Ayara

Ayara RevOps
for Conga

Revenue Operations (RevOps) Platform: Ayara's POV

In today's fast-paced business world, staying ahead of the competition and maximizing revenue can be a challenge. To help organizations achieve this goal, Ayara has created an innovative and cutting-edge revenue operations (RevOps) platform. This platform is powered by AI and can forecast revenue based on opportunities, quotes, and revenue agreements, enabling organizations to make informed decisions about pricing and margins.

Overview of Ayara RevOps on Conga

The Ayara & Conga CPQ integration is a seamless connection between Ayara's RevOps platform and Conga CPQ. This integration enables organizations to streamline their revenue operations by combining the power of Ayara's AI-powered revenue forecasting, deal guidance, and margin analysis capabilities with the robust quote generation and pricing management capabilities of Conga CPQ. It is native, plug & play app that is fully integrated with Conga CPQ & billing which unlocks highly flexible and scalable features for end to end automation as well as single source (Conga) to manage the entire quote-to-cash life cycle.

Closer collaboration between Sales & Finance

AI based revenue forecasting and deal guidance

Native app on Salesforce

Scale to support business growth models

Challenges

➡ Poor margin management and inaccurate revenue forecasting

➡ Lack of real time data for deal guidance

➡ Increased friction and longer sales close cycle.

➡ 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 an accurate, efficient, and streamlined revenue operations solution, enabling them to simplify and accelerate their deal cycle. Any organization using Conga CPQ and looking to optimize their revenue operations and maximize their revenue potential can benefit from the Ayara.

⚙ **Key Capabilities**

🗄 **Deal guidance with real time data**

📊 **Revenue Allocations on quote**

📈 **Gross Margin Analysis**

↑ **Revenue Forecasting & Modelling**

🔀 **Integrated with Conga CPQ**

💡 **Cognitive Contract Terms Assessment**

Why Ayara/ Benefits

Reduce the manual efforts of the RevOps by 70%.

Reduce the deal approval cycle time from days to hours.

Revenue forecast accuracy of more than 95%.

Qualitative

Proactive

Deal guidance and margin management for quoting

Integrate

Plug & play app/ fully pre-wired integration with Conga CPQ and Billing

Automate

End to end RevOps across quote to cash

Scale

Comprehensive RevOps capabilities to scale QTC processes.

Predict

Reporting and forecasting powered by AI/ML.