Ayara RevRec
for Salesforce ○○○○

Automated Revenue Recognition: Ayara's POV

Revenue management, controls, and compliance are critical for any company because they help ensure the accuracy of financial reporting and compliance with accounting standards. These three critical factors also improve decision-making, eliminate the risk of financial misstatements or fraud, and preserve investor confidence, which is essential for growth. Automating key tasks and controls around the revenue recognition process is essential for ensuring efficiency, accuracy, and consistency at scale while maintaining audibility.

Ayara RevRec for Salesforce - Overview

Ayara's Revenue Recognition capabilities include a full-featured, global standards-compliant (ASC 606/IFRS15) revenue subledger application that is now available for Salesforce customers. It is natively integrated into the Salesforce unified data platform to accurately measure and report revenue impacts of customer contracts, billings, and revenue recognition events.

Ayara is designed to manage diverse monetization models (one-time charges, subscriptions, services, consumption-based models, or any mix of these) and is adaptable to contract lifecycle changes (cross/upsells, terminations, swaps, etc.) that affect reportable revenue. While Ayara automates most of the revenue operations, it also allows the flexibility to the controllership to manually review and make contract revenue judgments.

Features

Standards-compliant (ASC606/IFRS15) Revenue Subledger for Salesforce	Fully configurable for a range of complex revenue policies resulting from diverse products and monetization models	Automates most revenue compliance and controls and allows financial judgments to be applied to customer contracts	Robust reconciliations to ensure data accuracy automates revenue reporting and key financial statement disclosures

Key Challenges

- Disconnect between Forecast to Actual Revenue
- Unable to scale due to manual revenue recognition tasks
- Increased complexities due to changes in products and/or monetization models
- Inconsistencies in Revenue Policy application for customer contracts
- Revenue restatements, Delayed revenue results, & high compliance risks
- 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 their transactional sources are all on one platform or not. Ayara not only integrates with Salesforce easily but also with other revenue data sources, thereby resulting in a unified enterprise-level revenue subledger.

- 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 the contract lifecycle
- Automated and manual revenue holds to manage the 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
Automate revenue processes to achieve accuracy that is unmatched by risky, manual spreadsheets

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

Compliant
Shortened audit timelines and reduced compliance risks and misstatements of sensitive financial results

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

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

Connect with us to know how Ayara for Salesforce is a future-ready solution transforming revenue operations and revenue recognition.