CERTIS™

Better Predictability of Revenue Driven by Testing Milestones

Certis provides a drug testing service to developers and oncologists for the treatment of cancer patients. It configures a la carte plans tailored to the individual customer's needs and gives the customer the freedom to pay based on specific milestones throughout the testing process.

Salesforce Sales Cloud and revVana

Location	San Diego, CA
Headcount	<50
Industry	HLS

revVana

Situation

Certis used Sales Cloud with straightforward products, pricing, and quoting, but a complex revenue model. They sold a la carte packagages of oncology testing that had up to 5 revenue milestones based on the product line and timing of testing deployment. As such, they relied on their sales reps to manually enter revenue schedules that included ramp-ups and irregular splits. This was time-consuming to maintain and often inaccurate

Solution

AscribeIT configured revVana revenue plans that removed the manual entry component completely. Complex ramp-ups and revenue splits were automatically generated for each individual product line and the schedules were easily accessible to the c-suite.

Reports and dashboards were created to track against the yearly plans and the solution was implemented with no code to ensure low-touch maintenance and easy rollout of future products and plans.

Result

Certis sales reps (mention scientists) have cut down their quoting time with the help of revenue plan automation and increased their overall efficiency. The Certis C-suite now has real-time revenue dashbaords that are accurate and auditable against their yearly plan. Certis has a framework to make adjustments to revenue splits or ramps on a case-by-case basis and can roll out new products and revenue plans with simple configuration without code.

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