

# The Rise of the Revenue Operating System

AI-powered Infrastructure  
for Modern Monetization

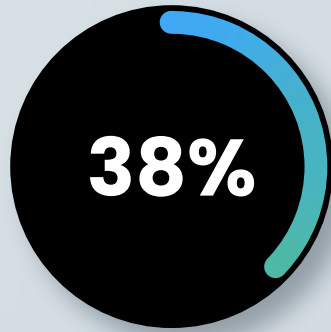


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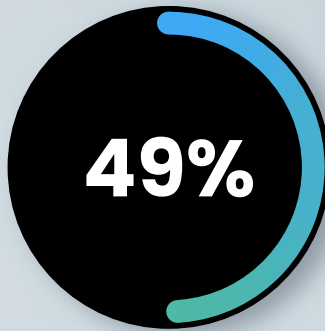
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# Why Revenue Management is Broken

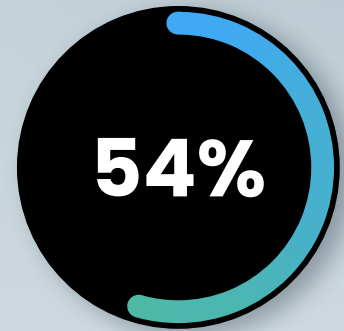
Revenue execution is failing. Despite billions spent on ERP and CRM, enterprises still face broken processes, error-prone billing, and missed forecasts. Finance leaders spend weeks reconciling data instead of driving strategy.



of invoices  
contain errors<sup>1</sup>



of companies  
receive late  
payments<sup>2</sup>



of finance teams  
rework revenue  
recognition each  
month<sup>3</sup>

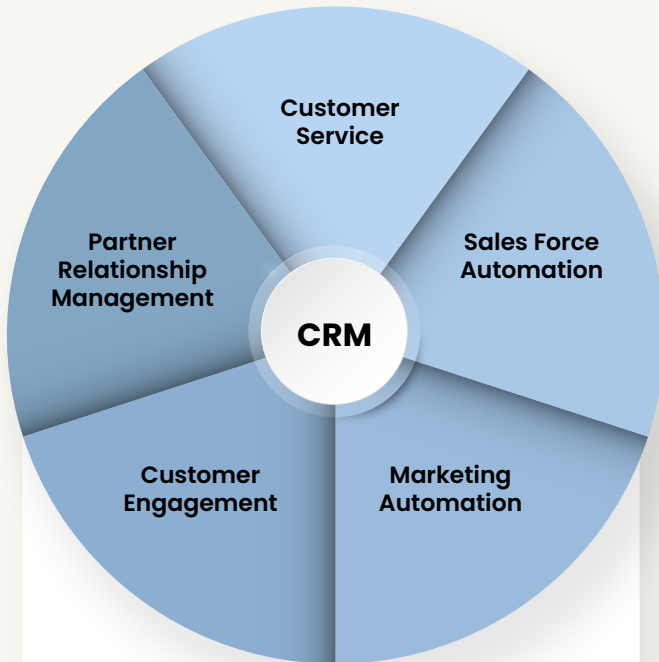
## THE REALITY?

**CRM manages relationships. ERP manages accounts.  
Neither manages revenue.**

Enterprises are trying to plug the gap with spreadsheets and bolt-ons, but the result is inefficiency, risk, and lost growth.

# Why CRM & ERP Fail

CRM and ERP weren't built for modern monetization.



## CRM is powerful for relationships, but not revenue.

It lacks support for advanced pricing models, compliance, and usage mediation. It can't handle mid-term amendments or scale to millions of transactions. At best, it's a sales tool — not a financial system.

## ERP is just as limited. Its billing logic is rooted in yesterday's order-to-cash processes.

It struggles with usage-based, hybrid, or dynamic pricing. Compliance is weak, and audit trails are thin. Like CRM, ERP demands expensive integrations and endless manual workarounds.



TOGETHER, THEY CREATE A COSTLY PROBLEM

Leakage, risk, and delays.

# Forces of Change: Shift Happens

The business world is in flux.  
Traditional models can't keep pace with the demands of today's enterprises.



Yet most companies don't have the infrastructure to support these shifts. Pricing complexity is cited as the number one barrier to growth.

**71% of CFOs say their organizations struggle to monetize AI.<sup>4</sup>**

**Analysts confirm what leaders know:** ERP and CRM simply weren't built for this level of agility.

SOURCE: 4. DigitalRoute

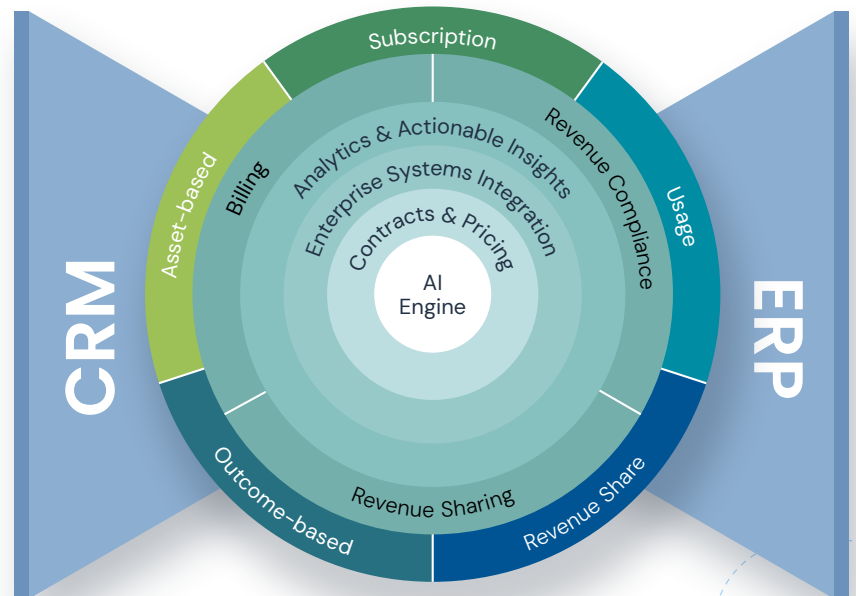
# Introducing RecVue RevOS

RecVue RevOS is a new kind of system —  
**the intelligent control layer between CRM and ERP.**

It takes commercial intent from the front office — quotes, subscriptions, usage data, partner agreements — and transforms it into governed, compliant financial outcomes in the back office.

## With RecVue RevOS, Enterprises Can:

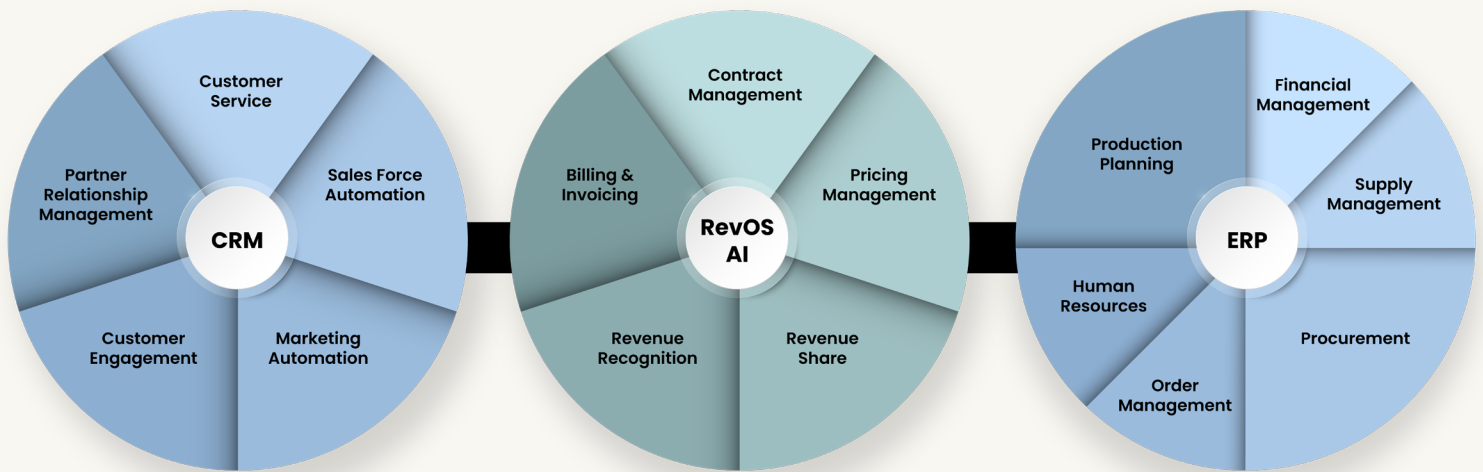
- ✓ Orchestrate the full revenue lifecycle from quote → contract → billing → recognition.
- ✓ Eliminate silos and leakage with one unified platform.
- ✓ Automate processes that once required weeks of reconciliation.



RecVue RevOS is contract-centric, not order-centric. It is composable, AI-powered, and built to handle enterprise scale. It's more than a product — it's a new category: **the Revenue Operating System.**

# What is a Revenue Operating System?

A Revenue Operating System is purpose-built to unify and modernize revenue operations.



## BRIDGES CRM & ERP

Connecting the front office & back office seamlessly

## SUPPORTS EVERY MODEL

Subscriptions, usage, outcomes, partner share, and hybrids

## AUTOMATES EXECUTION

Billing, pricing, partner compensation, revenue recognition

## SCALES WITH COMPOSABLE DESIGN

Fitting into any stack and growing with demand

## DELIVERS AUDIT-GRADE INSIGHT

Real-time visibility and compliance across all operations

**It's the missing piece of the enterprise architecture puzzle.**

# Four Foundational Pillars

RecVue RevOS stands on four foundational pillars that together redefine revenue operations.

## UNIFIED

One platform for billing, recognition, and partner compensation. No more silos, delays, or spreadsheet workarounds. One source of truth across every revenue stream.

## PLUGGABLE

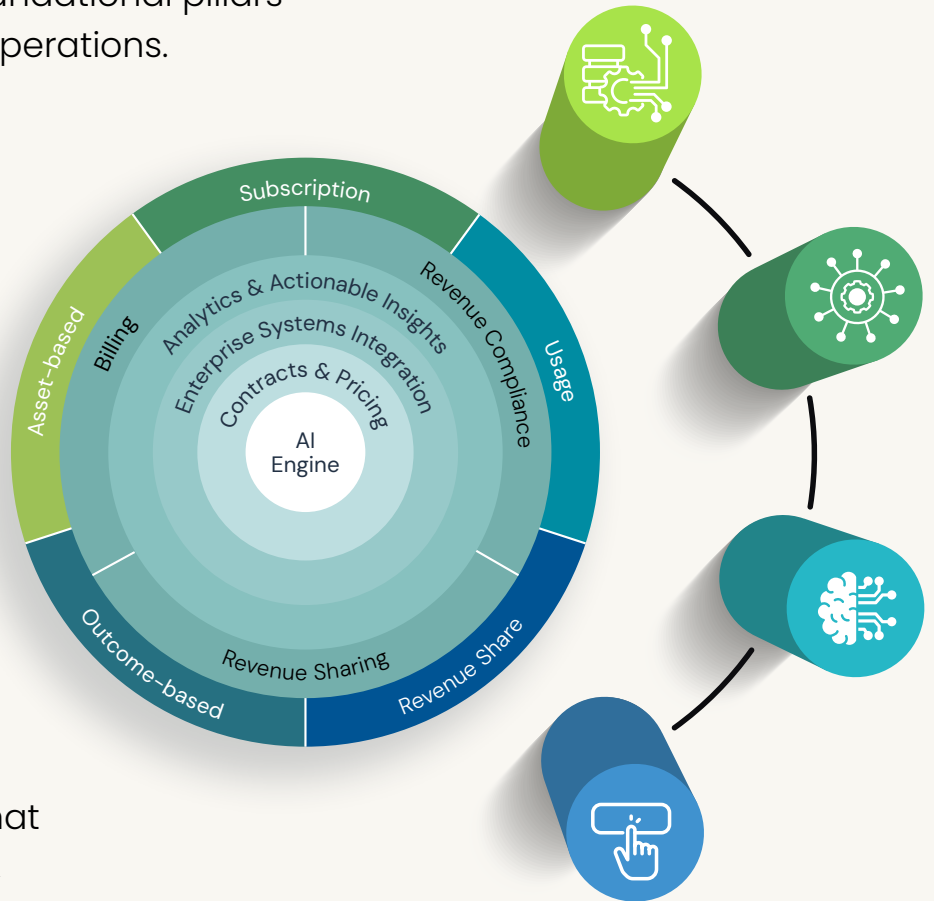
A flexible data mediation layer that connects Salesforce, Oracle, SAP, NetSuite, and beyond. Plug in seamlessly, deploy faster, and realize value sooner.

## AI-DRIVEN

Human-centered AI powers contract orchestration, billing accuracy, and revenue modeling. It's pragmatic, not hype — consistent singles and doubles that reduce errors and accelerate cash flow.

## INSIGHTFUL

A modern user experience with dashboards and role-based views. Finance, RevOps, and IT leaders can move faster, make better decisions, and plan with confidence.



# AI in Action

AI is transforming monetization, but most companies lack the infrastructure to support it. RecVue RevOS embeds AI directly into the revenue lifecycle with practical, high-value workflows:

## **CONTRACT-TO-CASH AUTOMATION**

Orchestrates every step, seamlessly.

## **FRICTIONLESS BILLING**

Accurate invoices, on time, every time.

## **REAL-TIME INTELLIGENT AGENT**

Surfaces insights, guides next steps, eliminates delays.

## **AUTONOMOUS REVENUE MODELING**

Instantly adapts to new models with self-configuring intelligence.

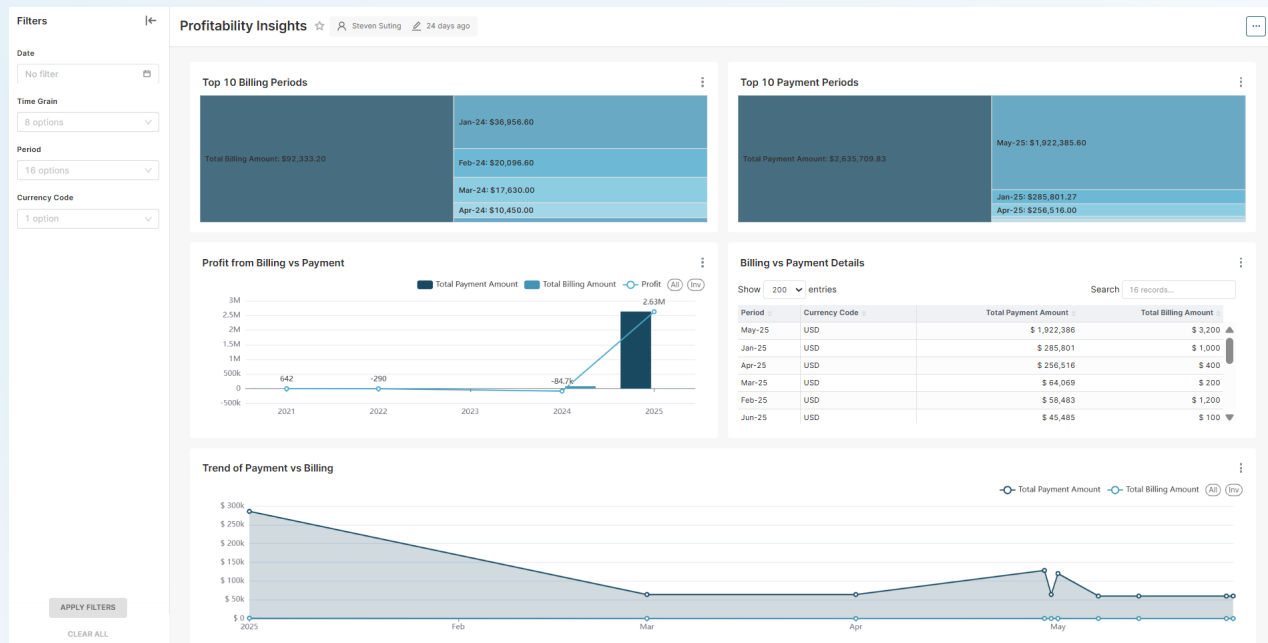


### **This is human-centered AI**

Designed with users, built with customers, and scaled for enterprise complexity.

# Insightful Decisions: One Source of Truth

Finance teams can't afford stale reports or disconnected spreadsheets. RecVue RevOS delivers unified, real-time visibility that drives faster and smarter decisions.



**Unified analytics** across billing, recognition, and revenue share.

**Dashboards in real time** — not days later.

**Embedded insights** delivered where teams already work.

**Role-based views** tailored to CFOs, RevOps, and IT.

## THE PAYOFF IS CLEAR

Faster close cycles,  
reduced leakage, and  
smarter strategic  
planning.

# The RecVue Advantage

RecVue RevOS delivers measurable, enterprise-grade outcomes:



**Total Revenue**  
Under Management



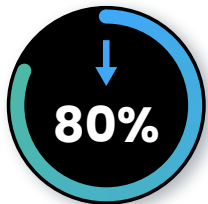
**Billed**  
Annually



**Transactions**  
Processed Every Month



**Closes Cycles**  
9 – 12 days faster



**Reduction**  
in reconciliation effort



**Faster**  
time-to-invoice

THE ADVANTAGE IS CLEAR:

**RecVue RevOS is**



**Unified**



**Scalable**



**Compliant**



**Automated**



**Insightful**



**Tailored**

**...to your business**

# The Bottom Line

Revenue execution is failing because ERP and CRM were never built for monetization. The result is error-prone billing, risky compliance gaps, and finance teams stretched thin.

## RECVUE REVOS CHANGES THAT

It is a new category of enterprise software — **the Revenue Operating System** — purpose-built to unify the full revenue lifecycle.

RecVue RevOS delivers the clarity, control, and scalability today's finance leaders need to protect their business while enabling future growth.

## With RecVue RevOS, Enterprises Gain:

- ✓ **AI-powered automation** across billing, recognition, and partner compensation.
- ✓ **Audit-grade accuracy** that safeguards compliance and reduces leakage.
- ✓ **Enterprise-scale agility** to handle complex, high-volume transactions and adopt tomorrow's monetization models with confidence.



**SCHEDULE A MEETING TODAY**  
with our revenue experts and  
explore how RevOS can transform  
your revenue operations.