

conga



EBOOK

Beginning your journey: the revenue lifecycle management roadmap

INTRO

Revenue lifecycle management is a critical part of accurately predicting revenue and safeguarding the future of your organization. How an organization manages its revenue operations across multiple departments—such as marketing, sales, legal, customer success, and finance can heavily impact the company's bottom line.

No matter what stage of the process or the maturity of your revenue operations, when you align your processes, teams, and technology under a unified data model with the right revenue lifecycle management solution, you'll be on the road to scalability.

So what happens when an organization has gaps in its revenue operations? The result is broken or manual processes, siloed data, rogue discounting can create confusion, inefficiencies, poor customer experiences, and loss of revenue. It's important to note the value of aligning cross-functionally on your current-state operational processes and an ideal state to ultimately achieve optimum efficiency. Once you've done the people and process work, you are ready for the technology. A revenue lifecycle management solution will provide consistency and accuracy across your documentation, and most importantly, your bottom line.

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The benefits of a revenue lifecycle management solution

Revenue lifecycle management ensures every step of the business process—from generating proposals to signing contracts, invoicing, billing, order management, and renewals—is working together efficiently. When executed properly, revenue lifecycle management makes it easy to manage different revenue models for multiple lines of business and recurring revenue streams, even as contract values change over time.

This includes simple and complex product offerings, professional service, aftermarket services, subscriptions, and more. Concurrently, companies can improve consistency across channels, deliver more customer-friendly interactions, and increase deal-closing accuracy.

Most businesses waste valuable time at each stage of the deal cycle. From the very first conversation with a prospect to contract renewal, manual processes slow down expansion and bog down the bottom line.

A revenue lifecycle management tool like Conga Composer streamlines the entire lifecycle, allowing you to send proposals and manage contracts automatically, with a single click or a completely automated process—including accurate branding and proactive renewals that build and sustain new and existing customer relationships.



Who benefits from a revenue lifecycle management solution?

Here are some of the **industries** (and their documents) we support:



Health and life sciences

- Unified documentation
- Branded communications
- Contracts
- Records



High Tech

- Quotes
- Proposals
- Order Forms
- Renewal Agreements



Financial services

- Invoices
- Billing statements
- Board reports
- Annual reports



Manufacturing



Real estate



Public sector



Retail



Non-profit

And many more...

Who benefits from a revenue lifecycle management solution?

The right tool offers benefits for every team throughout your business. Here are some of the **departments** (and their documents) we support:



Sales

- Proposals
- Sales quote
- Statement of work (SOW)
- Renewals
- Reminders
- Quarterly business review (QBR) decks



Marketing

- Data sheets
- White papers
- Case studies
- Nurture emails
- Welcome emails and letters



Human resources

- Job postings
- Offer letters
- Non-disclosure agreements (NDAs)
- Benefit statements
- Annual bonus letters



Legal

- Terms and conditions
- NDAs
- Contracts
- Addendums
- Obligation letters

A roadmap to success

Revenue lifecycle management isn't just about what you do but how you get there. It's a way of understanding your business like never before, by taking a holistic look into your business practices to create a more efficient lifecycle for improved revenue predictability and long-term business growth. The roadmap to revenue lifecycle management goes like this:

1 Evaluate your revenue lifecycle:

Understand how you're retaining and increasing revenue from existing customers versus evaluating net new revenue.

1

3 Determine your revenue lifecycle maturity:

Assess the sophistication of your company's approach to the revenue lifecycle, so you can create a plan and establish the right metrics from your baseline.

3

5 Make improvements:

This is where you begin to see the results in your revenue lifecycle by:

- Looking at the right data.
- Using the right data to take action.

5

6 Measure progress:

Monitor your advancements to drive revenue growth, customer retention, and renewals.

6

2 Perform an analysis:

Accurately benchmark your business by asking key questions:

- What are your current issues with data availability and accuracy?
- What are your current processes for upsell, adoption, and renewal?
- How much of your process is manual versus automated?
- How effective is your current technology in addressing these challenges?

2

4 Begin implementation:

Activate solutions tailored to your revenue lifecycle maturity level through improvements to:

- | | |
|------------|--------------------------------------|
| a. Process | d. Key Performance Indicators (KPIs) |
| b. People | e. Technology |
| c. Data | |

4

Prioritizing your revenue lifecycle transformation

If your organization is looking to increase productivity by automating the creation of key business documents, consider your entire revenue lifecycle in prioritizing where to begin.

Things to consider:

- You may want to start with your most manual and broken processes.
- Or, it may be more beneficial to start with your high-volume documents, (for some companies this looks like inbound sales contracts for legal review).
- Or, begin with your most mission-critical documents like MSAs or NDAs that protect your business from risk.

Making the decision for where to prioritize will require some analysis. Once the priority documents and templates have been selected, make sure you choose a vendor who connects the process and workflows between these documents as well.





Revenue lifecycle maturity

Is your revenue lifecycle completely manual? Is it automated and using AI or is it somewhere in-between? Figure out where you are in your digital transformation journey to determine what comes next. By understanding your digital transformation maturity level, you can increase ROI by identifying use cases across your organization.

Our [Digital Transformation maturity model](#) can help track your progress and provide concrete next steps to continue transforming your business like MSAs or NDAs that protect your business from risk.

4 key features of revenue lifecycle management

Now that you've established a roadmap, you can begin your path to predictable revenue and assemble your toolkit. Each step in the process provides an opportunity for improvement with the right revenue lifecycle management tool:

- Propose and quote
- Negotiate and execute
- Manage and fulfill
- Renew and expand

Propose and quote

Tackle challenges

- Inefficient manual sales processes
- Complex product and service configurations
- Incorrect prices
- No visibility

Drive business outcomes

- Reduced time to quote
- Improve margins by reducing rogue discounting
- Increase sales volume through creative promotions
- Know when prospects are viewing your proposal and quote

From the initial generation of quotes and proposals, revenue lifecycle management software lets you templatzize and brand your document content. You can also simplify approvals and sends with batch and trigger tasks.

Conga helps businesses save time and streamline work order processes, reducing hours in manual data entry and reporting work.



Conga is a no-brainer for the spend. Once I kicked the tires on Conga Composer, I knew I could not find better.

Joey Len | Salesforce Administrator, Enovate Medical

Negotiate and execute

Tackle challenges

- Difficulty tracking standard clause language
- Rogue contracting
- Incorrect prices
- Slow, costly sales cycles
- Complicated approval process
- Traditional ink signatures

Drive business outcomes

- Quickly identify and mitigate risk
- Require less effort to change system
- Empower field teams in the contracting process
- Generate and send contracts that require little negotiation at scale with Composer templates
- Maximize ROI
- Save time and execute signatures on any device

Improve contract management while simplifying the execution, approval, and signature process. Conga's contract lifecycle management solutions help you achieve efficiency and gain strategic insights crucial to growth. Streamline both internal and external communication and collaboration on contracts, increasing visibility throughout the entire process. Lower your risk with industry-leading AI to execute obligations and key dates.

“

We are able to pull information on our mobile devices regarding contracts in just seconds... a task that used to take a day or more before Conga.

Steven Prisco | Associate General Counsel, Aramark

Manage and fulfill

Tackle challenges

- Order modification
- Order fulfillment
- Third-party integrations with Certification
- Scalability
- Invoicing

Drive business outcomes

- Inflight order modification
- Improved forecast accuracy
- Faster order-to-cash cycle
- Easy generation and sending of invoicing

When sending out invoices, statements, and orders, a document generation solution can easily create documents directly from the data in your customer relationship management (CRM) or enterprise resource planning (ERP) software. Create beautiful quarterly business reviews, summaries, and reports for your clients with the fastest document generation engine around. You can also collect signatures and approvals seamlessly from internal stakeholders, customers, and outside vendors to ensure all obligations are fulfilled.

CUSTOMER SUCCESS

To keep its subscription business compliant, **Wolters Kluwer** placed Conga at the heart of its sales operations. Using Conga CPQ to automate its manual quoting process, address intricate pricing rules, and enhance its sales teams' user experience, Wolters Kluwer experienced impressive gains.

**50% –
98%**

**50% - 98% compliance
improvement** for
Wolters Kluwer

Renew and expand

Tackle challenges

- Amendment management
- Recommendation configuration
- Missed up-sell and cross-sell opportunities
- Poor customer experiences

Drive business outcomes

- Increase sales revenue
- Automate renewals automation
- Easily identify correct upsell opportunities
- Improve customer satisfaction

Improve renewal management with automation capabilities to effortlessly stay on top of accounts up for renewal or termination. Revenue lifecycle management works to keep you one step ahead and ensure you never miss out on potential revenue.

Conga helps RingLead save **\$29K annually** with an ROI payback in just seven business days.

\$29K
SAVED
ANNUALLY

RingLead also saved **66 working days annually** on contract and renewal generation.

66 days
SAVED
ANNUALLY

“

Conga is the gold standard in document generation for Salesforce and continually delivers for our organization.

Joe Fusaro | Director of Operations, RingLead

“

I get fired up by Conga's technology and how they tie that technology to their quote-to-cash vision. There is a lot the tools do to empower our administrators and users. The solutions provide detail that is often lacking in components of the deal.

Michael Rejniak | Sr. Manager Global Sales Ops, Cornerstone

What to look for in a revenue lifecycle management solution

In your search for the right revenue lifecycle management solution, ask yourself:

- What products or services did the customer purchase?
- What does the customer currently have installed?
- Which service do we need to deliver? With which products?
- How much should we charge the customer for this combination?

The revenue lifecycle management tool you choose should have the ability to answer all these questions and provide a clear picture of your business to develop a more predictable revenue model.

Your tool should also provide ease of use and scalability. Conga's solutions are built to help companies transform commercial operations—but they're also proven to improve user adoption. Here are some real-world examples:

- [T-Mobile for Business](#) uses [Conga Composer](#) to streamline the proposal process and create beautiful sales promotion. They've also seen a **25% increase in user adoption** since implementation.
- [Aspect Software](#) automated its renewal process and reduced quote time from six months to zero days with [Conga CPQ](#)—all while **achieving 100% user adoption**.

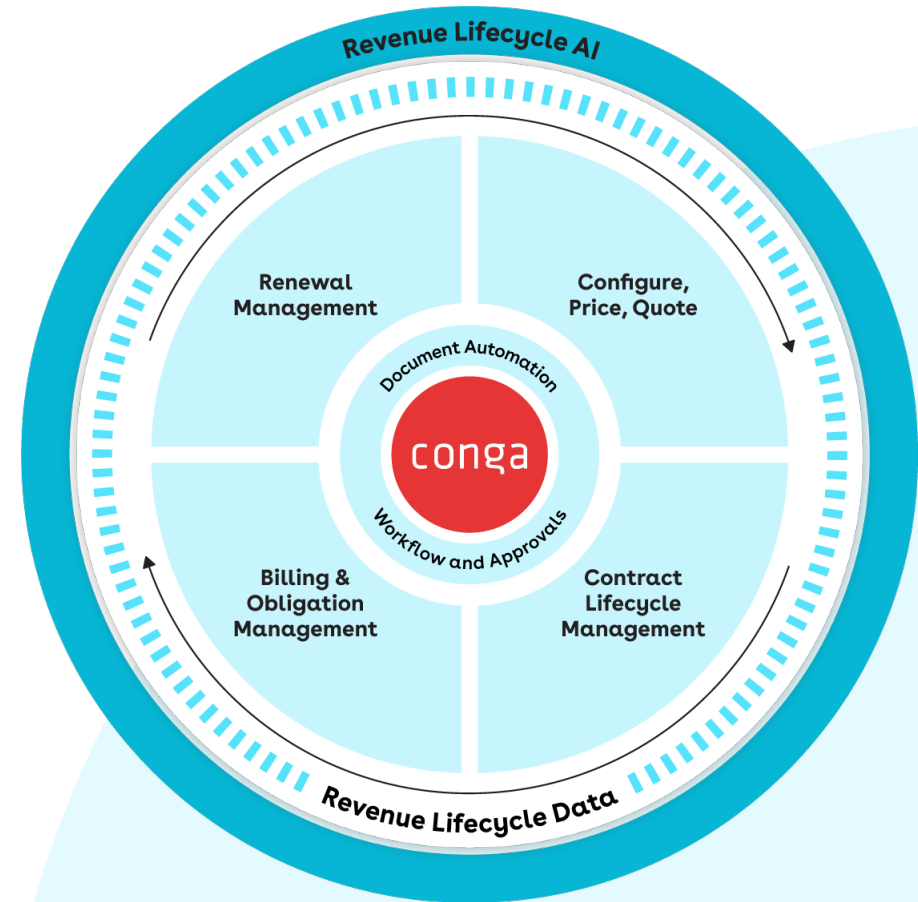
Realizing the complete revenue lifecycle ROI

Customers expect a positive experience to last well beyond the point of purchase. Conga's revenue lifecycle management tools streamline processes for billing, order management, and promotions so your customers enjoy a seamless end-to-end experience and your users spend less time managing processes.

Reduce revenue leakage, invoice errors, and administrative costs to realize increased customer lifetime revenue and contract renewal rates. With Conga, you can create, track, and manage on-brand, professional documents automatically while leveraging our eSignature solution for a fast, compliant signed transaction.

To see how Conga Composer can help your bottom line, get a free demo today:

Free demo



About Conga

Conga crushes complexity in an increasingly complex world. With our Revenue Lifecycle Management solution, we transform each company's unique complexities for order configuration, execution, fulfillment, and contract renewal processes with a unified data model that adapts to ever-changing business requirements and aligns the understanding and efforts of every team.

Our approach is grounded in the Conga Way, a framework of entrepreneurial spirit and achieving together to champion our 11,000+ customers. We're committed to our customers and to removing complexity in an increasingly complex world. Our solutions quickly adapt to changing business models so you can normalize your revenue management processes.

Learn more at conga.com or follow Conga on [LinkedIn](#).



For more information

Email info@conga.com or visit conga.com

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