



NUCLEUS
RESEARCH

CONGA CONNECT ANNOUNCEMENTS 2023

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THE BOTTOM LINE

At the 2023 Conga Connect conference the vendor unveiled some of the key components of its product roadmap, designed to help Conga users optimize their revenue management processes. Conga's announcements were headlined by the release of Conga Revenue Lifecycle Cloud and a new strategic partnership with Accenture. The Conga Revenue Lifecycle Cloud addresses an organization's unique challenges while providing seamless customer interactions and increased certainty across every touchpoint. The Accenture partnership is expected to bring together Accenture's advisory and delivery expertise to help organizations drive more predictable revenue and streamline revenue processes.

OVERVIEW

As organizations across all industries continue to feel pressure to cut costs and optimize processes, efficient revenue management is crucial to long-term success. Conga's Revenue Lifecycle Cloud offers an innovative, unified solution to predict, drive, and collect revenue by automating manual processes and integrating intelligent systems. The platform's application of AI and machine learning provides organizations with valuable insights into how revenue in one area impacts another, enabling users to maximize revenue generation and increase overall efficiency. Conga also announced new strategic partnerships with AWS and Accenture, with plans to pursue additional future partnerships with Microsoft Azure Marketplace, Google Marketplace, and the Alibaba Marketplace. These partnerships are expected to significantly expand the vendor's total addressable market and give more organizations access to the Conga Cloud.

CONGA

Conga is a global Revenue Lifecycle Management vendor that provides innovative cloud-based solutions to help businesses optimize their revenue management processes. The vendor takes a customer-centric approach, equipping users with comprehensive platforms that span the entire revenue lifecycle, and that integrate seamlessly with existing enterprise applications, including CRM, and ERP solutions. Through its API-first architecture and unified data model, Conga simplifies complex revenue management activities and enhances collaboration across departments. By leveraging AI and machine learning, the solution enables organizations to increase efficiency, improve predictability, and uncover potential risks. With a commitment to removing complexity and driving transformation, Conga empowers more than 11,000 customers worldwide to streamline revenue management and stay ahead in an increasingly competitive landscape.

**One Conga customer
reduced time to quote
by more than 40%**

CUSTOMER IMPACT

Nucleus expects Conga's new open-cloud capabilities to help organizations increase employee efficiency, enhance organizational collaboration, and improve revenue predictability.

- **Increased employee efficiency.** Automated sales activities, such as proposals and quotes, accelerate deal cycles and improve user buying experiences. Conga Revenue Lifecycle Cloud streamlines the entire process from request to renewal, freeing up sales representatives to focus on nurturing customer relationships and closing deals. By eliminating manual tasks, the platform reduces human error and ensures consistent and accurate pricing across quotes, order forms, and invoices.
- **Enhanced organizational collaboration.** A unified data model allows for better collaboration between departments and eliminates decision-making silos. By providing a single source of record across applications and processes, Conga Revenue Lifecycle Cloud ensures that teams have access to the most up-to-date and accurate information, fostering improved communication and decision-making. This flow of data across departments, such as sales, finance, and operations, leads to better alignment of business goals and a more cohesive approach to revenue management.
- **Improved revenue predictability.** AI and machine learning applications provide insights into revenue streams and enable organizations to uncover and mitigate risks before they become problematic. Conga's intelligent platform offers valuable forecasting capabilities, such as identifying customers most likely to renew, churn, or be eligible for cross-selling or upselling opportunities. Additionally, the platform helps in predicting potential risks, enforcing revenue and contract policies, and streamlining revenue contracting and obligation delivery management, ultimately driving better business decisions and optimizing revenue generation.

LOOKING AHEAD

As organizations continue to navigate an increasingly complex business landscape, solutions such as Conga Revenue Lifecycle Cloud have become essential for success. By transforming revenue management processes and delivering an elevated buying experience across channels, Conga is well-positioned to drive customer satisfaction, efficiency, and revenue growth. The introduction of the platform demonstrates the vendor's commitment to a customer-first approach, as it empowers organizations to optimize revenue management processes and accelerate their digital transformation journey.