



Lifen are a Hi-Tech company in Healthcare and Life Sciences based in France. Its mission is to digitise the healthcare industry by connecting healthcare institutes and practitioners via the Lifen platform. Over the past 2 years, Lifen has experienced 140% growth and raised €60M in funding, giving the business a €500M valuation.

During the growth and investment into the Lifen / Salesforce platform, the back-office function was preventing them from scaling. Their legacy homegrown billing system would not allow advance billing charges, negatively affecting cash flow. Lifen could not easily manage amendments, and the renewal cycle was almost impossible. Billing was a purely manual process.

PhiX worked with the Lifen team with our 'One Team' methodology to implement Salesforce Revenue Cloud (CPQ & Billing) to automate the usage billing and a no-touch Revenue Recognition.

Outcomes:

- CPQ enables fast sign-up to manage clients, from New sales to Amendments and Renewals
- Sales data flows to Billing, with invoices being created and distributed effortlessly
- Complete visibility of customer records to manage promotions and price fluctuations
- Increased cash flow within 60 days of going live by offering quarterly and annual advance billing
- Billing cycle reduced by switching manual processes to a fully automated revenue process
- Reduced requirement on back-office headcount so can focus on increasing sales & developer roles
- Scalable and agile platform to prepare for growth



Jean-Baptiste Ronssin

RANGER

Community Review

Product Area
CPQ & Billing

Industry
Healthcare & Life Sciences

★★★★★ May 18, 2022

THE Partner to get your Revenue Project done

We have worked with PHIX on a complicated and complex project (millions of usage lines, multiple business models, weird ideas, etc.) but they never failed to help us, never failed to give us the best advice. This is a total recommendation for the always complex revenue projects.



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Jean-Baptiste Ronssin

Head of Business Operations

"Not only did the project deliver the automation and time saving we were looking for, but we actually found inefficiencies that we had no idea about.

Lifen are now in a position to scale without the need to add more headcount to the finance function, this is a very exciting time in our companies growth plans and PhiX were instrumental in helping us achieve this."

#thinkPhiX

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