Order to Cash (O2C) Accelerator For SaaS Businesses

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Agenda

01 What are Accelerators

02 Overview of O2C

03 Scope & Key Features

04 Design & Logical Flow of O2C

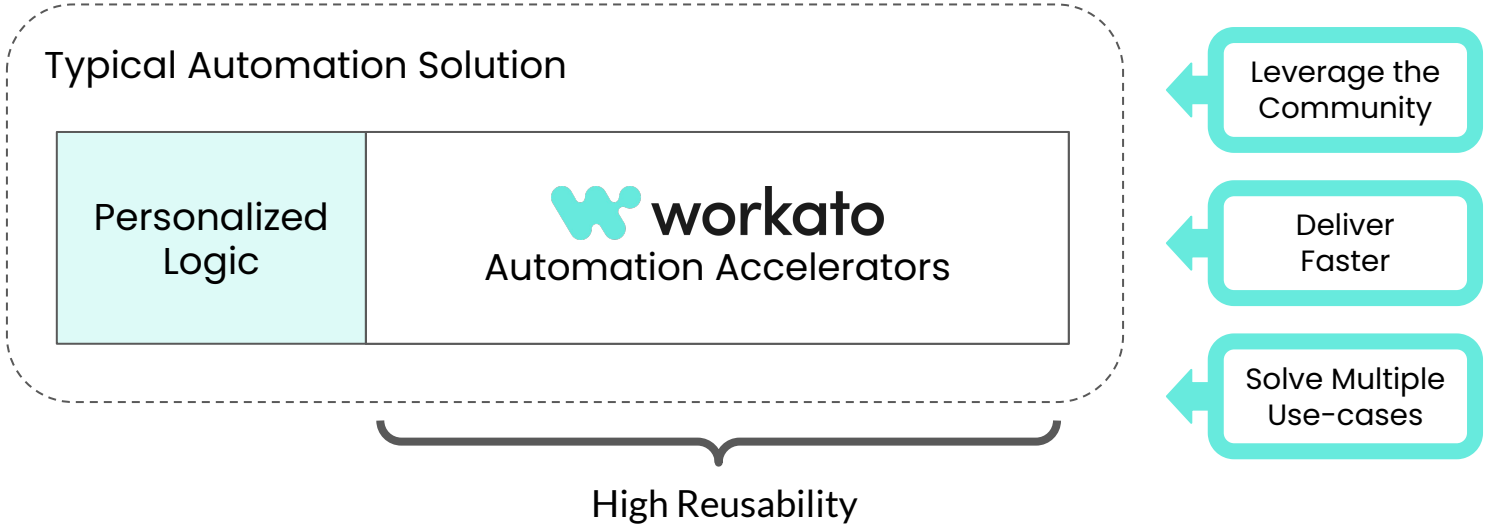
05 Demo

06 Next Steps

01

What are Accelerators

The Opportunity



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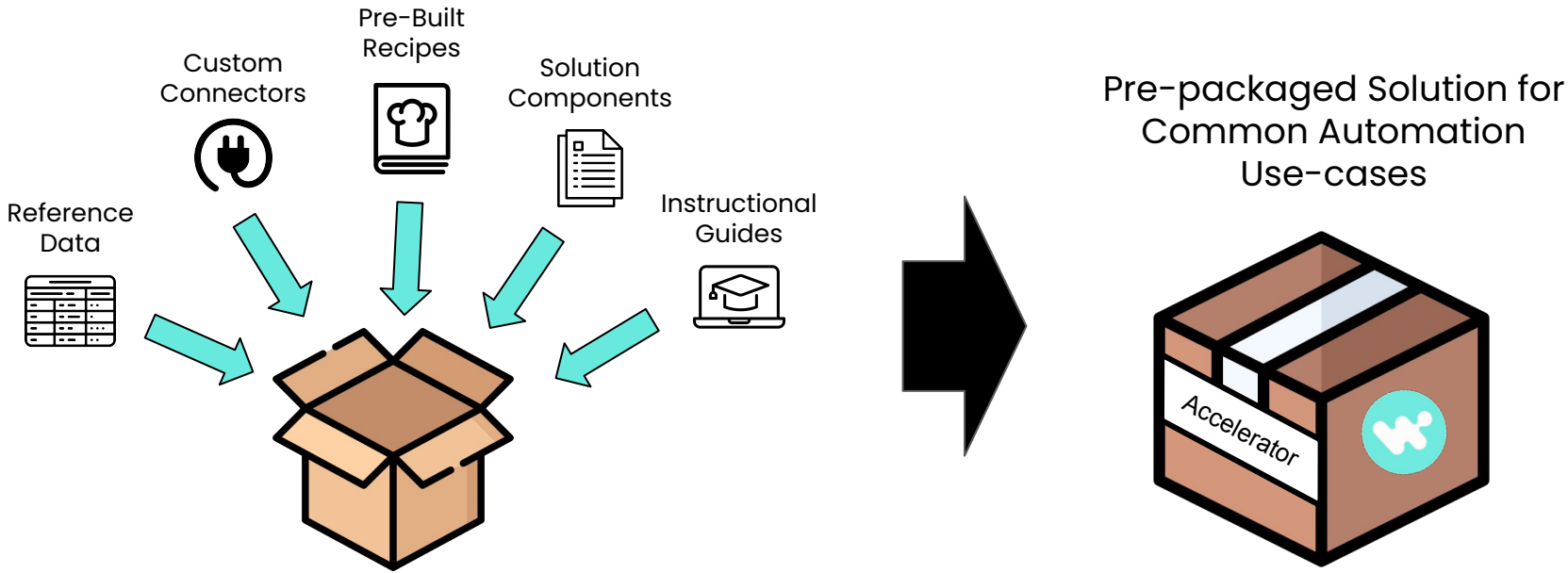
Automation Accelerators



Automation Accelerators (Direct)

- Enterprise Data Hub — V2
- Autonomous Ops Framework — V2
- Campaign Launchpad
- OPA Manager — V2
- Approvals Bot for Slack / MS Teams
- CI/CD Accelerator — V3
- Back-to-Office Bot
- App Provisioning/ Deprovisioning — V2
- ELT Pipeline — V1.1
- AI/ML Led Automations — V2
- IT Help Desk Bot
- Automation Quality & Security — V2
- Order to Cash
- Workday HR
- License Optimization — V2
- Sales Process & Forecasting Alignment — New
- Workday Revenue Management — New
- Automation Training Manager — New

(Embedded)

- Autonomous Ops Framework (Embedded)
- CI/CD Accelerator (Embedded) — V2
- Automation Quality & Security (Embedded) — New

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Platform Accelerators

Department Accelerators

Application Accelerators

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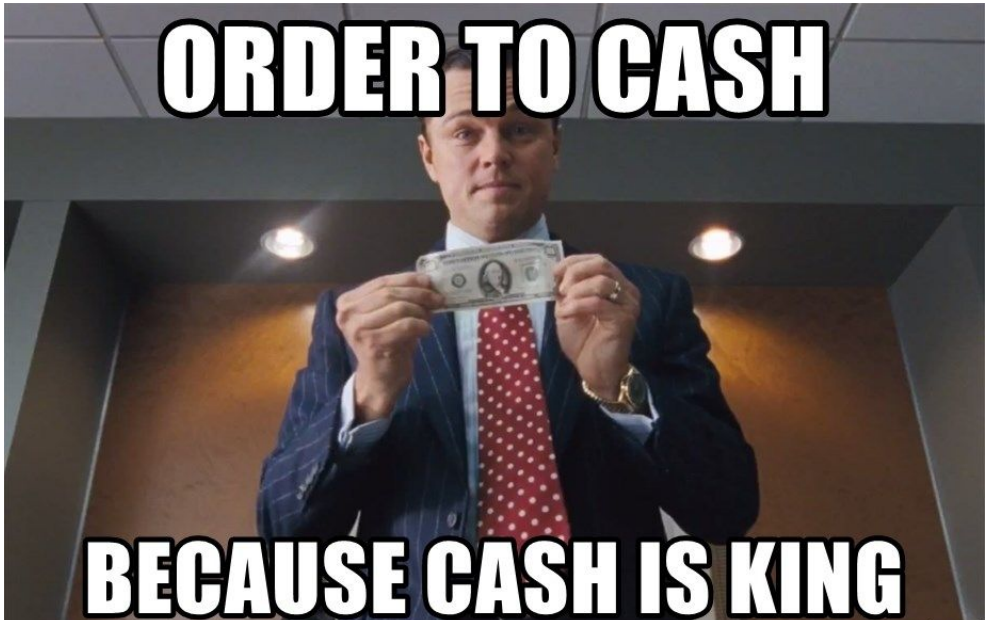
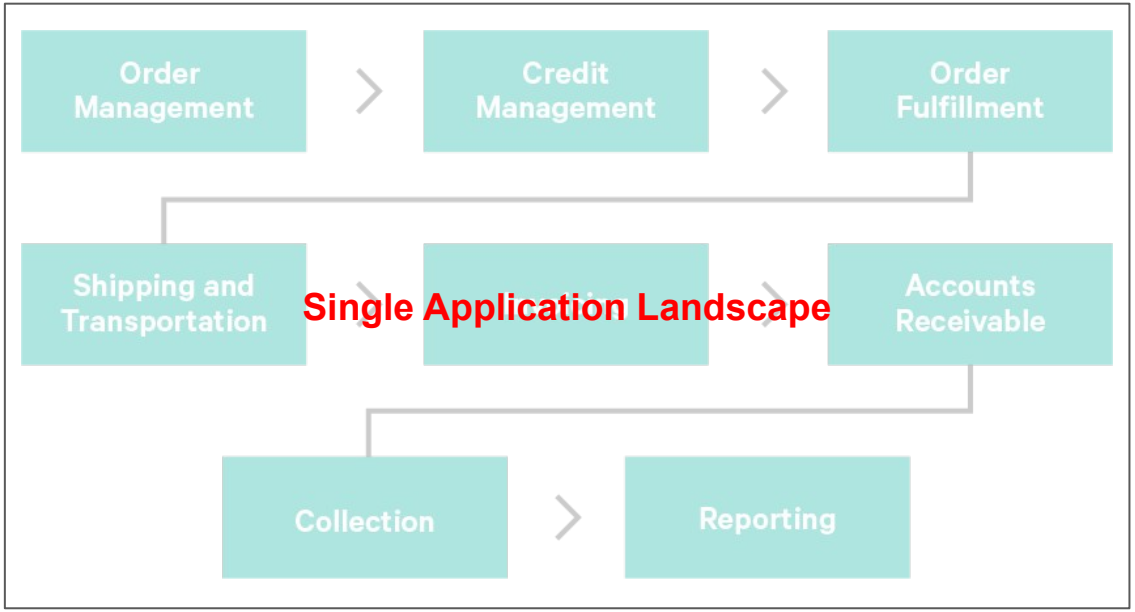
02

Overview of Order to Cash Process & Accelerator

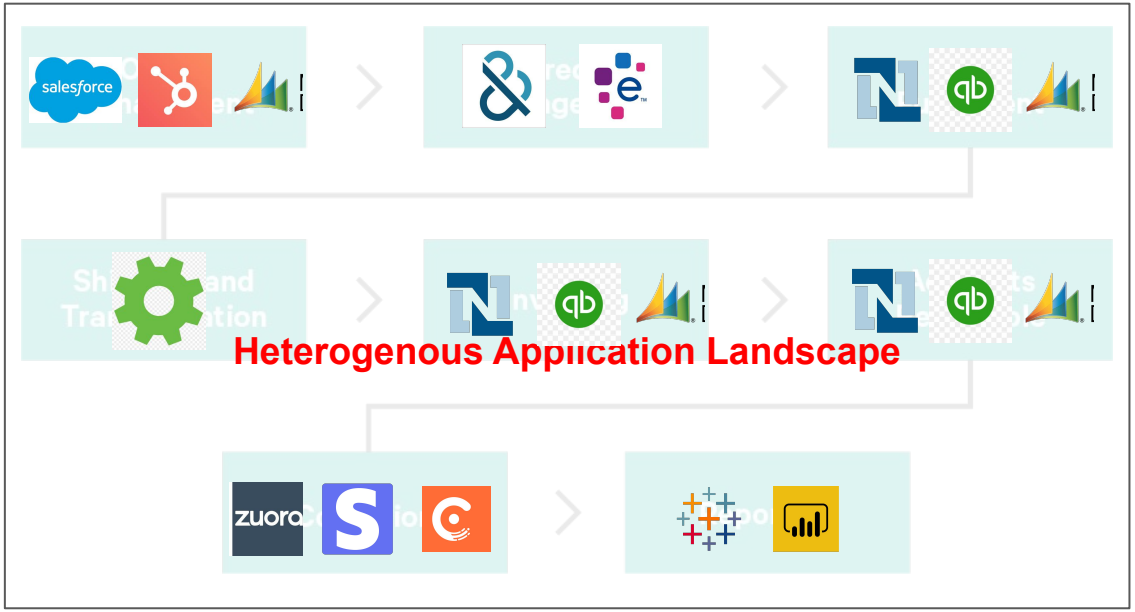

ORDER TO CASH
BECAUSE CASH IS KING

O2C Back then ...



- Traditionally, O2C activities were done in a single system
- No need to integrate with external systems
- No automation required since most apps offered O2C automation
- Advantages
  - Easy to maintain
  - Single source of truth
- Disadvantages
  - Such Apps are expensive to subscribe/buy & customize

O2C Now …



- Currently, O2C activities spread across multiple systems and different business models
- Need to integrate with other systems
- Simple to Complex Automations required
- Advantages
  - Cost effective setup
  - Leverage strengths of each Application
- Disadvantages
  - Lack of Data Integration and Process Automation

O2C for SaaS - Differences

Conventional O2C Elements

1. Order Management
2. Order Fulfillment
3. Delivery/Shipping
4. Invoice Generation
5. Accounts Receivable
6. Payment/Collection
7. Reporting

O2C for SaaS Elements

- Pretty much same but Complexities include
  - Sale or Order is never complete
  - Recurring Order next day/month/year
  - Cost, Discount, Proration based on Usage, Refunds, Write-Offs, Upgrades, Downgrades etc.
- Contract Period
  - Monthly Recurring Order
  - Annual Contract paid upfront
  - Annual Contract paid monthly

O2C for SaaS Business

- **Challenges**
  - Quote-to-cash process is often outdated and disconnected, which often leads to an inefficient sales cycle.
  - This can cause many challenges from producing accurate quotes for customers to painful revenue recognition processes

- **Benefits of Automating O2C**
  - Streamline the sales process by integrating CRM & ERP & Billing Engine
  - Automate billing and order management
  - Support complex revenue recognition
  - Provide real-time visibility into business

Order to Cash Accelerator

Automate Order to Cash Process with Workato

What is it?

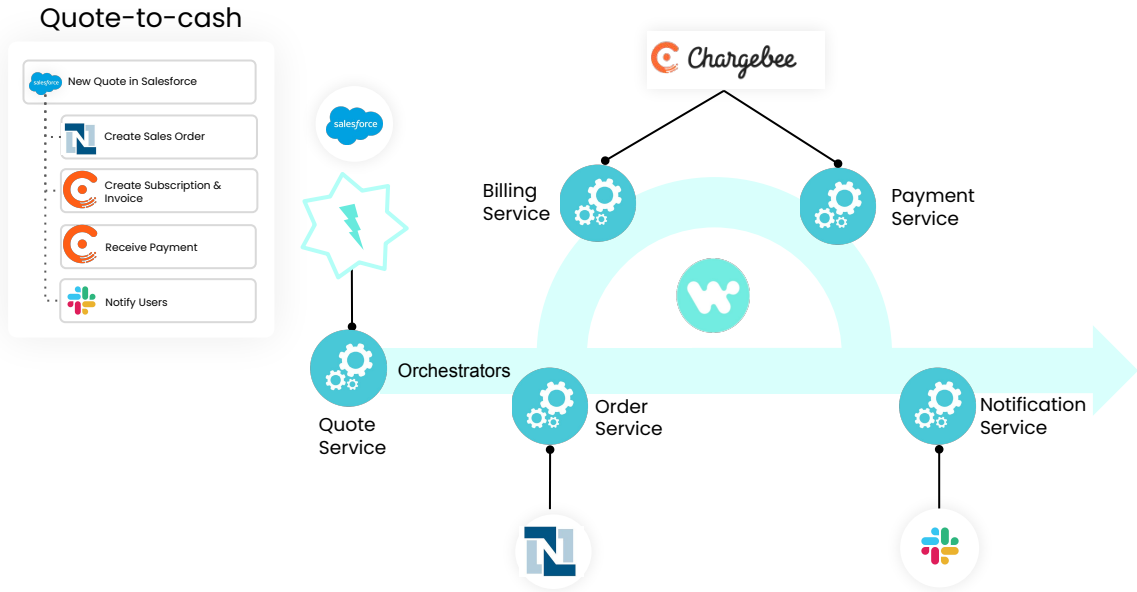
Pre-built solution for implementing Order to Cash business process for SaaS Subscription Business Model

Why is it valuable?

- Service based design with central orchestration recipes
- Common data model for interaction between services
- Modular design to allow easy upgrade and replacement of applications

Who should use it?

SaaS Organizations planning to leverage Workato for building Order to Cash business process for subscriptions



Modular, standardized, and automated!

Accelerators by workato

03

Scope & Key Features

Accelerator Scope

Scope for ***current*** version

Functionality

- New Order
- Order/Invoice/Subscription/Payment
- Notification

Applications

- Salesforce
- NetSuite
- Chargebee
- Slack

Scope for ***next*** version

Functionality

- Update/Renew/Delete of an Order
- Customer Sync
- Product Sync
- Credit Memo

Applications

- Salesforce CPQ
- Zuora
- MS Teams

Features

Design

- Service based design to build independent services for Billing, Order, Quote, Payment services
- Orchestration services to call recipes in modules
- Communication between modules and Orchestration recipes is via Common Data Model based on Microsoft CDM
- Allows easy upgrade and replacement of applications

Flexible Notifications

- Lookup table based notifications
- Notifications based on status and entity
- Pre-built with Slack and Email notifications
- More notification means can be added by changing single recipe

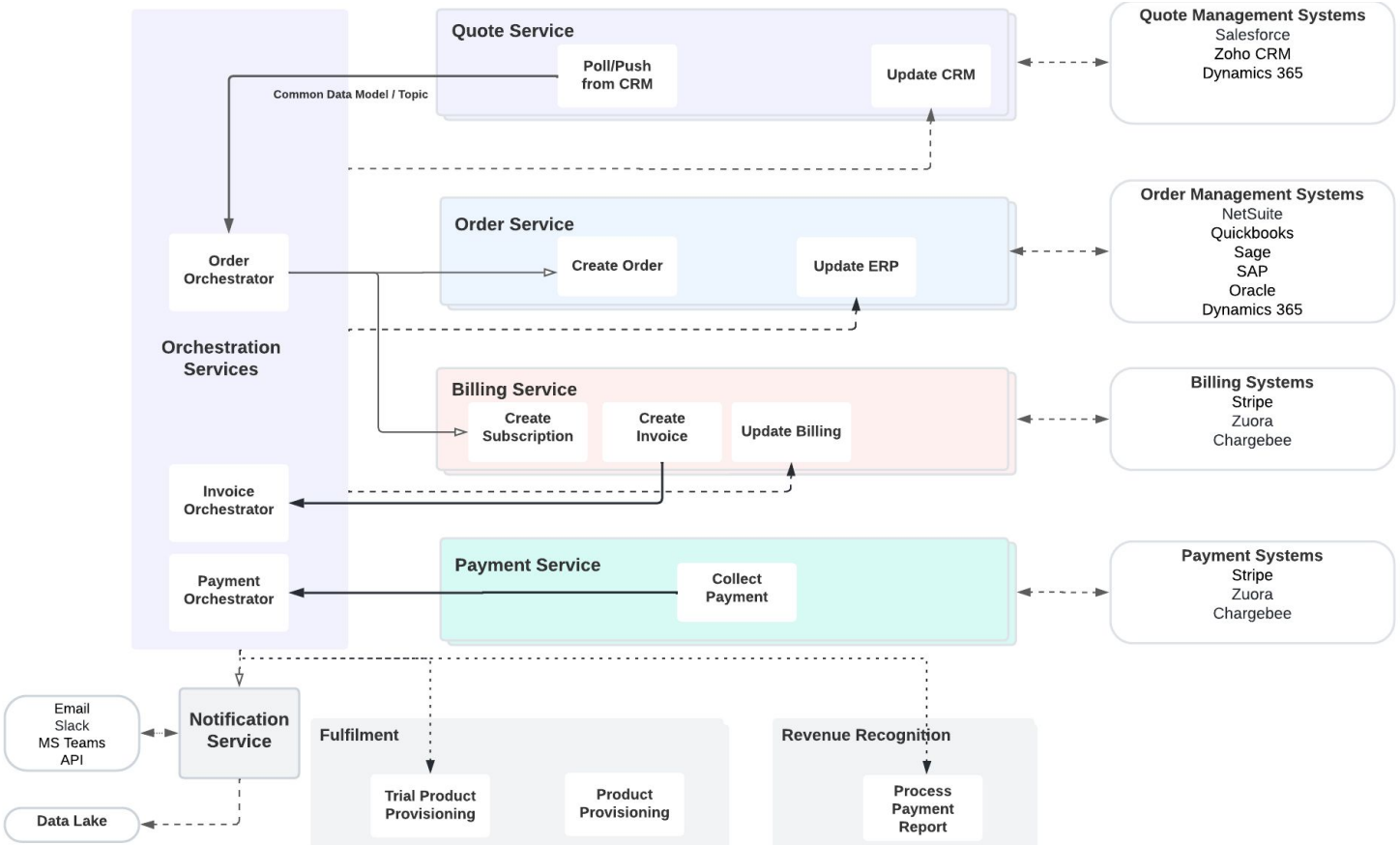
Extensibility

- This accelerator comes with recipes for integration with Salesforce (Quote), NetSuite (Order), Chargebee (Billing & Payment) and Slack (Notifications)
- Any application can be replaced with another application or new version of application by replacing module
- Support for more applications will be added in future releases
- Orchestration recipes can be modified to send notifications to additional applications.
- Support for PubSub topic will be added in future releases to replace Orchestration recipes

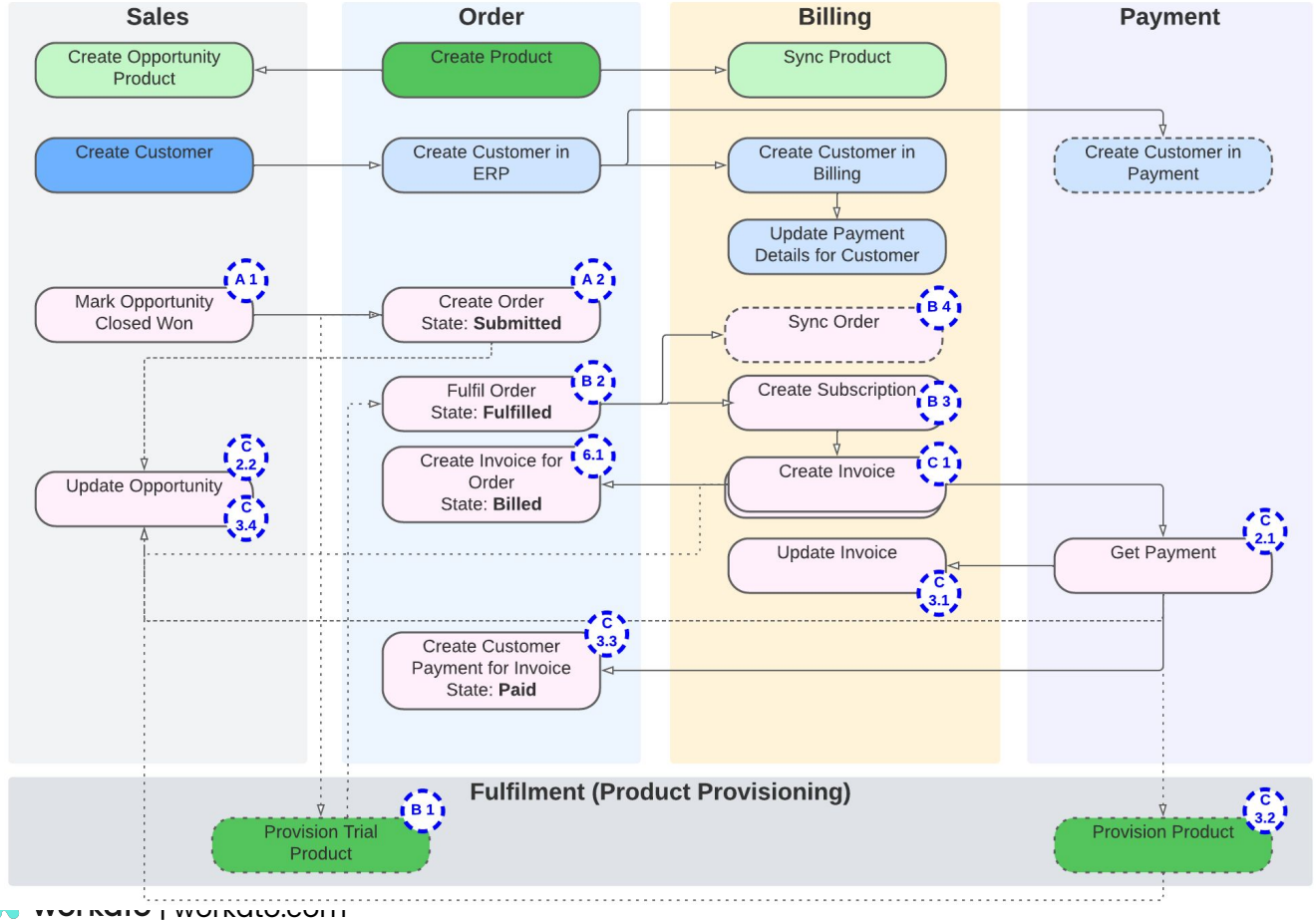
04

Design & Logical Flow

Solution Design



Flow Diagram



Legends

Product Sync & Fulfillment Flow (Out of Scope)
O2C Process Flow
Customer Sync Flow (Out of Scope)

05

Demo

Demo env & scenario

Scenario for Demo

From Quote to Payment

Demo env

Salesforce
NetSuite
Chargebee
Notification - Slack
Automation - Workato Recipes

- Login to salesforce
- Create Opportunity, add products and Mark it as Closed WON
- Check Sales Order in NetSuite
- Check Subscription & Invoice in Chargebee
- Check Payment Status in Netsuite
- Check Notifications on Slack Channel

06

Next Steps

Next Steps

- **GTM**
  - Create awareness internally and externally
  - Emerging Markets Segment to MMK
  - Potential Embedded Partners
- **Product**
  - Next phase release to include enhancements based on feedback and priorities
  - Different combination of Application Landscape
  - Include Processes - Customer/Product Synn, CPQ Process, Customer Credit Check, Contract Signing, Payment Reconciliation, Credit Memo etc.

ORDER TO CASH
THERE IS MORE TO IT THAN
MEETS THE EYE

Feedback

https://forms.gle/g6sujYukUeHUsBrn9

Thank you

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