

Ayara RevRec for Conga



Automated Revenue Recognition: Ayara's POV

Revenue management, controls and compliance are critical for any company because they help ensure accuracy of financial reporting and compliance with accounting standards, improve decision making and eliminate risk of financial misstatements or fraud, as well as preserve investor confidence essential to growth. Automation of key tasks and controls around the revenue recognition process is key to ensuring efficiency, accuracy and consistency at scale as well as preserving audibility.



Overview of Ayara RevRec for Conga

Ayara's Revenue Recognition capabilities include a full featured, global standards-compliant (ASC 606/IFRS15) revenue subledger application, now available for Conga customers. Ayara is integrated into Conga's unified data platform to accurately measure and report revenue impacts of customer contracts, billings and revenue recognition events. Ayara is built to be configured to manage diverse monetization models (one-time charges, subscriptions, services, consumption-based models or any mix of these) and is flexible to support contract lifecycle changes (cross/upsells, terminations, swaps etc) that have a bearing on reportable revenue. While automating most of revenue tasks, Ayara preserves the ability to apply occasional manual contract revenue judgements during contract reviews by the controllership.



Standards-compliant (ASC606/IFRS15) Revenue Sub-ledger, now available for Conga



Fully configurable for a range of complex revenue policies resulting from diverse products and monetization models



Automates most revenue compliance and controls and yet allowing financial judgements to be applied for customer contracts



Robust reconciliations to ensure data accuracy, automates revenue reporting and key financial statement disclosures

Key Challenges

- Forecast to Actual Revenue Disconnect
- Inconsistencies in Revenue Policy application for customer contracts
- Unable to scale due to manual revenue recognition tasks
- Revenue restatements, Delayed revenue results, high compliance risks
- Increasing complexity due to changes in products and/or monetization models
- Lack of timely revenue information for various decision makers

Ayara's Capabilities

Ayara's features enable easily configurable rules that manage various aspects of the revenue recognition and reporting process for a company. Ayara's customers get a single source of truth for all their enterprise revenue whether or not their transactional sources are all on one platform. While Ayara readily connects with Conga, any other revenue data sources are easily integrated as well, resulting in a unified enterprise-level revenue sub-ledger.

-  Flexible Contract Identification and Grouping Rules
-  Powerful, extensible SSP engine
-  Supports multiple revenue scheduling methods (Immediate, Ratable, Event-based)
-  Rule-based treatment for various amendments during contract lifecycle
-  Automated and manual revenue holds to manage timing of earned revenue
-  Seamless integration with multiple ERP systems for general ledger sync
-  Fully automated reconciliations and 10Q/10K disclosures

Why Ayara/ Key Benefits

 **90%** shorter revenue close cycle

 **75%** reduction in manual revenue tasks

 **100%** automated reporting and audit compliance

Qualitative Benefits

✓ Accurate

Automating revenue processes achieves accuracy unmatched by risky, manual spreadsheets

✓ Efficient

Finance and controllership staff are enabled to become strategic partners with other business functions

✓ Compliant

shorten audit timelines and reduce compliance risks and misstatements of sensitive financial results

✓ Informed

Provide a company-wide revenue information repository for all decision makers

✓ Scalable

Future-proof your business for all revenue model and/or regulatory requirement changes