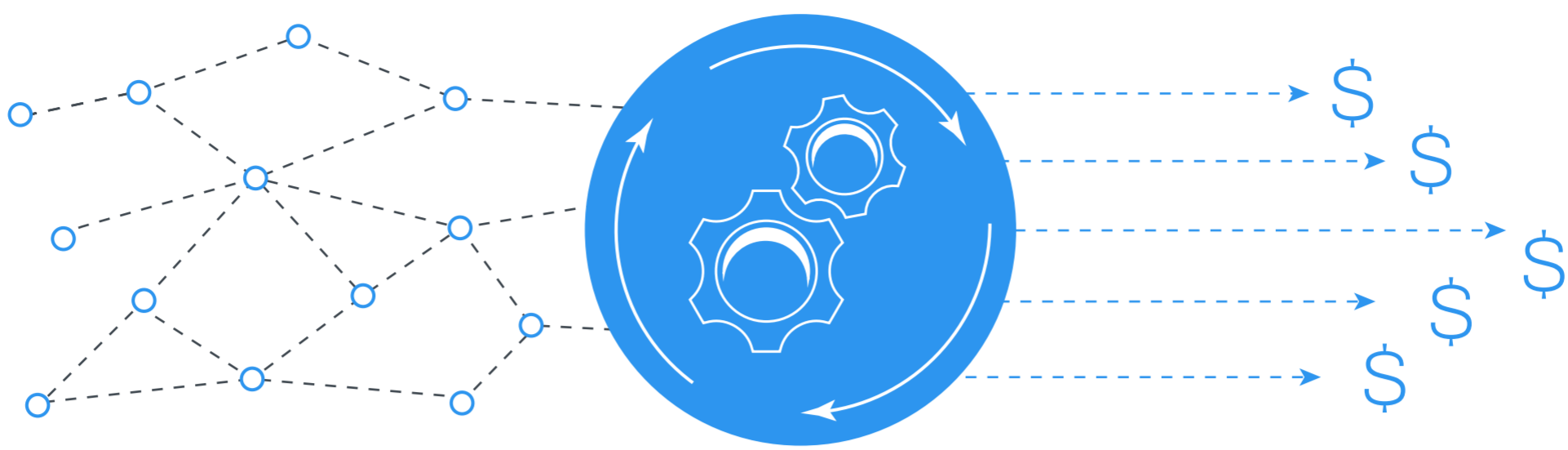


KEY INSIGHTS:

Accelerating Growth and Protecting Margins by Optimizing Lead-to-Revenue



To help show Finance and Operations executives how to protect their base and do more with less, Navint & BillingPlatform hosted a panel discussion examining the key drivers and issues surrounding today's lead-to-revenue optimization imperative. Together with CFO.com and MGI Research, we dug deep into the impacts that strategic lead-to-revenue optimization has on business transformation, revenue preservation and business unification. The following are a few of the key insights and quotes we uncovered.

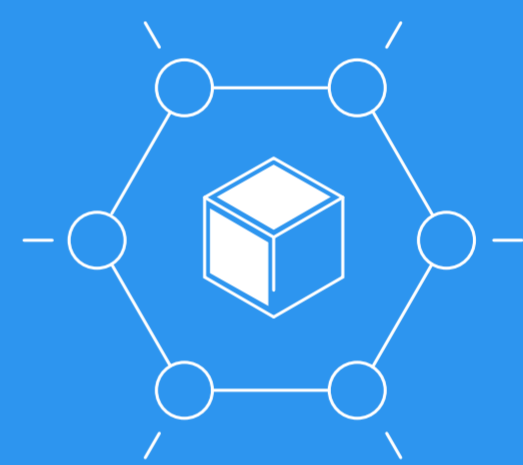
With leakage in revenue processes, demand for new pricing models, the critical need for automation and better financial and customer data – it's increasingly clear that foundational **Lead-to-Revenue** processes and technology play a critical role in driving GTM, revenue growth, operational efficiency and customer experience.



Within the Lead-to-Revenue process, quote-to-cash is often looked at in silos between Sales and Finance. Configure, Price, Quote (CPQ) implementations that can't be billed and billing implementations that can't be quoted are bound to fail. Companies must look at quote-to-cash holistically, and see it as one process.



Scaling lead-to-revenue processes for consistency, efficiency and growth can be particularly difficult - with M&A events, channel expansion, new segments, and geographic implications adding to the complexity. More than ever, the need to adapt operations and technology to unify lead-to-revenue across CPQ, CLM, Billing and ERP, and indeed the entire business, is clear.



The pandemic has forced CFOs to take a hard look at people costs and start planning for technology investments that not only yield greater accuracy and fidelity when it comes to billing and collections but also deliver more efficient scalability from a human resources point of view.

Having greater flexibility and modern billing tools give finance teams more control by making it easier to analyze the profitability of products, an insight many companies struggle with.

Over the next 24 months, we expect a wave of finance and IT systems consolidation projects. The average F1000 company has over 20 billing systems that each have an average age of 12 years. These are brittle, expensive to maintain and a barrier to company growth.



Businesses compete on much more than product - innovations in the purchasing experience, usage, payments and service have quickly become essential to growth. In response, CFO's must consider how they'll innovate and operate for their unique situations: (e.g. scale and automation, changing flexibility in size of packages sold, a la carte options, changing terms, payment schedules, commitment levels)



If you'd like to learn more about the insights from this webinar discussion or our perspective on the lead-to-revenue transformation imperative facing CFO's and COO's you can [listen to the full recording here](#), or please email contact@billingplatform.com or info@navint.com



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