



## BillingPlatform & Conga Partner to Automate Quote-to-Cash Processes for Faster Time-to-Market



As enterprises try to keep up with evolving customer demands and dynamic market conditions, their legacy approach to revenue management is inhibiting their growth potential due to disparate solutions, manual processes, multiple sets of data and revenue leakage throughout the quote-to-cash process.

In addition, deals are becoming increasingly complex with new pricing strategies including discounting, bundles and more, leading sales and finance teams to look for a complete and automated solution that generates detailed quotes and invoices so they can close the books faster and accurately recognize revenue.

To address these challenges, BillingPlatform and Conga, two powerful cloud-based solutions have joined forces to streamline and deliver certainty in the quote-to-cash process.

### BillingPlatform & Conga Delivering the Full Revenue Lifecycle

With the joint solution, BillingPlatform and Conga CPQ offer a seamless solution for businesses to maximize monetization by automating their quoting and billing processes. The pre-integrated bi-directional connector automatically syncs data between the companies platforms creating a seamless transition – from quoting, to billing, to payments & collections, to revenue recognition – for complete revenue management.



#### **Simplify proposals and quotes**

Eliminate the need for manual data entry, reducing the risk of errors and improving overall efficiency



#### **Automate the entire customer lifecycle**

Automate quotes and orders to flow directly to billing and revenue recognition for complete quote-to-cash processing



#### **Unify sales & finance**

Get 360° visibility across the customer lifecycle with sales & finance data syncing between systems in real-time helping to inform decision making & streamline financial reporting

**This integration brings together the strengths of both solutions** to create a seamless end-to-end quote-to-cash process streamlining operations, improving accuracy and reducing cycle times, resulting in faster revenue growth.



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**Stephen Hurrell**

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"Businesses are increasingly moving to mixed revenue models to drive both new revenue growth as well as maximize retention and expansion of existing customer engagements through subscriptions, usage-based pricing and other paths to new revenue.

The Conga and BillingPlatform partnership is an example of technology empowering revenue and finance teams with a complete revenue management solution to support cross-team efforts and knock down the legacy data silos impeding revenue growth."