

Revenue Acceleration

Many of Accenture’s clients are pivoting to an As-a-Service business model, which impacts all aspects of their revenue generation processes—from pricing, monetization models and renewals, to the type of infrastructure they need, such as CPQ systems.

The Revenue Acceleration offering is a key component of ABA that provides a unique set of assets and accelerators for pricing, revenue recognition and metrics, good deal definition tools, and sales infrastructure leading practices for CPQ that are required to develop high- performance As-a-Service sales and marketing organizations.



<p>Target Segments</p>	 <p>Hardware Companies</p>	 <p>Software & Platforms</p>	 <p>Comms & Media</p>
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Offer #1

Align Revenue Strategy

- Build the go-to-market (GTM) strategy driven by the market position. Market-share, revenue, and margin-optimal modes of operating result in different GTM strategies and governance models.
- The offering includes product monetization, sales motions, licensing/entitlement, pricing, value, and partner/rebates management.

Results Delivered

Increased revenue, margin and shareholder value

Offer #2

Define Good – Deal and Lead

- Use the revenue strategy (from Offer 1) for a data-driven approach to justify the right customer, the right price, and the right deal.
- Leverage a proven methodology to reach a unified cross-functional definition for a good deal.
- Once a definition is reached, implement a scoring model to calculate a holistic metric for deal quality.

Results Delivered

3%-5% better MQL conversion

5%-7% faster deal cycle time

2%-3% revenue improvement

Offer #3

Private Equity Playbook / Value Creation

- Effectively forecast and manage cash flow at the sub-line level to ensure optimal allocation across the organization.
- Develop a clear picture of free cash flow and address any systematic issues and inefficiencies.
- Evaluate operational effectiveness to identify and address inefficient use of cash.
- Benchmark efficiency against industry peers.

Results Delivered

Optimized free cash flow

Improved liquidity position

Financial alignment to strategic priorities

Why Accenture

- Accenture's Revenue Acceleration offering helps clients develop the proper As-a-Service growth strategy and tactics, which are top of mind for all C-Suite leaders in business.
- The offering is focused on bringing together Accenture's functional expertise with the goal of helping our clients sell more, faster, and better.
- We have an experienced team of dedicated practitioners, along with a unique set of assets and accelerators, to support our client's journey.


For more information, contact us:



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