forward-thinking leaders, on the other hand, recognize the importance of capturing every revenue opportunity and take steps to pivot from “sales leadership” to “revenue leadership.” They understand that optimizing contract value means looking at the entire customer lifecycle and capturing incremental revenue through “post-signature” activities like cross-sells, upsells, renewals, and more.

The problem is, they often lack the processes, tools, and technology to evolve the revenue lifecycle beyond traditional sales activities.

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In this eBook, we'll explore how visionary leaders can more effectively capture every revenue opportunity by:

- Shifting their focus from sales leadership to true revenue lifecycle leadership
- Extending visibility from traditional sales activities to the full contract and end-to-end customer lifecycle
- Evolving the relationship between legal and sales from a service center model to a mutually beneficial partnership

The future of revenue lifecycle management starts today

Current state

The current state of sales leadership is concerned with maximizing revenue opportunities through traditional sales activities like prospecting, lead generation, phone calls, demos, proposals, and quotes. They work hard to negotiate each contract for maximum value, but once the deal is signed, they hand over responsibility for contract oversight to the legal team.

As a result, contract visibility extends only across this early segment of the customer lifecycle. This leaves contract optimization—the way terms and obligations impact revenue after the contract is executed—in an information “black hole.” Sales leaders have no visibility into things like cross-sells, upsells, renewals, liability clauses, and other obligations that can impact revenue post-signature.

Future state

The future state of true revenue leadership lies in capturing every revenue opportunity. To do this, sales teams must identify revenue opportunities across the entire customer lifecycle and proactively manage customer accounts to act on those opportunities.

Part of this process involves “operationalizing” contract data. So instead of treating contracts as static documents, the data contained within each contract becomes a business asset to be managed, analyzed, and reported on.

In this future state, the relationship between sales and legal is also transformed. Rather than a service center for negotiating contract terms (and a bottleneck that slows down deals), the legal team becomes a true partner to sales and a knowledge center that can help to increase revenue opportunities.



There is a significant gap between the current state of sales leadership and the desired future state of comprehensive revenue leadership. To close this gap, leaders must commit to transforming revenue operations to deliver a better experience for buyers and sellers alike.

In short, reaching the desired future state means that “sales” no longer stops with a closed-won opportunity. It requires closing the visibility gap, so revenue lifecycle leaders have a clear view into the contractual obligations and true lifetime value of each contract, to power accurate and complete forecasting for cross-sells, upsell, renewals—and deliver an exceptional customer experience.

The key to achieving this fundamental shift is **contract intelligence**.

What is contract intelligence?

Contract intelligence is a new approach to contract lifecycle management that harnesses the power of artificial intelligence (AI) to transform static contracts into a valuable business asset. Instead of negotiating contracts and filing them away, contract intelligence puts revenue opportunities at your fingertips.

How? A contract intelligence platform can extract dates, terms, and other critical information from existing contracts. It then aggregates this data into a searchable, centralized repository where it can be leveraged to provide end-to-end contract insights.

What's unique about Conga's Contract Intelligence solution?

Conga Contract Intelligence uses best-in-class AI and machine learning capabilities to extract unstructured text data from contracts and organize it into the most accurate, structured data you can trust. With full visibility into your contracts, you can confidently track obligations and manage opportunities to maximize revenue.

- **Advanced AI:** Automate complete, accurate data extraction from any contract
- **Central repository:** Store and search all of your contract data in a single, secure cloud platform
- **Data-driven dashboards:** Proactively manage every aspect of the revenue process
- **Proactive alerts:** See when a contract is approaching any date-driven event
- **Contract analytics:** Get insights into how contract terms are affecting your business
- **Collaborative workflows:** Ensure every department collaborates seamlessly in one place
- **Integrations:** Connect contract workflows to the tools and applications that drive business
- **Topic and term search:** Allow powerful, contextual search of any agreement in seconds



Contract Intelligence delivers unparalleled visibility into contract data so you can make proactive (and profitable) decisions about each account. By delivering powerful insights into contract renewals, cross-sells, upsells, and obligations, Contract Intelligence helps to ensure that you never miss an opportunity for revenue.

A word about accuracy

When it comes to contract data, accuracy is essential. Even small errors can lead to wasted time, lost revenue, increased risk exposure, and more customer churn. That's why Conga delivers the most accurate data extraction capabilities in the industry.

We know that AI can't understand human language on its own. So Conga leverages a team of legal experts to verify and train our Contract Intelligence algorithm, allowing it to read and understand even the densest "legalese." The result: accurate contract data, every time.



What are the benefits of Conga Contract Intelligence?

Conga's Contract Intelligence platform captures terms and language from contract documents to help sales leaders create a steady stream of post-signature revenue opportunities. Robust, data-driven dashboards help you proactively manage every aspect of the revenue process. For example:

- Get a complete, accurate view of contract terms regardless of where and how the original contract was created.
- Craft intelligent cross-sell and upsell strategies based on real-time customer data.
- Gain insights to help renegotiate terms before a renewal.
- Set up automated alerts and notifications before every date-driven event to avoid missed revenue opportunities.
- Identify bonuses, rebates, and other opportunities that are often buried within contracts and forgotten once the negotiations end.
- Prevent lost revenue due to missed or forgotten renewals.



In addition to maximizing revenue opportunities, Conga Contract Intelligence can help to reduce the costs associated with low-value manual work by automating tedious administrative tasks.

And the value from implementing Contract Intelligence doesn't stop with the sales team. Customers and other internal teams reap the benefits as well.

- **For your customers,** Contract Intelligence helps to deliver tailored engagements based on past interactions and provides complete transparency around contract terms and negotiations.
- **For your internal teams,** Contract Intelligence facilitates more effective collaboration by ensuring that everyone is working from the same complete and accurate data, in the same place, at the same time.

Contract Intelligence can even help to limit liability and risk exposure across the organization by ensuring that every contract obligation is acted upon in a timely manner.

See Conga Contract Intelligence in action!

CUSTOMER SUCCESS STORY



Global IT consultancy ThoughtWorks needed an intelligent solution to transform their contract management process. They were also looking to eliminate the hours of tedious manual work required to scour physical documents for important information.

After doing their due diligence, ThoughtWorks invested in Conga Contract Intelligence. Our AI-powered solution helped the company wrangle more than 6,000 legacy contracts and reclaim more than 1,000 hours of manual work annually, while limiting human error, increasing efficiency, reducing missed revenue, and maximizing agreement performance.

We really needed revenue recognition for every single contract. Without a contract management tool, the only way you do that is hire a lot of people and throw bodies at the problem.

Jeremy Gordon | ThoughtWorks



**Effortless onboarding in 30 days or fewer!**

Implementing a contract intelligence solution might sound intimidating. But with Conga Contract Intelligence, you can be up and running in just 30 days. Our setup and onboarding is the simplest and most secure process in the industry.

CUSTOMER SUCCESS STORY

Real estate technology company HomeLight had no unified contract management processes, and they lacked visibility into the thousands of contracts that had been created and stored in different places. They were looking for a solution that could get them organized quickly and scale as their contract volume grew.

We looked at other vendors but found that Conga Contract Intelligence was superior—especially the way they use AI to get us the information we need.

Jobe Danganan | HomeLight

The team selected Conga Contract Intelligence to empower its teams to search and automatically see important contract information—all on a single platform. After customizing onboarding for each department, our AI-powered solution extracted all date-driven data from each contract to provide full visibility into renewals, obligations, and other important milestones.

One of the ways Contract Intelligence saves us money is by catching autorenewals. It more than pays for itself with this alone.

Jobe Danganan | HomeLight

Maximize the lifetime value of every customer with Contract Intelligence

As a sales leader, you have one critical job: capturing revenue. With standard technology, visibility into the customer lifecycle is limited—which means your revenue opportunities are also limited.

Why stop at closed-won opportunities when you can drive more revenue with cross-sells, upsells, renewals, and other activities that span the customer lifecycle? Conga Contract Intelligence brings these opportunities into sharp focus so you can make more proactive decisions—and capture more revenue.

If you're ready to see how our Contract Intelligence solution can transform your sales process into the ultimate revenue operations engine, our team is here to help! Just complete this [contact form](#) and we'll be in touch soon.

Contact us



About Conga

Conga, the Revenue Company, is the pioneer and market leader in Revenue Lifecycle Management. Its platform is chosen by the world's growth champions to accelerate the end-to-end revenue lifecycle and achieve a Revenue Advantage. Conga brings Configure, Price, Quote, Contract Lifecycle Management, and Document Automation capabilities together on a single open platform that works with any ERP, any CRM, and any Cloud. Conga is born for the top line—powered by a unified revenue data model, complete revenue intelligence, and purpose-built AI—to help companies grow, protect, and expand their revenue.

Conga delivers a Revenue Advantage to over 10,000 customers and 6.4 million users around the world. More than 7 million contracts and 46 million quotes are generated annually with Conga. Founded in 2006, the company is headquartered in Broomfield, CO and has offices across the United States, India, and Ireland. Visit conga.com for more information.



For more information

Email info@conga.com or visit conga.com

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