



Ayara

Fact Sheet ○○○○

Ayara RevOps for Conga

Revenue Operations (RevOps) Platform: Ayara's POV

In today's rapidly evolving business landscape, staying ahead of the competition, optimizing revenue operations, and maximizing revenue are crucial. Ayara has developed an innovative and cutting-edge Revenue Operations (RevOps) platform, powered by Artificial Intelligence (AI), to meet these challenges and transform the revenue management process. This platform predicts sales revenue at various stages (opportunities, quotes, agreements) using accounting standards. It also offers insights on deal margins and revenue guidance, empowering organizations to make informed decisions.



Overview of Ayara RevOps on Conga

Ayara's AI and GenAI-powered RevOps platform seamlessly integrates with Conga CPQ to streamline revenue operations. This integration combines Ayara's advanced AI and GenAI capabilities with Conga CPQ's quote generation and pricing features, enabling organizations to optimize revenue forecasting, deal guidance, and margin analysis. As a native, plug-and-play app, Ayara's RevOps platform fully integrates with Conga CPQ and billing modules, offering highly flexible and scalable features for end-to-end automation and a single source (Conga) to manage the entire quote-to-cash lifecycle.



Enhanced collaboration between
Sales & Finance



Precise revenue forecasting and deal
guidance









Native app on Salesforce



Scales to support business growth
models

Challenges

-  Inaccurate revenue forecasting and poor margin management.
-  Manual processes leading to delays and longer sales cycles.
-  Lack of real-time data for deal guidance.
-  Limited variations and “What-if Analysis”.
-  Longer time to market any product offer/business model.
-  Higher cost of ownership for RevOps systems/tools.

Revenue Operations Platform

Ayara provides RevOps users in Conga CPQ with accurate, efficient, and streamlined revenue operations, enabling them to simplify and accelerate their deal cycles. Any organization using Conga CPQ and seeking to optimize their revenue operations and maximize their revenue potential will benefit from the Ayara.

Key Features and Capabilities

-  **AI-driven Deal Guidance:** Ayara's AI algorithms provide real-time insights into the implications of discounts & contract terms on Revenue & Margins, optimizing decision-making during deal negotiations.
-  **Predictive Revenue Forecasting and Modeling:** Predictive analytics, powered by GenAI, ensure accurate revenue predictions based on historical data and market trends.
-  **Seamless Integration with Conga CPQ:** A native, plug-and-play app facilitates end-to-end automation of the quote-to-cash processes.
-  **Dynamic Pricing Optimization:** AI-driven pricing recommendations maximize revenue and profitability while ensuring competitiveness
-  **Cognitive Contract Terms Assessment:** Gen AI-driven contract analysis streamlines contract management processes and ensures compliance with revenue recognition standards.

Why Ayara/ Benefits



Reduce manual efforts in RevOps by 70% and accelerate deal cycles through AI-driven automation.



Cut down deal approval time from days to hours.



Achieve over 95% accuracy in revenue forecasting and margin analysis using GenAI.

Qualitative



Proactive

Provides deal guidance and pre-margin management for quoting.



Integrate

Offers a plug & play app/fully pre-wired integration with Conga CPQ and Billing.



Automate

Enables end-to-end RevOps across quote to cash.



Scale

Delivers comprehensive RevOps capabilities to scale QTC processes.



Predict

Enhances reporting and forecasting powered by AI/ML.