

QUOTE-TO-CASH CERTIFICATION

Module 2, Part 1
Process

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Quote-to-Cash Process

What this module will cover.

1. What the Quote-to-Cash process entails
2. What the key signs of Quote-to-Cash process issues?
3. What are Quote-to-Cash Process applications and how do they help?

Introduction

Quote-to-Cash Process

Signs of Quote-to-Cash Issues

Quote-to-Cash Automation

5 Ways Quote-to-Cash Process
Automation Helps

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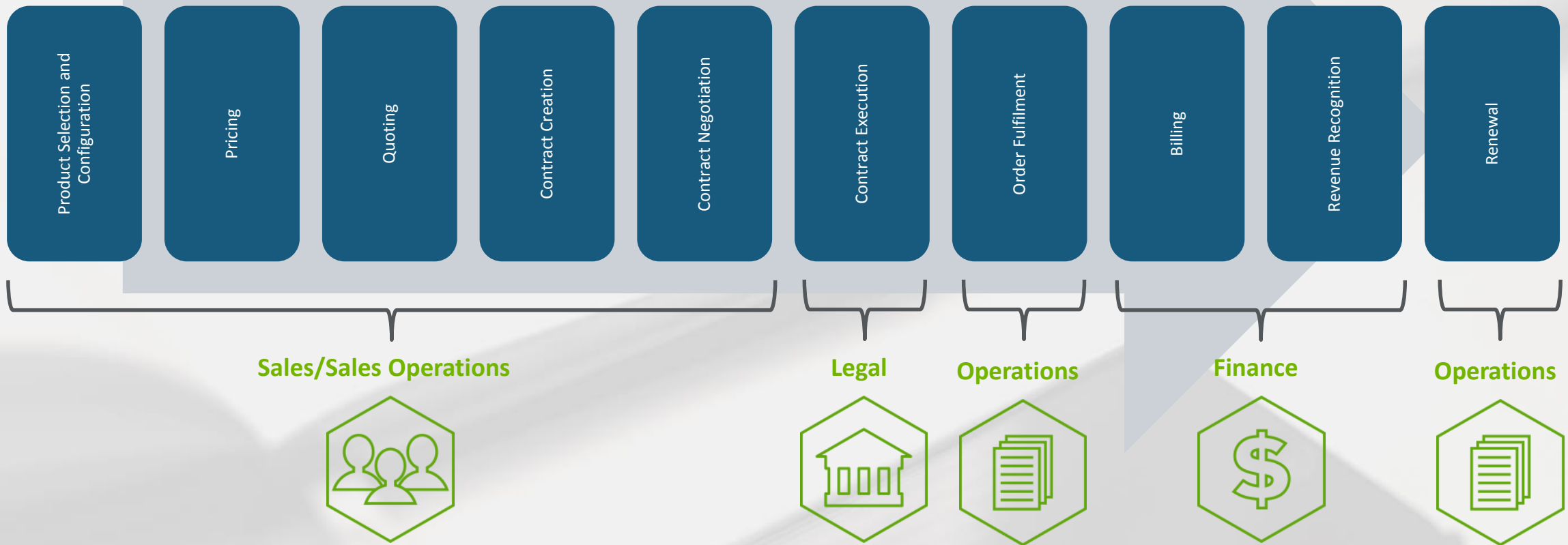


- Manages all strategic marketing efforts related to Apttus Intelligent Cloud
- Authors internally and externally published content about Apttus' Intelligent Quote-to-Cash platform
- Enterprise software product marketer and product manager for over 15 years

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Quote-to-Cash Process

The 10 Key Steps in Quote-to-Cash



Signs of Quote-to-Cash Issues

Sales/Sales Operations



- Selling inefficiencies and deal slippage
- Lost sales due to poor responsiveness
- Missed cross-sell and upsell opportunities

Finance



- Insufficient revenue growth and profitability
- Revenue leakage due to rogue discounting
- Poor visibility to deal flow impacting financial process

Legal

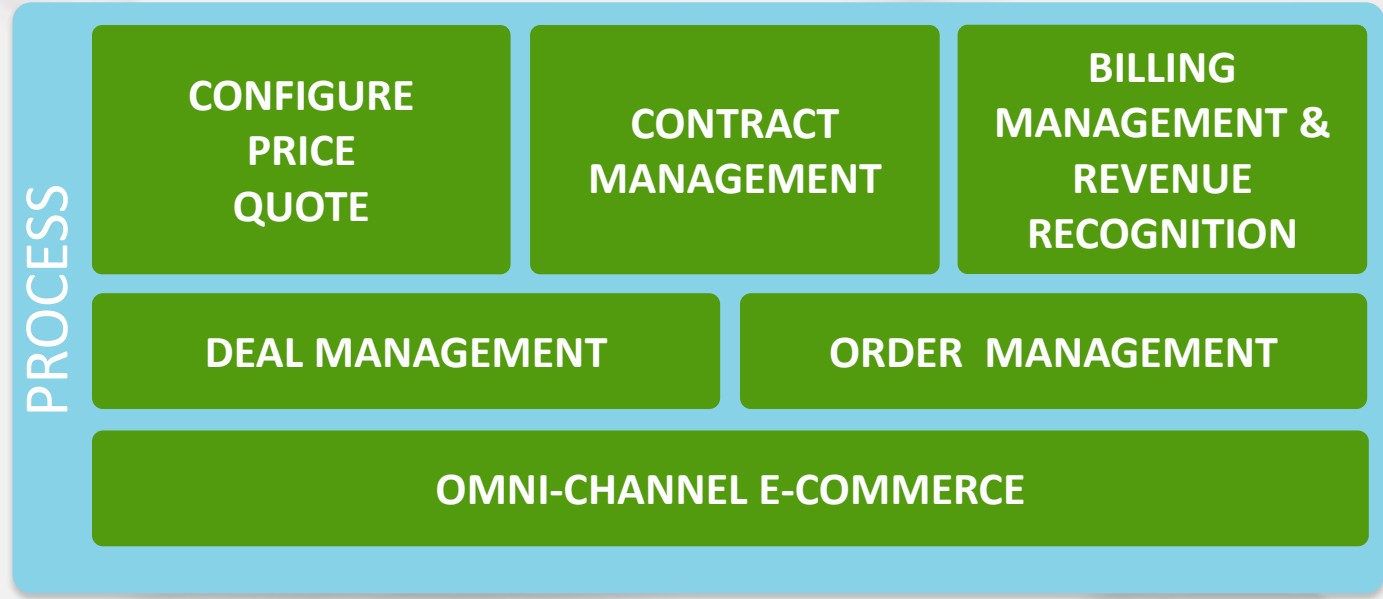


- Lack of visibility and control over contracts process
- Compliance risk
- Contract process inefficiencies due to errors and use of non-standard terms

Operations



- Inefficiencies due to inaccurate and delayed orders
- Missed renewals
- Manual processes and integration



5 Ways Quote-to-Cash Process Automation Helps

1. Accelerate revenue and margin growth
2. Increase quote, contract, and order process efficiency
3. Shorten Quote-to-Cash cycle times
4. Improve customer satisfaction
5. Reduce compliance risk



There is More for Intelligent Quote-to-Cash

Process automation is not enough: Must drive behaviors and intelligence

Process

Automating end-to-end processes

Configure Price Quote (CPQ), Contract Management, Order Management, Revenue Recognition, Billing, Renewals, from all channels (E-Commerce)

Behavior

Influencing behaviors of buyers, sellers and partners

Promotion Management, Rebate Management, Commissions and Sales Incentives

Intelligence

Embedding intelligence into process with data driven insights and recommendations

Artificial Intelligence (AI), Machine Learning, Natural Language Processing, Conversational Interfaces