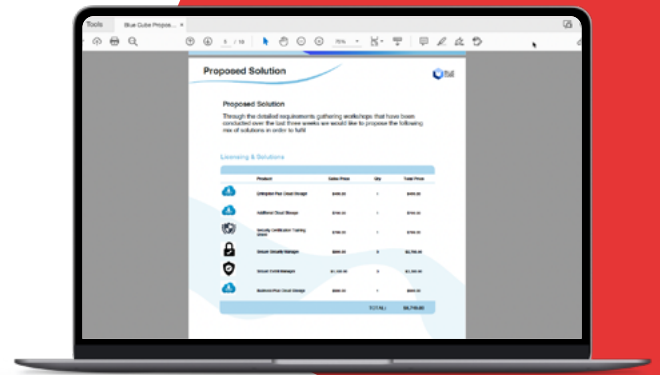# Conga Composer

Generate complete, accurate documents anywhere with data from everywhere

Every part of the revenue lifecycle relies on documents. From proposals and quotes to contracts, invoices, renewals, and more—documents are at the core of driving revenue for your business.

Conga Composer allows you to easily embed document generation solutions into any website, application, and/or platform—and populate documents with data from any system of record while sending and saving those documents as needed. Add on-brand document generation into your existing workflows for increased organizational productivity, accuracy, consistency, and a seamless customer experience.

Challenges

- Outdated, tedious, and paper-heavy processes requiring manual copying and pasting
- Old templates containing incorrect or missing data, wrong branding, and out-of-date messaging
- Lack of embedded document generation
- Constant struggle to find and access current, accurate documents
- Inconsistencies and mistakes affecting the end customer experience

Key benefits

- Embed document generation into current workflows to speed up business cycles
- Populate documents with data from any source to ensure completeness and accuracy
- Save to a single source where the most up-to-date documents can be accessed
- Use one document generation solution across your entire company
- Elevate customer experience and brand consistency

Results achieved with Conga Composer

80% less time spent updating documents manually

160k+ hours saved annually on document generation

12x faster quote generation

Features

- **RESTful APIs**
  Embed document generation anywhere your employees and customers need. Merge data into documents from any system of record, from CRMs and ERPs, and even homegrown systems.

- **Document creation**
  Generate complete, accurate documents to address almost any use case in .PDF, Microsoft Word, Excel, PowerPoint, and HTML formats.

- **Conditional generation**
  Conditionally display sections of a document, group data, and calculate formulas according to business rules.

- **Custom branding**
  Incorporate professional, complex content such as tables, images, rich text, charts, dashboards, custom fonts, watermarks, and global currencies.

- **Deliver and store**
  Deploy flexible delivery options with output files that can be downloaded locally, stored in file storage providers (Salesforce, Box, Google Drive, Amazon S3, etc.), distributed via email, and/or integrated with eSignature.
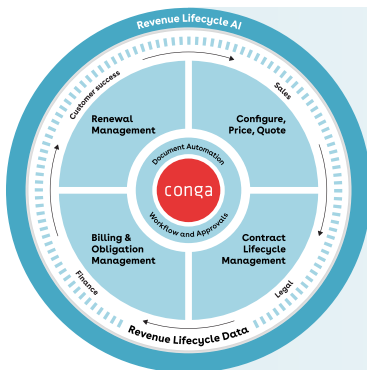
Case Study: accesso

Challenge
The quantity and complexity of their operations caused difficulties during their quote proposal process. Quotes for clients were sometimes generated with incorrect data, modifications were time-consuming and manual, and the look and feel diverged from brand and marketing standards.

Solution
Accesso modernized proposal development with Conga Composer to facilitate consistent access to the latest brand-approved interactive content and pricing information in customized, multi-solution proposals.

Results

- Eliminated manual tasks and associated delays through automation

- Improved integrations across systems that support sales proposal development

- Cut quote proposal revision turnaround time by one week

Today's leaders across departments have a unique opportunity to gain a Revenue Advantage, and achieving a Revenue Advantage requires a team effort. Conga's Revenue Lifecycle Management (RLM) platform combines Configure, Price, Quote, Contract Lifecycle Management, and Document Automation capabilities on a single open platform. Powered by a unified revenue data model, complete revenue intelligence, and purpose-built AI to help companies address their most complex revenue-related contract questions.