

SALESFORCE Quote-to-Cash



Digital transformation to close deals faster, enhance the customer experience and drive revenue and financial success

"Quote-to-Cash" is a common term used to describe the customer journey, from lead to prospect, to opportunity, to a signed customer, to onboarding, fulfillment, billing, payment, and even further to recognized revenue and renewal, thus fulfilling the customer lifecycle.

The challenge and why it's essential

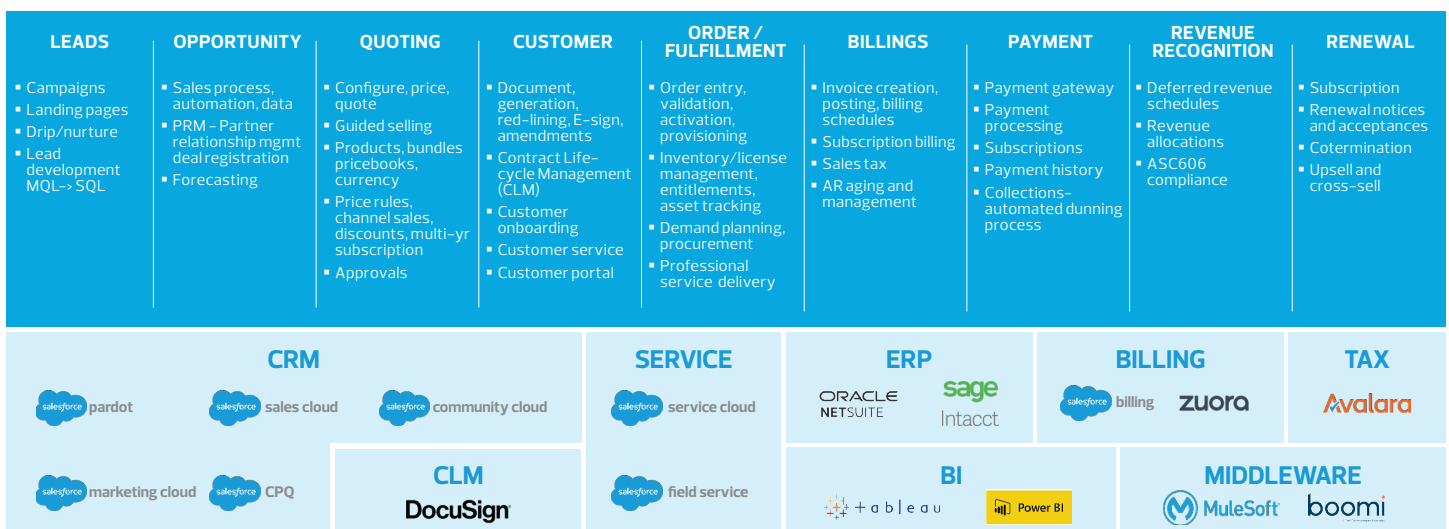
The Quote-to-Cash or Lead-to-Revenue-Recognition process is essentially "the customer process" and for the most part encapsulates your entire business. It crosses multiple departments like sales, finance and fulfillment/delivery and multiple IT systems. If not designed and managed well these siloed organizations and systems create friction and incompatibility points that impede growth.

Every individual department needs to consider how it is set up for scale. What would your business look like when some of your strategic initiatives take off? Would your business be able to scale to handle it.

Of course having a strong Quote-to-Cash process is an incredible competitive advantage that enables you to out-execute your peers. Aside from continuing to improve your product or service, having better marketing, sales, customer service and financial operations directly result in faster close rates, improved customer experiences and better cash positions that can make the difference.

Benefits of a streamlined Quote-to-Cash process

- Faster close rates
- Faster payments
- 360° view of customer to make better, more informed decisions
- Automated customer onboarding and provisioning
- Faster, more accurate quotes
- Efficient, less manually intensive processes
- Scaling to 10x or 100x the number of quotes per time period
- Prevent revenue leakage



Success now and in the future

Without a strong Quote-to-Cash plan, your process will likely begin to hobble your business as you grow. A Quote-to-Cash process that drives your business forward does not accidentally form. Quote-to-Cash crosses departments, IT systems, even corporate walls and takes good planning and best practices expertise in business process, application systems, data architecture, financial controls and regulatory compliance. All of these need to be considered in a good design, particularly if you plan to increase efficiency and scale.

In today's compressed business cycles, getting it done right the first time is even more critical. For instance, one should not design quotes without considering how the quote data elements will map directly into the NetSuite ERP. If the line items don't match up well from a best practices perspective in both CRM and in ERP, then when the systems are integrated, there will be rework required—sometimes massive rework.

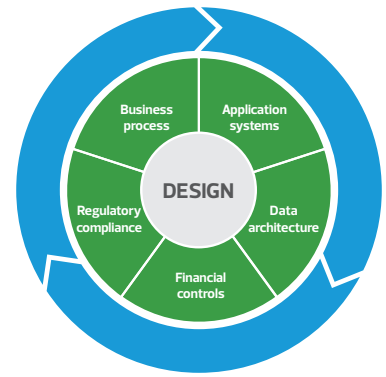
In any good design, having strong expertise in all adjacent areas is critical to building a scalable architecture that will pay off in easier administration but most importantly in a flexible, best practices infrastructure that can respond better to planned and unplanned changes.

Are you ready?

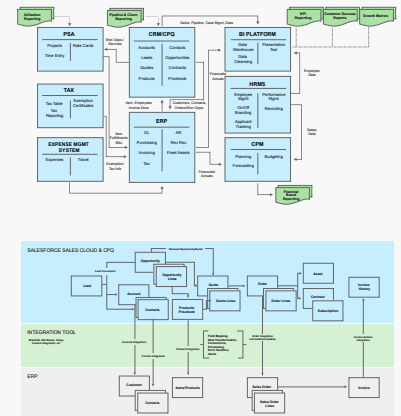
Even the first step of mapping your Quote-to-Cash process has huge benefits. Having a strong awareness of your current processes and systems can help you assess where you are and where you need to go.

- What are industry best practices and how can you leverage them for your needs?
- What is your strategic roadmap and what initiatives are needed to align with your business goals?
- What is your current state and what is needed to bridge the gap in skills, knowledge and capability?

RSM is ready to help you. With a full range of services—assessments, readiness checks, strategic and tactical roadmaps, application development, IT configuration/development, change management, financial consulting, compliance—RSM has the full range of expertise to lead you to an industry-leading Quote-to-Cash Process.



RSM Quote-to-Cash enterprise data model



RSM full breadth and depth of experience

INDUSTRY BEST PRACTICES

Strategy and process

Best practice experience results in optimal solution now and platform for future business growth

Technology

Deep technology best practice experience across the entire technology stack creates scalable solutions that enable future business initiatives

Full solution provider

Deep experience in security, regulatory compliance, finance/accounting, transaction advisory and more

BUSINESS PROCESS AUTOMATION

Scale proposals/quotes

Higher close rates from increased speed and accuracy in quotes and sales process

Order-to-payment speed

Faster revenue recognition and payments by automating order entry, fulfillment, onboarding, payment and renewals

Sales, support and customer service

Gain significant efficiencies, lower costs and enable team members to focus on higher-value work. Customer's self-service improves customer experience

STRONG DATA AND APP ALIGNMENT

Customer 360°

All customer data—including contract, service tickets, payment status and usage statistics—to get full view of the customer

Data convergence

Traceability from Lead to CRM to CLM to OMS to ERP leads to insight and new capabilities

IT consolidation

One platform + integrations reduces total cost of ownership

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