



WHITEPAPER SUMMARY

The Power of Revenue Lifecycle Management



This whitepaper summary introduces the main concepts in the Conga RLM whitepaper and helps summarize the core differentiated value delivered by our unique approach.

The whitepaper is divided into three sections:

1. What is Revenue Lifecycle Management and what is the power it delivers?
2. What are the essential elements of a Revenue Lifecycle Management platform?
3. How Conga delivers and the unique power of the Conga Platform.

SECTION 1

What is Revenue Lifecycle Management?

- Revenue is the most direct path to profitability and growth
- Business leaders often invest heavily in technology to create new revenue but miss opportunities to maximize the revenue they could capture or generate
- As businesses deliver products and services through multiple channels, including self-service, so the problems of tracking, understanding, and managing that revenue has become greater
- Making it even harder to fully understand and manage revenue is the slew of new revenue types – from traditional purchasing, to services, rental, subscription, and usage options

All these mean that traditional, non-integrated approaches are utterly incapable of tracking and maximizing revenue flow, and leave leaders operating with slow, disconnected systems, bad data, and ultimately delivering a poor buyer and customer experience.

Solving these problems enables businesses to capture more revenue, win more deals, and maximize profitability, today. This is the power of Revenue Lifecycle Management.

SECTION 2

What are the essential elements of Revenue Lifecycle Management solutions?

To tackle the explosion in complexity facing businesses, Revenue Lifecycle Management platforms must:

- Eliminate silos of data and operation across the business, from pricing to quoting, to contract signing to renewal and upsell
- Be fully integrated to accelerate sales and contract renewal processes and therefore win more deals
- Be scalable and able to handle the most complex deals
- Have a consistent view of the data within the system to enable insight and tracking of revenue opportunities and risk
- Enable sales teams to respond faster and more accurately to buyer requests
- Cover all aspects of the revenue generation process, consistently, so sales and contract teams manage everything in a single platform, resulting in faster response to opportunities and more wins
- Be intelligent, with purpose-built AI operating at multiple levels, to recommend prices that win, contract wording that is acceptable, and has the analytic capabilities to enable business leaders to spot opportunities to maximize revenue quickly and easily, at every stage of the customer lifecycle

SECTION 3

How Conga delivers and the unique power of the Conga Platform

Conga has driven leadership and innovation in the revenue lifecycle discipline for years, and the result is a platform purpose-built to maximize revenue, drive profitable growth, win deals, and enable businesses to deliver a far superior buyer and customer experience.

- Conga uniquely focuses on the Revenue Lifecycle Management space rather than simply attempting to build the more integrated and intelligent platform available
- The Conga platform is completely platform independent, working in any environment
- The Conga RLM platform is more scalable (able to manage many thousands of cart items) and able to handle more complexity in mix of channels, revenue types, and deal size, than the alternatives
- Purpose built AI, operating on a data model that spans every step of the revenue lifecycle, deliver exceptional insight for business leaders to understand opportunity and risk in their revenue streams
- Spanning every step of the revenue life cycle, the Conga RLM platform uniquely eliminates silos of operation and data-driven insight in the business, resulting in faster response to buyers, winning deals, and greater profitability
- Each of the elements of the Conga RLM platform is able to operate fully independently, from CPQ to Document Automation, to Contract Lifecycle Management, enabling businesses to start today to solve their most pressing problems, faster
- Each element shares a common set of definitions and automation, enabling easy growth into the other parts of the platform

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Download the full whitepaper today for deeper insights into RLM and the Conga Platform.

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