Ayara

Ayara RevOps:
Transforming Revenue Operations

In today's hyper-competitive business landscape, staying ahead of the curve and maximizing revenue growth requires more than just traditional approaches—it demands innovation and precision. Ayara has pioneered a cutting-edge Revenue Operations (RevOps) platform that leverages the power of AI to transform how organizations assess and manage revenue opportunities. By providing real-time insights into revenue and gross margin impacts—such as non-standard discounts, terms, and pricing—Ayara's RevOps platform empowers businesses to make informed decisions to drive profitability and growth. In a landscape where every deal counts, Ayara enables smarter, faster, and efficient revenue operations.

Tackling RevOps Challenges

Equip your teams with AI-driven insights for smarter decision-making and more predictable growth. Ayara's RevOps platform addresses common RevOps challenges, offering enhanced visibility, control, and predictability throughout the entire revenue lifecycle. It streamlines operations through simplified, automated and integrated workflows, making revenue management efficient, scalable, and future-proof addressing key challenges

- Inability to assess revenue impacts due to complex deal structures, non-standard discounts and terms in real time

- Inaccurate & fractional forecasting ; & Misalignment between sales and finance forecasts

- High costs and complexity in RevOps system management.

- Manual Finance approval processes that create friction between Sales & lengthen sales cycles

- Lack of Insights into gross margins leading to revenue leakage

- Limited capacity for deal modeling and strategic "what-if" scenarios.

Ayara RevOps at a Glance

Ayara's RevOps platform seamlessly integrates with leading CPQ systems, offering a comprehensive solution that enhances revenue forecasting, margin optimization, and compliance with ASC606/IFRS 15 standards. From revenue guidance and forecasting to flexible, scalable automation, Ayara's RevOps platform becomes your single source of truth for managing the entire Quote-to-Cash (QTC) process.

Key Capabilities

✓ **Revenue Guardrails for Compliance:** Real time and seamless integrated revenue & margins assessment on the quotes due to pricing, discounts & non-standard deal terms. Proactive alerts when deals stray from approved guidelines, reducing the risk of revenue leakage

✓ **Accurate Revenue Forecasts:** Precise revenue forecasting and external guidance for all business & monetization models and across different sales stages aligned with ASC 606 standard (including . predict renewals and usage-based models powered by AI)

✓ **AI Powered Revenue Analytics:** Unified, comprehensive and actionable insights across customer revenue life cycle management. Identify upsell, cross-selling, and pricing optimization opportunities with tailored AI insights, enhancing sales performance and reducing churn.

✓ **Automated Workflows for Deal Assignments and Reviews:** Improve collaboration with hierarchy-driven workflows that streamline deal approvals and reviews.

✓ **Intelligent Contract Term Analysis:** Identify, assess and optimize contract terms using advanced AI algorithms for faster deal execution

✓ **Integrations with Leading RLM/CPQ Platforms:** Native & fully integrated with major CPQ systems (Salesforce, Conga, Oracle) for seamless & centralized user experience, ensuring a frictionless workflow

The Ayara Advantage

70% Reduction in Manual Efforts	**Faster Deal Approvals**	**Improve Collaboration**	**95%+ Forecast Accuracy**	**Boost Win Rates**
Automate repetitive tasks and refocus on strategic growth.	Shorten approval cycles from days to hours with real-time analysis ; improve deal velocity	Eliminate friction and foster trusted partnership between Sales and Finance	Achieve industry-leading forecast accuracy through advanced AI models.	Focus on the most promising opportunities to close high-value deals.

Unleash the Full Potential of Your Revenue Operations
With Ayara RevOps, you can:

➡ **Proactive:** Deal guidance and margin management for quoting

➡ **Informed:** Scenario Analysis supported by Deal Adjustments and Flexible Cost Rules

➡ **Track:** Hierarchy-driven Deal Assignments & Review Workflows

➡ **Integrate:** Plug & play app/ fully pre-wired integration with all CPQ & ERP platforms

➡ **Automate:** End-to-End RevOps across QTC

➡ **Scale:** Comprehensive RevOps capabilities to scale QTC processes

➡ **Predict:** Reporting and forecasting powered by AI/ML

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