



Omnibill for Dynamics CRM and the B2B Selling Model.

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This white paper will outline the benefits organizations can achieve through a more thorough integration of their billing and CRM platforms.

Our discussion will focus first on the current situation, by role and task, of a weak or non-integrated billing and CRM environment. We will then outline the benefits for each role with Omnibill for Dynamics CRM.

Benefits

Improved Sales
Effectiveness

Enhanced Marketing
Strategy

Increased Customer
Satisfaction

Operational Efficiency

Introduction.

Most organizations engaged in a Business to Business (B2B) selling model view the processes of CRM and billing separately; CRM as the domain of the 'front office' – sales, marketing and customer service, and billing as a traditional 'back office' function.

This view is beginning to change, as examples of integration between billing and CRM are emerging. Most of these integrations are focused on making client-specific billing data, post-invoice, available to front office staff, so they can see, through their CRM interface, the exact services a client has and the price they are paying.

This simple integration does provide a benefit for existing customers; it does not provide any benefit in the pursuit of new business.

To grow their business, B2B organizations are dependent on creativity. Customers demand creative marketing and creative sales people to create the unique mix of products, services and pricing that they require. The billing platform, as the single source of the truth for product and pricing configuration, needs to make it easy for marketing and sales to be creative. With the integration that Omnibill for Dynamics CRM provides, this creativity can be realized.



Sales.

Creating Quotes

As a sales opportunity evolves, the salesperson will create any number of quotes for a prospect. The process to create these quotes is typically manual. A pricing catalogue, or perhaps a rough estimate, is used to build a quote that is presented through an email, maybe a spreadsheet, perhaps verbally. Perhaps sales will confirm with operations that what they're proposing to the customer can in fact be handled by the billing system... maybe not. Maintaining an accurate history of these quotes is difficult and time consuming. The result is a time intensive manual process that runs the risk of poor data consistency from one quote to the next (or one salesperson to the next). Customer delays or an error in a quote could jeopardize the business being pursued.

With Omnibill for Dynamics CRM, the quoting process is driven from a common, flexible product catalogue and pricing rules. It is automated, auditable, and able to support the creative mixing and matching of services, pricing, and discounts that a salesperson needs in order to win the business.

A quote is built within CRM through a point and click interface directly from the product catalogue. Any discounts or promotions are applied through the pricing rules menu. Sales will always know exactly what the limits of their offering can be. Each version of the quote is kept. Building the quote in CRM means a complete history of customer-specific quotes are available for review.

The benefits of this approach include efficiency – easier and faster creation of quotes, as well as finding and managing quotes provided to customers. Accuracy and creativity – a single product catalogue and pricing rules provide the sales person with company-approved options for pricing parameters in the quoting process.

Writing Contracts

The process of creating a contract for a new customer in most sales organizations is time consuming. As the sales cycle nears its end, a new contract is typically created manually. The content from the most recent quote is used for the contract, which can result in mistakes as well as time delays.

With Omnibill for Dynamics CRM, the final agreed to quote becomes the contract with a push of a button. Omnibill generates the contract with the content from the most recent quote. This ensures accuracy – no risk of mistakes from the customer's quote to the contract. It also ensures speed – a contract in your customer's hands as soon as possible.

Customer Satisfaction

Customer inquiries regarding services and charges can be time consuming and, in some cases, result in churn. Being able to answer a customer's question regarding a particular charge can take a significant amount of time. Finding the most recent invoice, identifying the appropriate contract, reviewing the contract and confirming back to the customer the reasons for the charge.

Omnibill allows a Customer Service Rep to pull up a customer's most recent invoice, click on the line item in the invoice and it automatically brings the Rep to the relevant line item in the customer's contract that resulted in the charge. This could also be made available to customers through a portal. The benefit is increased customer satisfaction as their questions are answered accurately and quickly.



Marketing.

Product Launch

Launching a new product can be a difficult process for billing. How the product is priced (usage, recurring, agreement based) can sometimes be difficult for a billing system to handle. Typically, coding or manual effort is required to create the appropriate pricing rules in the billing system. In some cases, a product idea does not come to fruition because the costs associated with enabling the billing system to properly charge for the product are too difficult to create. Marketing can be stifled by inefficient billing systems.

With Omnibill for Dynamics CRM, marketing creativity is encouraged. The product catalogue and pricing rules engine can handle any type of product and pricing rule scenario. It is all built through configuration – not coding. Marketing is able to build the product and rules; IT is not required. This means marketing can identify and build any type of marketing strategy because they know the billing system will support it.

Pricing Promotions

Similar to a product launch, a pricing promotion can be hindered by the inability or cost of modifying an existing billing system. Putting in place customer specific, cross-product, time-limited, volume-based, etc., types of promotions are in some cases impossible or, at a minimum, time consuming and costly.

The pricing engine within Omnibill allows for any type of promotion to be put in place. This is all done through the point and click interface. Sales, within certain parameters, can discount or cross promote to win new business, retain existing business or grow existing customers, all from within the CRM interface. Marketing can create any type of promotion through the same interface. A complete history of all pricing changes is kept within the system.

Operations.

Contract to Cash

The signing of the contract may be the conclusion for the sales person, but it is the start of the process for operations. That contract and the details must be input to the billing system before any services and invoices can be generated. Typically, this process is manual and at risk of error. It can be time consuming and result in customer satisfaction issues, not to mention possible order to cash delays.

With Omnibill for Dynamics CRM, the agreed to contract is used to automatically populate the billing system with the pricing rules required to immediately begin charging the customer. Delays in setting up unique services or pricing rules in the billing system will be eliminated, resulting in faster turn up and a quicker turnaround from order to cash.

IT

The costs associated with maintaining a billing system can be high. Changes to a billing system can involve outside consulting effort. In an organization where CRM and billing are separate, two systems must be maintained.

Given Omnibill replaces the Product Catalogue and pricing rules entities of Dynamics CRM, only one system is required to perform the function of numerous possible existing systems: Billing, product catalogue, and contract management. IT does not require any specialized training to make changes to the system, and interaction with the system is done by the user, not with numerous requests to IT.

Time

Probably the largest cost associated with inefficiency is time. IT spends more time managing multiple systems



and making code based changes to support increasingly complex pricing scenarios, the Customer Service Rep spends more time looking for customer relevant information, the Sales team spends more time creating quotes, contracts and waiting for pricing promotions to be approved and implemented,

Marketing potentially wastes time identifying marketing strategies that could benefit the company but ultimately can't be implemented, while Administrative staff searches out the source of manual data entry errors and the individual who needs to be involved to approve and fix it.

Omnibill with Dynamics CRM is a single system that creates efficiency across all of these rolls. IT has a single system, the CSR has a single view to an invoice item back to the contract, Sales has an integrated quoting and contracting capability built on a single product catalogue and pricing rules, Marketing populates that same product catalogue and pricing rules based on market drivers and Administrative staff won't be searching for manual data entry mistakes because there won't be any.

Omniware Solutions Inc. was founded in 2004 as a software and services company focused on meeting the complex billing requirements of our customers in a simple and intuitive way. Organizations today are challenged with monetizing an exploding number of services. Leveraging the philosophy of Open Minds and New Ideas, Omniware created Omnibill, a new type of billing platform, to deal with this challenge across many different industries. For more information, please visit us at www.omniware.ca



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