



Implementation of Salesforce Billing & Integration with NetSuite Reduces Pricing Inaccuracies for a Broadcast Technology Company



Insight

The client headquartered in New York is a cloud-based SaaS company delivering technology for broadcast and media production and distribution. The client was using spreadsheets to manually calculate revenue and quotes which resulted in inaccurate numbers and revenue loss.

To streamline the billing process, the client chose to implement Salesforce Billing and relied on Forsys' expertise for seamless execution. As a result, the client now has an automated invoicing process, streamlined billing process, and more.



Industry

Broadcast Media Production and Distribution



Revenue

\$28M



Employees

201-500



Headquarters

New York, USA

Business Challenge

Different teams (finance, sales management, sales operations, sales representatives, and onboarding) at the client were using spreadsheets to manually calculate revenue, which resulted in revenue loss. The key challenges were:

- Manual creation of invoices in NetSuite
- Lack of unified sales efforts due to disjointed Quote-to-Cash processes, tools, and data sources
- No status tracking of sales, discounts, and subscription pricing; this resulted in income loss
- Inconsistent discounts
- Inaccuracy in billing
- Using Salesforce only till managing opportunities
- Maintaining product configurations and pricing on google drive

Transformation Journey

Forsys successfully implemented the Salesforce Billing solution for the client with the ability to:

- ➔ Automate invoice generation for recurring and usage products
- ➔ Create price books based on regions, currencies, and complex discounting rules
- ➔ Automate Renewals for the subscriptions
- ➔ Apply automatic uplifts year-on-year and on renewed quotes
- ➔ Identify bundling opportunities
- ➔ Change the pricing and discounts as required
- ➔ Align sales and finance processes
- ➔ Create multi-level approval workflows to streamline and track approvals
- ➔ Integrate Salesforce Billing solution with NetSuite for customers, products, and invoice data to streamline the revenue processes

Impact

Post-implementation the client observed:



**Simplification
of the revenue
process**



**Automation of
invoicing
process**



**Elimination of
billing
inaccuracies**



**Increase in
upsell/cross-sell
opportunities**



**Automation of discounts
and tracking of approvals
for compliance**

About the Client

The client, headquartered in New York, USA, is a global leader in cloud-based SaaS technology for broadcast and connected TV. The client enables content owners and TV networks to start, operate, deliver, and monetize live, linear, and on-demand channels across OTT, cable, and Free Ad-Supported TV around the globe.

The client works with 650+ content brands, manages 2000+ channel deliveries, and operates in 40+ countries.

Solution Components

Salesforce Billing, JIRA, NetSuite