

Salesforce Revenue Cloud Optimization



"ArganoaMind brought the right team and focus to ABC that helped us not only extend CPQ, but leverage Billing capabilities to realize our subscription offerings to rapidly grow our business."

-Anthony Mustoe, VP of IT, ABC Fitness

Background

The Fintech company's growth plans were being held back by disjointed backend systems and processes, and a Salesforce CPQ implementation that was not set up to support new recurring and usage-based product offerings.

Challenges

- Multiple acquisitions led to disjointed systems and processes that were not setup to support recurring revenue and usage-based product offerings.
- Lack of self-service portal capabilities hindered customer experience and reduced efficiencies such as being able to view and pay an invoice through a payment gateway.
- Existing CPQ implementation was not setup to support new recurring and usage-based product offerings.
- Heavy dependency on Workday for all back-office functions such as revenue recognition, Dunning and invoice payments.
- Customers with multiple locations created quoting complexity as pricing needed to propagate across all locations (i.e., under the parent).

Solution

Optimized backend revenue operations through implementation of a fully integrated, multi-cloud solution comprised of CPQ, Billing, contract lifecycle management (CLM), global payment gateways, and Workday.

Results

- Ability to quote and sell subscription- and usage-based products
- Seamless integration from orders through invoicing and payment collection
- Self-service portal empowers customers to find, view and pay invoices online
- Scalable CPQ implementation to more easily support future acquisitions or new product offerings
- ABC Fitness can now support all geographic locations and payment methods with payment gateway solution (Stripe/Chargent & GoCardless)



Industry

Computer Software

Organization Size

Mid-market - \$250M in Revenue;
700 employees

Products and Services

- Salesforce Revenue Cloud – Billing
- Salesforce CPQ
- Salesforce Experience Cloud
- Conga CLM

Integrations

- Mulesoft
- Workday
- Alvaria
- Stripe/Chargent & GoCardless

Key Differentiator

ArganoaMind implemented a Salesforce Revenue Cloud powered solution remediating CPQ and implementing Billing to create a solution capable of leveraging the full benefits of Quote-to-Cash.