

# Billing

Extend CPQ to automate invoices and payments for all revenue models

## Build Recurring Customer Relationships

New business models like subscriptions and consumption-based pricing are gaining traction in many industries thanks to newly emerging technologies, including cloud computing, the Internet of Things (IoT), and artificial intelligence. While this creates new go-to-market and growth opportunities, it often strains existing systems and processes.

In accordance with customers' changing needs, these new business models have transformed quote-to-cash from a linear process into an iterative process, where customer orders can change. As a result, businesses can no longer split customer touchpoints between front and back office systems. Instead, they must create alignment and consistency across all customer touchpoints, including invoicing and payments. This is the only way to build successfully recurring customer relationships today.

BluLogix Billing helps you build recurring customer relationships by extending BluLogix CPQ to invoicing, payments, and revenue reporting on the world's first #1 CRM.



## BluLogix Billing allows you to:

### Reduce SKU Proliferation

Simplify your product catalog and SKU requirements with pricing, revenue recognition, and tax rules that allow for simplicity and flexibility at the product level.

### Improve Invoice Accuracy

Utilize data created during quoting processes, such as billing frequency or charge type, to create invoice records on demand or automatically.

### Consolidate or Split Invoices

Generate multiple invoices per order, or consolidate invoices across multiple orders or customer accounts, to ensure customers are efficiently billed for what they contracted.

### Rate & Bill Customers based on Usage Consumption

Determine and process the correct price per usage event, based on contracted tiers and historical usage.

### Accept & Allocate Payments

Accept lockbox, credit card, bank transfer, or wired payments at the invoice or account level and allocate payment to a single invoice, multiple invoices, or individual invoice line items.

### Eliminate Dual Data Entry

Bill from orders created directly from quotes with the ability to override individual orders or change them by customer.

### Bill for Contract Amendments and Add-Ons.

Ensure changes, prorations, and coterminous add-ons are accurately reflected in invoices, payments, and revenue recognition schedules.

### Apply Credits & Debits

Issue credit notes or apply late fees based on the needs of the customer and apply them to the appropriate invoice line.

### Streamline Revenue Recognition

Create parallel, multi-element revenue schedules that provide the ability to trace revenue obligations to customer, product, and line-level detail. This is required for revenue recognition standards such as ASC606

### Compliment Existing Platform

BluLogix Billing provides your ERP or financial management systems with clean customer and financial data for key functions like revenue recognition, accounts receivable, & financial reporting.

### Analyze Your Customer Base

Since BluLogix Billing is on the BluIQ Platform, you can analyze metrics at the aggregate or customer level to gain insights into customer lifetime value, total customer spend, average revenue per customer, and chum.

“Salesforce CPQ & Billing helps us handle the high transaction volume driven by growing demand for our workforce management and HCM cloud solutions.”

John Smith, VP and CIO  
- Company Name -

## How We're Different

### Billing for All Revenue Models, Not Just Subscriptions

Bill for perpetual, usage, or subscription revenue models, as well as for professional services and percent of total transactions, including warranties.

### Process & User Flexibility

Build complex billing workflows with clicks - not code. Introduce automations that allow you to override and manage exceptions, Share the appropriate data with the right teams using object, field, and user-level permissions.

### Built on the #1 CRM

Built on the BluLogix Platform, BluLogix Billing extends BluLogix CPQ and gives you the ease-of-use, security, and scalability that businesses of all sizes trust the world's #1 CRM to deliver.

### Simplified Billing Maintenance

Simplify quote-to-cash maintenance and reduce SKU proliferation with a common data model, pricebook, rules, and pricing engine across CPQ & Billing.

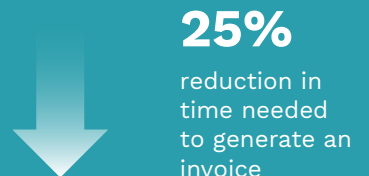
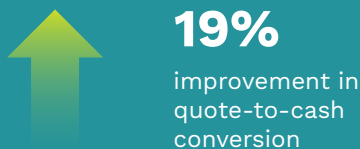
### Full Line Traceability

Know how much has been billed, collected, and recognized all the way back to every quote line and order line - giving you the details you need for rich customer analytics and revenue recognition.

### Simplified Payment Processing & Capture

Salesforce Billing Payment Apps makes it easier than ever to accept payment from your customers. Our partners have built numerous applications for capturing customer payment methods during e-signature and connecting BluLOGix Billing to various payment gateways for processing payments. They are all made available to you on the BluIQ.

## ROI Study Results



For more detail on ROI, please see this study of our customers, or start modelling hypothetical benefit with this calculator.

## Customer Success Examples



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