Calfus

ORACLE | Partner

High Tech > *Software Subscription Industry Solution*

14-Mar-24

Agenda

01 Software Subscription Economy

02 Oracle’s End to End Footprint & Customer Context

03 Calfus Offering & Value

All rights reserved. Copyright © 2024 Calfus.

Calfus

Software Subscription Economy

Subscription Economy Continues to Fuel Software Industry Growth

According to The Subscription Economy Index report, the subscription economy has grown by a remarkable 435 percent over the last decade.

According to McKinsey & Company, social-commerce market is expected to reach $2 trillion by 2025.

After 1.7% growth in 2023, Consumer Technology Association (CTA)® forecasts that consumer spending on software and services will rise 3.7% to $157 billion in 2024.

All rights reserved. Copyright © 2024 Calfus.

Key Imperatives for growth in Software Industry

Calfus

Priorities	Business Outcomes
Customer Experience and Success	Unified Experience across offerings Predictable Metrics like customer & revenue churn, customer engagement score, customer lifetime value – NRR, ARR, CLV etc.
Subscription Management at Scale	Connected Products and Services ; Bundled Offerings Faster go to market IPO & M&A activity
Accurate & Predictable Revenue	Revenue Recognition Compliance (ASC 606 / IFRS 15) Revenue & Renewal Forecasting

All rights reserved. Copyright © 2024 Calfus.

Calfus

Oracle’s End to End Footprint

Oracle has inter-connected and comprehensive Solution Footprint for Software Subscription Economy

Calfus

Lead to Cash Flow

Inquiry

Quoting & Pricing

Subscription Management

Billing & Payments

Customer Engagement

Finance

Key Activities

- Customer Request
- Contacts
- Leads
- Pricing Request

- Review requirements
- Suggest Products
- Product + Service Bundling
- Upsell/Cross Sell
- Flexible Pricing
- Finalize Subscription Model, Billing Schedule
- Negotiation & Closure

- Subscription Contract
- Product Delivery (if needed)
- Service Delivery
- Warranty/Maintenance Service Plans (as needed)

- Usage Based Billing
- Periodic Billing
- Service Billing
- Auto-Collect Payments
- Invoice Collections

- Service Delivery
- Product Releases
- Asset Installation
- Asset Maintenance (as needed)
- Service Requests
- Omni Channel Engagement
- Track & Renew Subscriptions
- Upsell/Cross Sell Strategies

- Revenue Recognition
- Service Delivery Cost
- Indirect Procurements & Payments
- Budgeting & Reporting

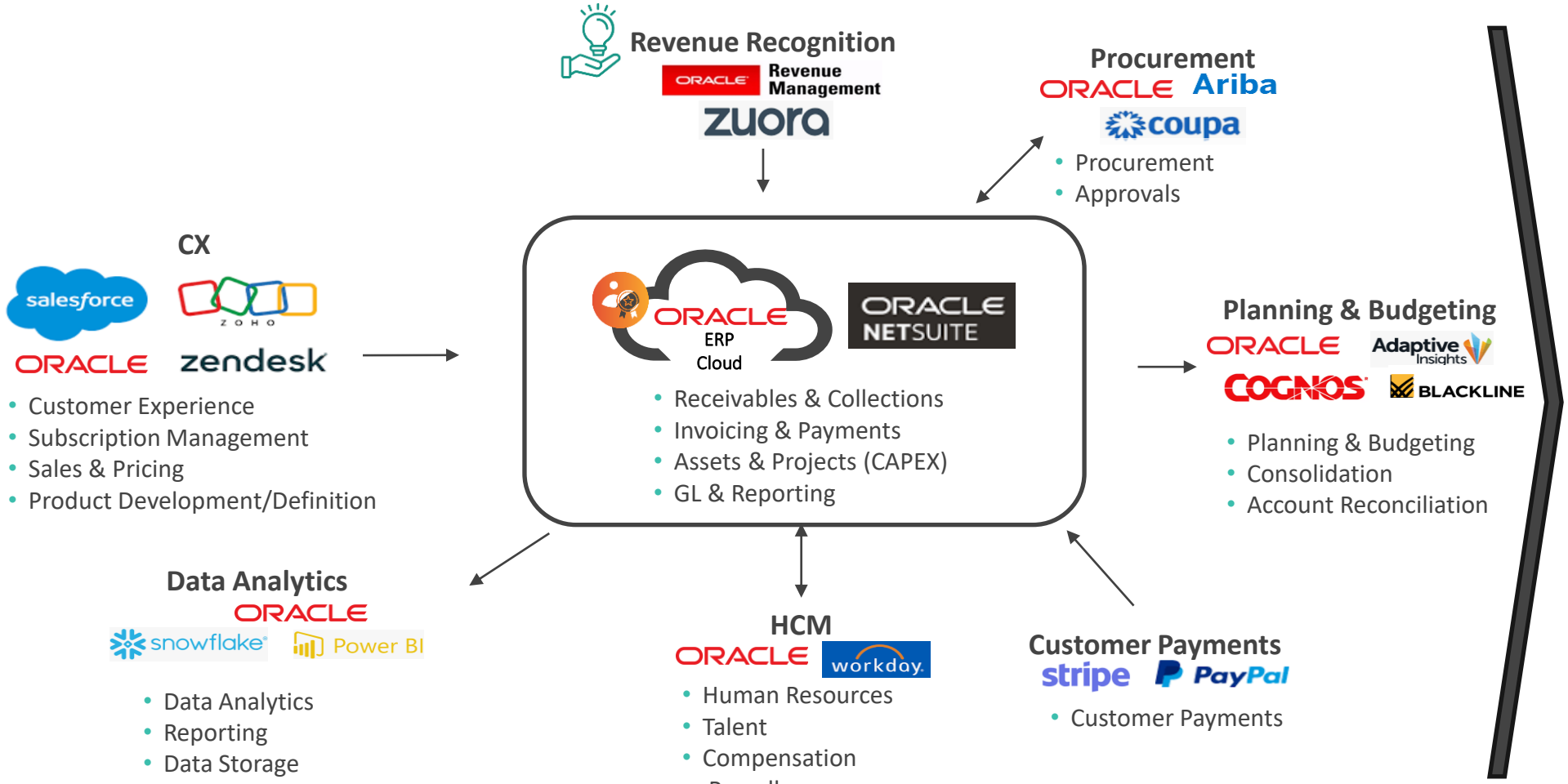
Oracle Footprint

ORACLE CX Cloud | ORACLE CPQ Cloud | ORACLE SCM Cloud | ORACLE Subscription Cloud | ORACLE Procurement Cloud | ORACLE ERP Cloud | ORACLE HCM Cloud | ORACLE FAW | ORACLE EPM Cloud

All rights reserved. Copyright © 2024 Calfus.

Quite often, customer needs to integrate Oracle products with many other applications…

Calfus



Calfus industry solution enhances Oracle's value as follows:

- Solutions for white spaces in Oracle
- Ready connectors
- AI-led solutions
- Industry specific KPIs & dashboards

Refer next section for details

All rights reserved. Copyright © 2024 Calfus.

Calfus

Calfus Value & Offering

Calfus' Value…our solutions complete Oracle offerings

Calfus

White Spaces in Oracle

- *Handling contract terminations in case of asset transfers*
- *Introducing stages in contract life cycle*
- *Combining OM & Subscription Invoices into a single invoice*

Revenue Management Add-ons

- *RMCS to GL Reconciliation Analytics*
- *Pre-built Data Transformations*

Finance Analytics

- *Revaluation Simulator to validate/ certify revaluation amounts*
- *Sub-ledger to GL Movements*
- *Collections Insights*

Ready Connectors

- salesforce — Customer & AR Invoices
- stripe — AR Receipts
- OANDA SMARTER TRADING / Bloomberg — Exchange rates
- coupa — Journals + Expense Reports from 3rd party systems
- Zip — Vendors & AP Invoices

Lead to Cash Flow

Inquiry → **Quoting & Pricing** → **Subscription Management** → **Billing & Payments** → **Customer Engagement** → **Finance**

AI Led Capabilities

Metrics like churn rate, customer lifetime value (CLV) & health score), customer acquisition cost(CAC, renewals / recurring revenue

MVue
Predictive Cash Forecasting

KPI Dashboards

CX Analytics
(customer & revenue churn, customer engagement score, Lead to customer rate, pipeline, forecast, sales activity, etc.)

Finance Analytics
(Invoice projections, Amount Overdue Heatmaps, Payables/Receivables trends, DPO, DSO etc.)

SCM Analytics
(Inventory Valuation heat map, Top 10 Customers/Suppliers/Items etc.)

C-Suite Analytics
(Cash in Hand, Revenue Trends, Amount Due, Amount to be paid, Renewal Rates, Net Dollar Retention, Customer lifetime value etc.)

All rights reserved. Copyright © 2024 Calfus.

Calfus' Fixed Scope Offerings (FSO) for implementation

Calfus

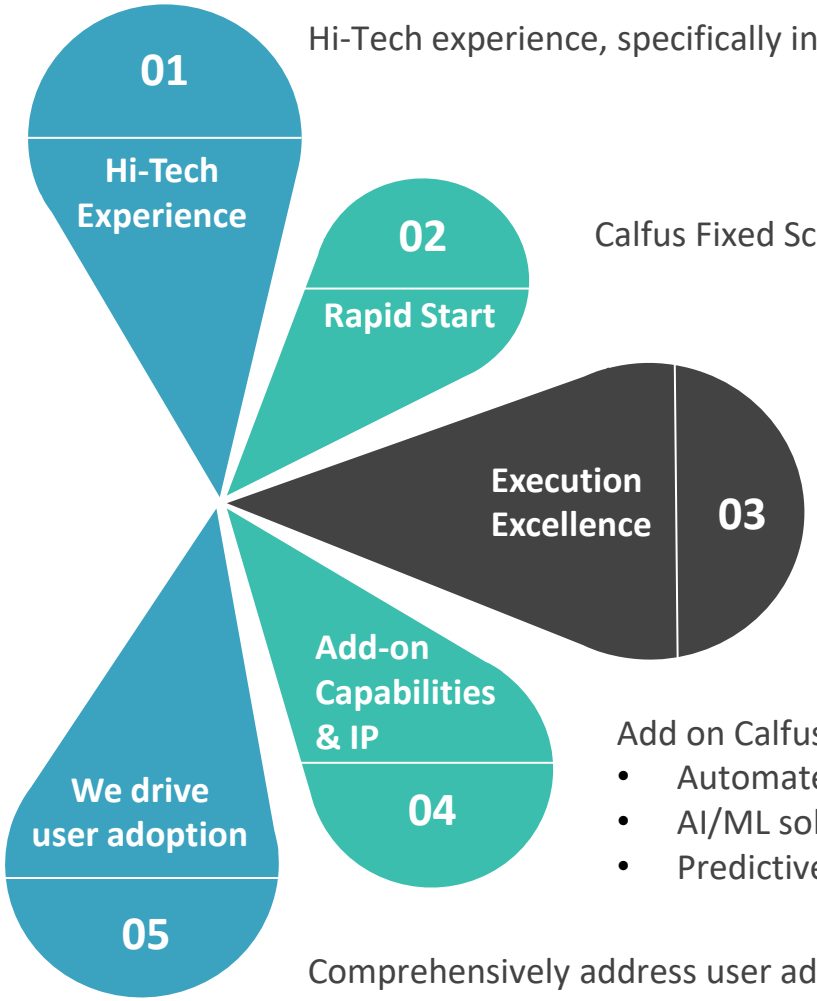
Essential	Premium	Exclusive
Cloud Modules		
3 Tracks *Finance, CX & SCM (Order Management)* *Fusion Transactional Business intelligence for Financials (OTBI) , Fusion Financial Reports Studio, Fusion Smart view*	**5** Tracks *Essential + CPQ + Revenue Recognition*	**7** Tracks *Premium + EPM + FAW*
User Adoption		
Training Manuals + Train the Trainer	*Essential + End user Training*	*Premium+ Quizlet* *Digitize Business Processes**
Organizational Structure		
1 Country Up to **1** Legal Entity	**1** Country Up to **3** Legal Entities	**2** Countries Up to **5** Legal Entities
Reports & Integrations		
15 Reports Up to **2** Integrations	**20** Reports Up to **5** Integrations	**25** Reports Up to **8** Integrations
Add- Ons		
4 KPI Dashboards *CX, Finance, SXM, C-Suite*	*Essential + AI Capabilities*	*Premium + 1 Yr. subscription to MVue product*
Implementation Timelines		
4-5 Months Implementation **2** Weeks Hypercare	**6-7** Months Implementation **2** Weeks Hypercare	**8-10** Months Implementation **4** Weeks Hypercare

Reports will be a combination using FRS and BI Publisher

** Using tools like WalkMe*

All rights reserved. Copyright © 2024 Calfus.

Why Calfus



Hi-Tech experience, specifically involving software subscription & revenue management

Calfus Fixed Scope Offerings (FSO) for rapid start, utilizing proven methodologies, approaches and toolsets.

Comprehensive solution design based on process flows, foundational data structures, for business acceptance. Successful and assured execution through pre-built Integrations, test scripts and data conversion solutions and tool-kits.

Add on Calfus' capabilities & IP for value realization

- Automated Testing Suite for Quarterly Releases (aCT™)
- AI/ML solutions using Customer Data Model
- Predictive Cash Flows (Mvue™)

Comprehensively address user adoption through role matrix per SOX guidelines, training manuals & videos followed by carefully crafted quizzes to assess user readiness.

All rights reserved. Copyright © 2024 Calfus.

Thank You

Calfus

https://www.calfus.com/enterprise-applications

ORACLE | Partner