



**zensar**

# Transform your Revenue model with Zensar & Salesforce Revenue Cloud

Zensar is recognized by  

**White Paper**



## Why Salesforce Revenue Cloud?

With Salesforce Revenue Cloud, you can move to a subscription-based model, and simplify your quote-to-cash journey in a seamless process across touchpoints for your customers, with ease. Revenue Cloud connects your sales, partner, operations, and finance teams, to create a single source of truth right from your quoting to order to your invoicing process.

**This single source acts as the agile layer that helps you create the kind of experience that customers today expect. It allows you to offer them:**

- **A transition to a subscription-based model**
- **Flexible purchasing options**
- **Online buy journeys with supplementary support via other channels**

Revenue Cloud brings together CPQ and Billing, Partner Relationship Management and B2B Commerce capabilities to help businesses take control of their revenue growth across every channel. Whether it means catering to an overnight increase in demand or creating new opportunities due to lack of it – Revenue Cloud gives you the support to create a resilient system that can cater to market irregularities.

# Why choose Zensar to help your organization leverage Revenue Cloud?



**EXPERIENCE** with over 10+ years of successful Salesforce delivery

**END-TO-END PARTNERSHIP** with capabilities across every phase of your transition – from architecture, integration to implementation and sustenance

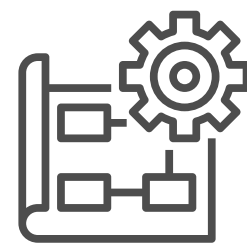


**PROVEN AND ECONOMICAL APPROACH** by suggesting & implementing the optimal subscription and usage-based billing model to achieve cost benefits without losing out on functionality

**EXPERTISE** with our team of certified CPQ and Billing specialists and business experts



# We help bring in optimizations every step of the way with our add-on value enablers



## Squeeze the most out of the implementation

### with our Revenue Cloud Framework

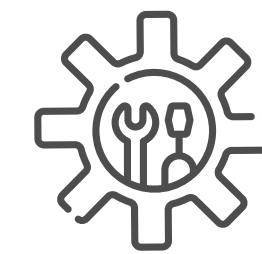
Our proprietary framework is a repository of pre-built processes and actionable insights that we have formulated over the years, delivering successful projects for clients. We use it to deliver an average of **30% reduction in discovery and implementation timelines for our clients.**



## Reap business value during sales operations

### with our Deal Risk Review tool

Once Revenue Cloud is implemented and live for you, our Deal Risk Review tool steps in to validate your deals before you create them in your ERP system. This **ensures 100% accuracy** and improves your customer experience and positively contributes to company reputation.



## Improve productivity & performance

### with our Accelerators

Based on our extensive experience with our customers on Salesforce, we've developed accelerators that can help bridge the gap between tool capabilities and your requirements adding value to the process of quote-to-cash. Some accelerators we have built include, FX Rate Convertor and Flexi Renewal, which can **accelerate quote creation and contract renewals by 30% and 20% respectively.**

## Case Study

# Transformed end-to-end lead to order booking process for a US communication infra major using Sales Cloud and CPQ

**35%**  
Increase in sales conversion

**80%**  
Faster and more accurate quote generation with simplified product selection rules

**100%**  
Accuracy in subscription and consumption billing



Increase up and cross selling



Decrease deal cycle time

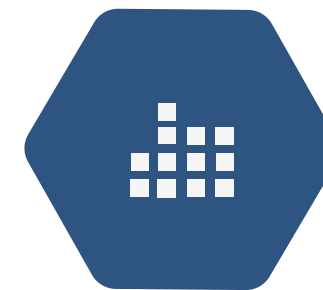


Objective

Optimize lead generation to order booking process

Streamline complex product management and pricing process

Move from an annual based selling model to a monthly subscription model



Solution

Implemented an end-to-end process from lead generation to order booking

Implemented booking process with operations verification of technical feasibility

Designed framework for moving from a annual based selling model to a monthly subscription model

Implemented complex product structure configuration & pricing using CPQ Regional pricing and discounting rules



Value Delivered

Intelligent approval workflows to reduce overall deal time

Effective distributor re-selling through Partner Relationship management

Unified invoicing with billing consolidations and billing automations

Customer lifecycle automation through contract amendments and renewals



# zensar

An  **RPG** Company

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 145 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 10,500+ associates work across 30+ locations, including Milpitas, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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