



May 2026

Brillio's Hitech AI led Lead to Cash Use Cases

Lead-to-Cash challenges faced by Tech businesses today...

ADAM led Lead to Cash can help improve **revenue uplift upwards of 10%** while improving **margins by 3-5%**

Lead Generation & Qualification

- **Enterprise SaaS:** Trial sign-ups convert poorly with little buyer intent visibility.
- **Cybersecurity:** Bad data targets wrong personas, delaying deals and hurting win rates.
- **Cloud Infrastructure:** Fragmented signals hinder lead qualification and waste sales effort.
- **Hardware & Devices:** Missing customer insights hide high-value enterprise accounts.

Sales & Quoting

- **Enterprise SaaS:** Complex bundles trigger quoting errors, delaying closures.
- **Cybersecurity:** Inconsistent discounting across regions erodes margins.
- **Cloud Infrastructure:** Manual approvals stall large enterprise deals.
- **Hardware & Devices:** Complex configurations lead to frequent pricing errors and extended quote cycles.

Opportunity & Account Management

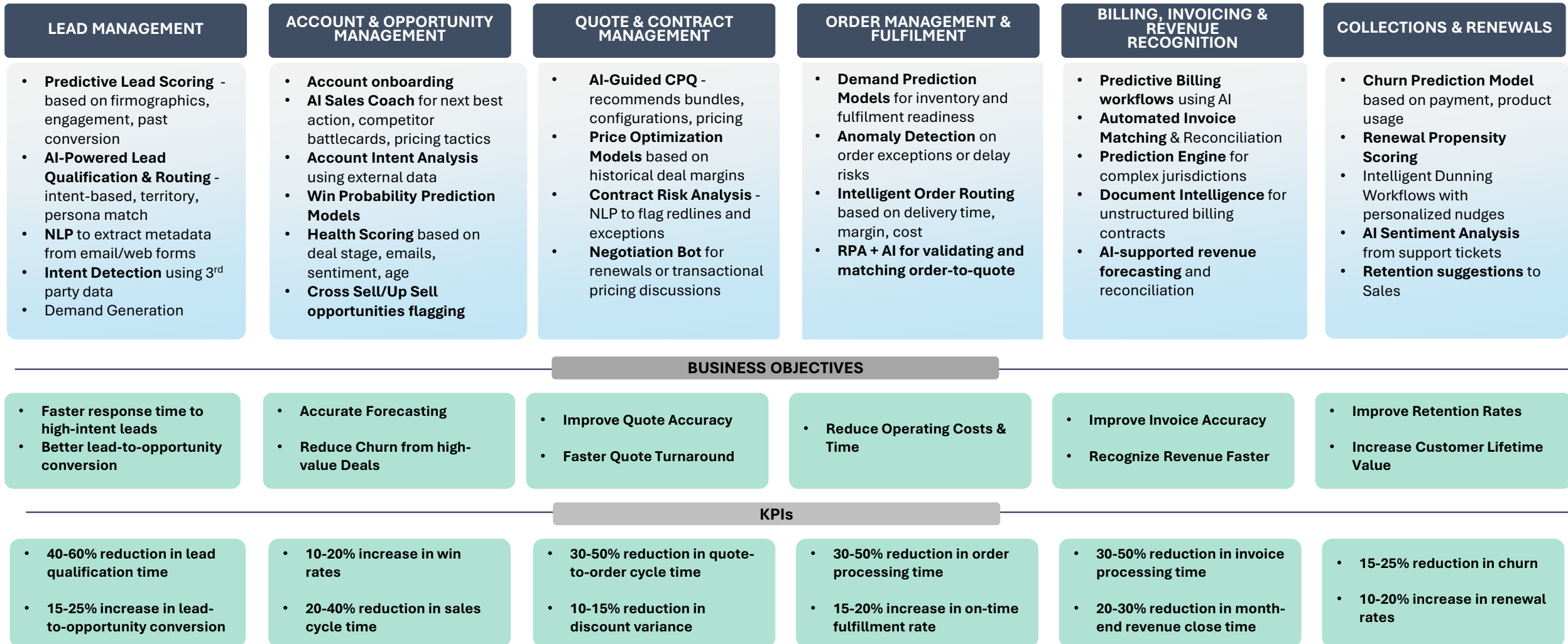
- **Enterprise SaaS:** Rep-driven forecasts create pipeline volatility and missed targets.
- **Cybersecurity:** Siloed data hides upsell and cross-sell opportunities.
- **Cloud Infrastructure:** Renewal risks surface too late for effective intervention.
- **Hardware & Devices:** Limited global visibility causes inconsistent engagement and missed deals.

Order, Revenue & Finance

- **Enterprise SaaS:** Order errors spark billing disputes and churn.
- **Cybersecurity:** Inconsistent invoicing delays renewals and cash flow.
- **Cloud Infrastructure:** Manual reconciliation of usage data limits strategic focus.
- **Hardware & Devices:** Slow credit/return processes cause revenue leakage and dissatisfaction.

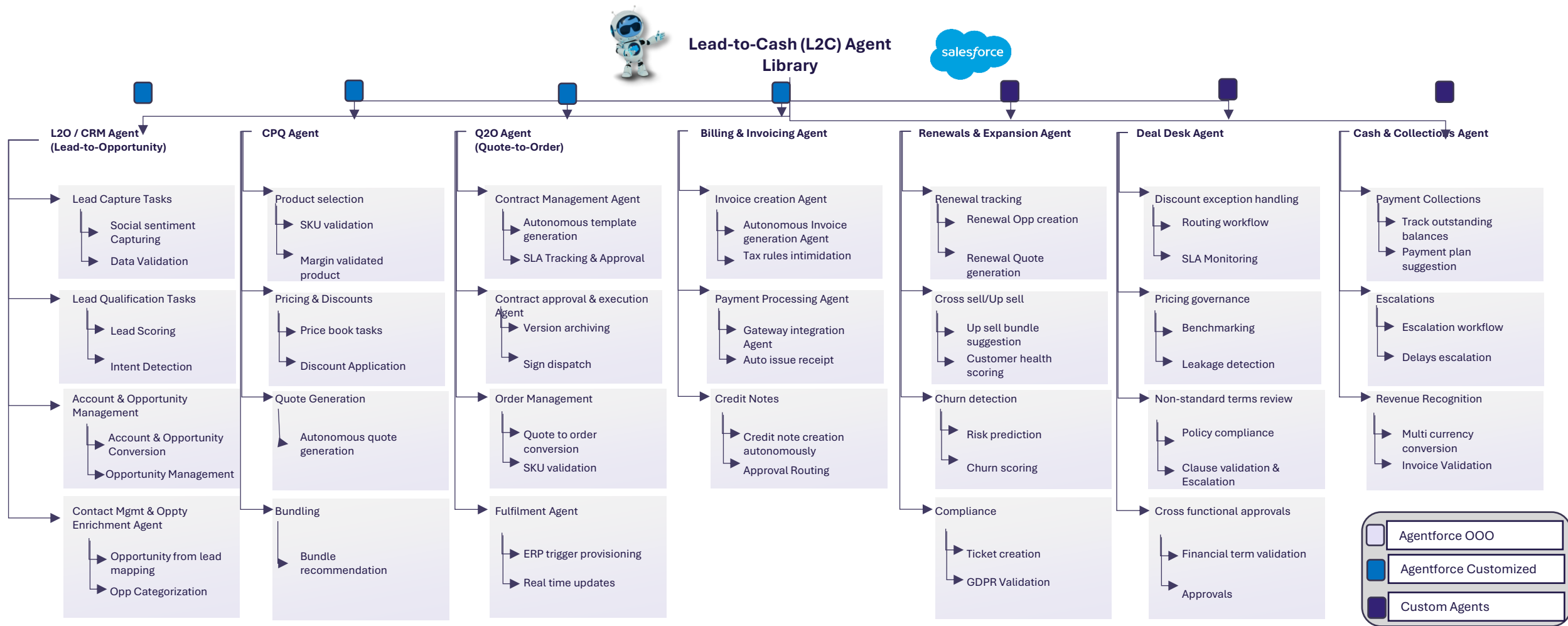
AI Lead-to-Cash (L2C)

HIGH VALUE AI USE CASES ACROSS L2C - Led by our ADAM L2C consulting framework to identify opportunities of AI intervention and acceleration of business outcomes




ADAM Lead-to-Cash Agent Library

Transforming Lead-to-Cash with intelligent agents that automate, orchestrate, and optimize business outcomes.



AI led Lead-to-Cash (L2C)

Accelerating intelligent sales and revenue with reusable L2C AI assets by embedding AI-driven intelligence and automation across the end-to-end L2C lifecycle to deliver faster and measurable business outcomes.

 We lead with business outcomes, supported by our accelerator that helps clients identify the highest-value use cases and define how they can be implemented. This provides a clear AI implementation roadmap to maximize value across the entire Lead-to-Cash journey.

 Our accelerators enable significantly faster deployments and can be seamlessly aligned with Salesforce AI products making them directly applicable in client engagements.

Core Components

Consulting Led Lead-to-Cash AI process maturity assessment framework

Automation layer, templates and L2C delivery execution playbook


Reusable process blueprints


Data & integration fabric


AI Models & Agents for leading use cases across value chain

KPIs dashboards


What it Enables

 Business case inputs

 Highest value use cases

 Mapping to the product features

 Implementation roadmap

 Accelerated & faster deployment

Business Values

Sales Cycle Time: 20–30% faster

Win Rate Improvement: +10% via AI-driven deal insights

Revenue Uplift: +10% cross-sell, upsell, and renewals

Billing Accuracy: >99% with automated validations

Customer Retention: +10% via proactive churn prediction

Margin Uplift: +3 - 5% from optimized pricing



———— *Thank you!* ————
Let us create something

brilliant
together!



To book a Demo:

Contact sonia.malhotra@brillio.com