

Ayara RevOps for Salesforce

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. Reviewing deals manually from revenue and gross margin implications during quoting often results in friction and extended deal closure times, hindering efficiency. Additionally, revenue forecasts that are not aligned with ASC 606 rules cause discrepancies between forecasted and actual revenue, impacting financial accuracy. The reason for low revenue quality stems from the inability to trace potential revenue as opportunities progress, highlighting the need for improved visibility and forecasting capabilities.

To help organizations enhance revenue quality, fostering growth and efficiency, Ayara has created an innovative and cutting-edge Revenue Operations (RevOps) platform, powered by Artificial Intelligence (AI), to meet the challenges and transform the revenue management process.

Overview of Ayara RevOps on Salesforce

Ayara's AI and GenAI-powered RevOps platform seamlessly integrates with Salesforce CPQ to streamline revenue operations. This integration combines Ayara's advanced AI and GenAI capabilities with Salesforce 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 Salesforce CPQ and billing modules, offering highly flexible and scalable features for end-to-end automation and a single source (Salesforce) 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

Revenue Operations Platform

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

Key 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.

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.



SEAMLESS INTEGRATION WITH SALESFORCE 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

GenAI-driven contract analysis streamlines contract management processes and ensures compliance with revenue recognition standards.

Qualitative Benefits



Proactive

Provides deal guidance and margin management for quoting



Integrate

Offers a Plug & play app/ fully pre-wired integration with Salesforce 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

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.

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

