



## SirionOne for Order to Cash (O2C)

### HARNESS THE POWER OF STRUCTURED DATA TO RADICALLY SIMPLIFY ORDER-TO-CASH

Even with the best-in-class product or service portfolio, an enterprise still needs to have a strong sales practice in place to drive revenue growth and deliver compelling customer experiences. Sales relationships are governed by commercial contracts, which need to be effectively managed and mined for intelligence to improve revenue recognition, enable smarter contracting, and identify new opportunities for fueling account growth.

However, once sell-side contracts are executed, they are usually lost among multiple siloed IT systems – such as file servers, shared folders, CRM – which double up as flat repositories and can only offer a fragmented view of customer relationships. Critical information stored in these contracts remains largely inaccessible and is manually extracted and analyzed using legacy tools such as spreadsheets. As a result, contract managers tend to have poor visibility into which stakeholders are responsible for fulfilling a wide variety of regulatory, operational, and financial obligations and lack access to information such as obligation frequency, triggers, and reciprocal actions. Without a centralized contract repository and integrated analytics, sell-side

#### KEY BENEFITS



- **Top Line & Bottom Line Impact:** Improved account-level EBITDA through up to 60% reduction in account governance cost.
- **Accelerated Account Growth:** Forecast revenue, analyze DSO trends, and drill down into retrospective delivery data to identify cross-sell and upsell opportunities.
- **Stronger Client Relationships:** Single source of truth providing clear evidence of value delivered to customers.
- **Improved Revenue Recognition:** Up to 2-5% incremental revenue through automated invoice validation that minimizes under-billing or over-delivery.
- **Reduction in Manual Effort:** Up to 45% effort reduction for strategic account management.
- **Fewer Disputes:** Up to 80% reduction in disputes with strategic customers.

operations often find themselves struggling with little to no insight into minimum spend commitments, revenue recognition, and DSO cycles.

At SirionLabs, we believe that revenue and profitability can be successfully enhanced across enterprise accounts using an integrated management of order-to-cash (O2C) processes. SirionOne—our breakthrough technology platform – is designed to standardize all key O2C processes. By aligning the delivery, invoicing and contract functions tightly, SirionOne drives O2C processes on a single integrated platform that improves revenue recognition, increases profitability, reduces compliance risk, and streamlines relationships.

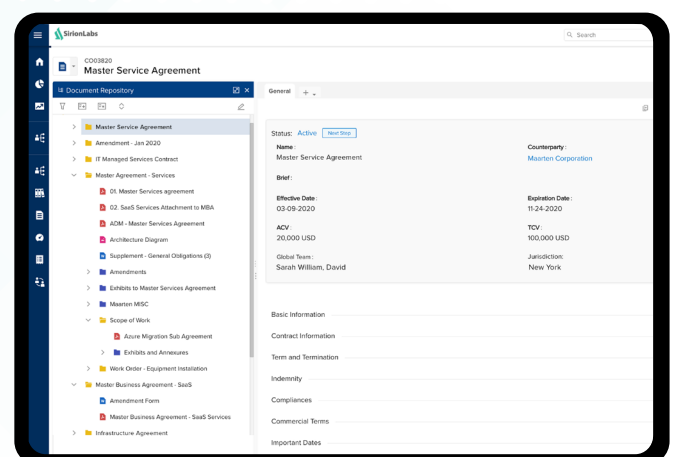


## SirionOne | KEY CAPABILITIES

### CONTRACT MANAGEMENT

Enable contract managers to gain 360-degree visibility into contracts and streamline the change management process.

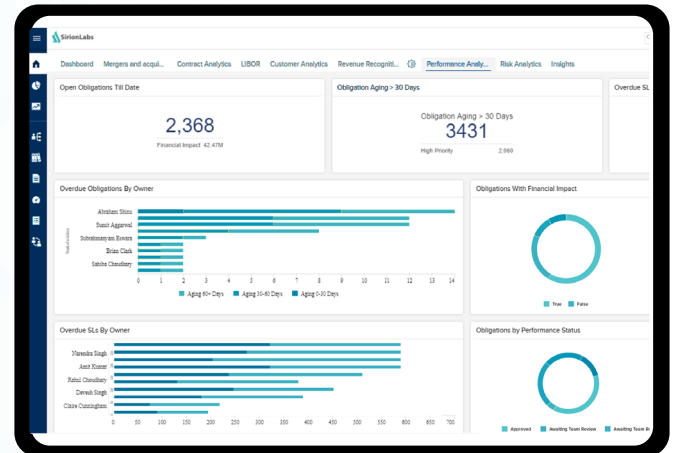
- » Digitize legacy contracts using Sirion's AI to extract 100s of embedded metadata, clauses, obligations, service levels, rate cards, and more, and store them in a centralized repository.
- » Store and view digitized contracts and documents in a hierarchical, access-controlled, fully auditable repository with an integrated document viewer.
- » Search for and retrieve contracts using a variety of advanced search features such as full text search, Boolean, regex, fuzzy, and more.
- » Monitor upcoming renewal and expiration events with configurable alerts, notifications, and calendar entries.
- » Streamline contract change management with robust version control and automatically refresh updated metadata and affected obligations.



## PERFORMANCE MANAGEMENT

Validate performance data against contracted terms to identify areas of improvement, demonstrate ROI and compliance, and fuel account growth conversations.

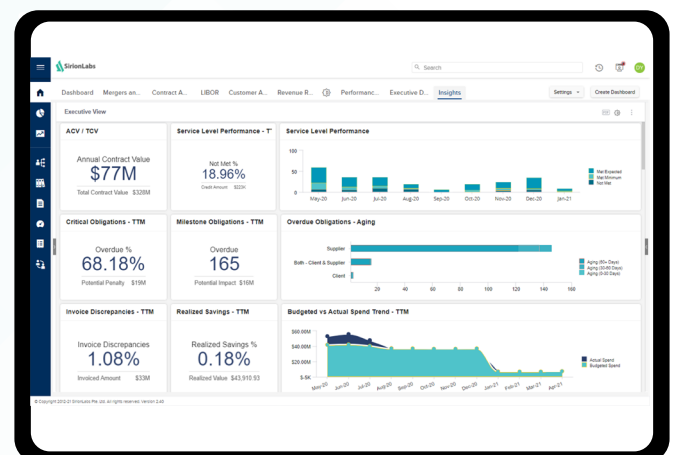
- » Visually monitor performance against contracted terms for all types of obligations, milestones, deliverables, and policy and regulatory requirements.
- » Automate obligation schedules, whether one-time, recurring or triggered.
- » Navigate to the exact location within the contract from where an obligation has been extracted.
- » Enable auto-computation of service levels against raw performance data.
- » Automate the computation of earnbacks and cascade these into invoices.
- » Make change management invisible, with changes automatically propagating to affected obligations.
- » Ensure that financial impact of obligations flows directly to the appropriate invoice line item.
- » Set up email-based and automatic alerts and reminders to help business users stay on top of upcoming or overdue tasks and obligations.
- » Define multiple sequential/parallel approval loops using dynamic workflows mapped against each contractual obligation assignment.



## RISK MANAGEMENT

Take control of your contracts and associated relationships, gain visibility into external risk elements, and leverage qualitative and quantitative insights into performance.

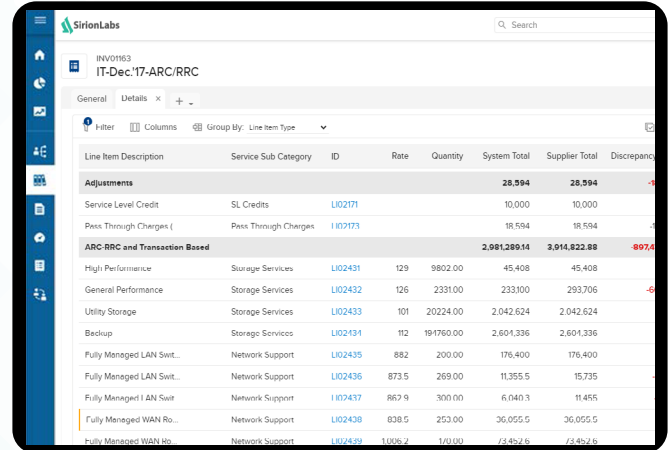
- » Track performance risk against contracted KPIs such as service levels, project timeliness, obligations and milestones, and financial metrics.
- » Monitor if regulatory compliance requirements are being fulfilled or not to mitigate risk.
- » Assess risk associated with issues and disputes by creating a single source of truth for all contracting parties.
- » Combine qualitative (surveys) and quantitative (performance) relationship assessments from both internal stakeholders and external parties to gain a more accurate picture of counterparty perception.



## PROFORMA INVOICE GENERATION

Ensure that your business accurately invoices for contracted as well as ad-hoc deliverables based on price book and delivery performance data.

- » Generate first time right proforma invoices by automatically reconciling contracted pricing and performance data.
- » Manage simple as well as complex pricing structures, including fixed fee, time and material, base units, ARC / RRC, adjustments, etc.
- » Automate consumption validation against raw data sourced from various enterprise systems such as ERP, CRM, contingent workforce, project management, warehouse management, inventory management and more.
- » Gain greater visibility into revenue recognition with automated tracking of realized invoices against different customer accounts.
- » Analyze account-level performance and DSO across dimensions such as line of business, region, vertical, and more.

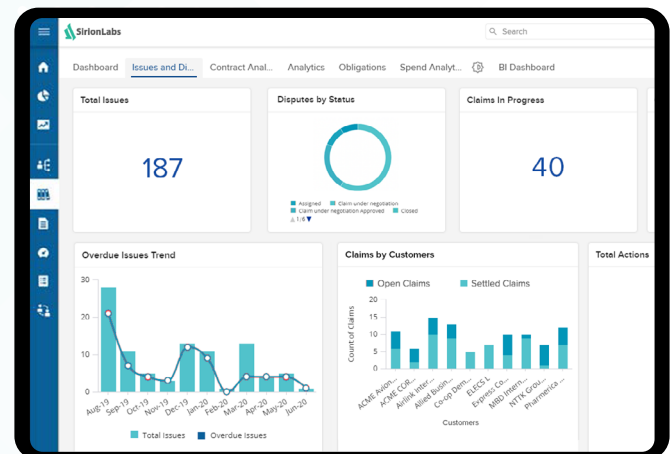


Line Item Description	Service Sub Category	ID	Rate	Quantity	System Total	Supplier Total	Discrepancy
<b>Adjustments</b>					<b>28,594</b>	<b>28,594</b>	
Service Level Credit	SL Credits	LI02171		10,000	10,000	10,000	
Pass Through Charges (	Pass Through Charges	LI02173		18,594	18,594	18,594	
<b>ARC-RRC and Transaction Based</b>					<b>2,061,289.14</b>	<b>3,014,822.88</b>	<b>-897,603.74</b>
High Performance	Storage Services	LI02431	129	9802.00	45,408	45,408	
General Performance	Storage Services	LI02432	126	2331.00	233,100	293,706	-60,606
Utility Storage	Storage Services	LI02433	101	20224.00	2,042,624	2,042,624	
Backup	Storage Services	LI02434	112	191760.00	2,601,336	2,601,336	
Fully Managed LAN Swt...	Network Support	LI02435	882	200.00	176,400	176,400	
Fully Managed LAN Swt...	Network Support	LI02436	873.5	269.00	11,355.5	15,735	-4,379.5
Fully Managed LAN Swt...	Network Support	LI02437	867.9	300.00	6,040.3	11,455	-5,414.7
Fully Managed WAN Ro...	Network Support	LI02438	838.5	253.00	36,055.5	36,055.5	
Fully Managed WAN Ro...	Network Support	LI02439	1,006.2	110.00	13,068.2	13,462.6	-394.4

## COLLABORATION

Create a single pane of glass between parties to establish a shared view of performance data and proactively drive collaboration and issue resolution.

- » Establish a common platform for parties to manage and analyze all key governance activities such as meetings, action items, issues, and claims/ disputes.
- » Manage governance meetings directly from MS Outlook calendar.
- » Create issues/actions from any source (supplier/ customer, contract, obligation, governance forum) or link them to resulting tasks (contract interpretation request, contract change).
- » Track claims and disputes, credit and debit notes, and more on a single central platform that is accessible to all parties.
- » Create and maintain governance process health scorecard to monitor effectiveness of governance processes.

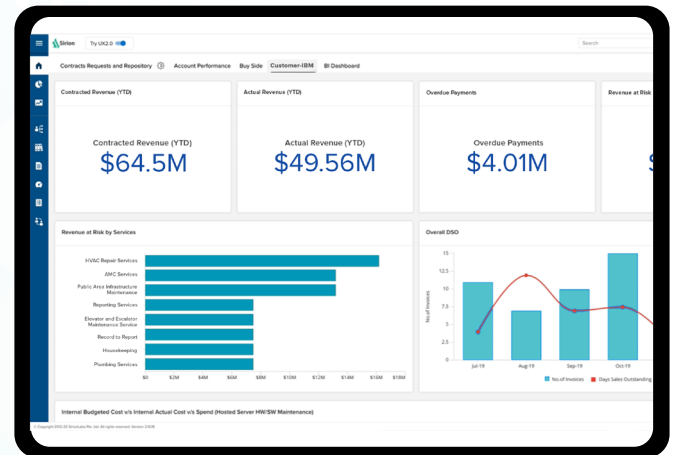




## ANALYTICS & REPORTING

Gain complete visibility into service level and obligation fulfillment status and compliance through advanced reporting and analytics capabilities.

- » Access hundreds of role-based dashboards, widgets, and reports that provide 360-degree visibility into supplier performance and risk.
- » Gain a holistic view of engagement data by integrating with other enterprise systems and pulling in data to further enrich analytics.
- » Leverage Sirion Watch to set threshold-based alerts against performance and obligation metrics to pre-emptively respond to customer requirements.
- » Let Sirion's AI suggest exploratory insights based on historical user behavior trends and interaction with system widgets.
- » Retrieve analytical insights and access visualizations using natural language queries.
- » Use SirionBI Narratives to access insights in simple English with rich visualizations that improve data comprehension and accelerate decision making.



## PLATFORM FEATURES

### ENTERPRISE GRADE CLOUD SECURITY

- » Deployed on AWS public cloud, which ensures seamless global update rollout and data backup.
- » Secure environment based on the latest security standards, including 256-bit encryption.
- » SOC 2 Type 1, ISO 27001:2013, ISAE3402, and GDPR complaint system.
- » Enhanced data security and ownership with Bring-Your-Own-Key (BYOK) encryption with the option to use an externally generated secret tenant.

### ENHANCED USABILITY

- » Drag and drop feature, configurable panel sizes, dynamic menus, widgets for task management, calendar, chat, and more.
- » Configurable column headers and filters, columns order, and sorting logic.
- » Savable user-defined views of reports, listing pages, and dashboards.
- » In-application interactive walkthroughs and guidance flows to accelerate user adoption, adoption, cut training and support costs, and improve productivity at scale.

## EXTENSIVE CONFIGURABILITY

- » Zero code work flow and business rules configurator that supports conditional fields and event triggers.
- » Configurable access-control for every entity based on user attributes such as role, geography, function, contract or customer's software instance.
- » Configurable user-level permissions for every operation that can be performed on the system.

## TAXONOMIES & DATA NORMALIZATION

- » Built-in taxonomy libraries to enable AI-led structuring of unstructured contract and non-contract data.
- » Data normalization during extraction to enable comparative analysis across the entire gamut of purchase categories.

## DEEP INTEGRATIONS

- » RESTful APIs to minimize response time and boost performance.
- » Out-of-the-box integration connectors for third-party systems such as SAP Ariba, RSA Archer, Service Now, and more.
- » Support for single sign-on through integration with enterprise active directory.
- » Deep integration with Sales force CRM to submit contract creation request directly from Salesforce.

## MOBILE APP

- » Review and approval tasks can be completed through mobile app.
- » Users receive alerts and notifications against renewal and expiration events and new or pending tasks.
- » Contract repository can be accessed and searched using wide selection of filters and operators.
- » Native chat and tagging (@ and # operators) function enhances collaboration with other users.
- » Home page dashboards can be extensively personalized with a wide selection of widgets.

