

# Fuel business growth through an improved opportunity-to-cash cycle

A large, blue industrial valve with a prominent red handle is the central focus. The handle is circular and has the word "OPEN" embossed on it. The valve is set against a dramatic sky with orange and blue clouds, suggesting a sunset or sunrise. A large, yellow, stylized arrow graphic points from the left towards the text.

High performance. Delivered.

A hand holding a yellow hard hat against a red background with a globe and binary code.

Oil price uncertainty caused upstream exploration and production companies to slash budgets and postpone capital spend. As a result, oilfield equipment and services (OFES) providers must respond to revenue and cost optimization pressures. The opportunity-to-cash (OTC) cycle provides a way to bolster revenue and eliminate process inefficiencies to help OFES providers remain competitive and fuel future growth.

- Accenture Opportunity to
- Cash is a purpose-built
- industry solution for oilfield
- equipment and services
- providers.

## Accenture Opportunity to Cash for OFES

An innovative Accenture solution integrates the opportunity-to-cash ecosystem, from sales through operations and billing. It is purpose-built for the industry, with a Well and Rig data model, plus 14 OFES-specific case types enabling processes such as resolution tracking of health, safety and environment incidents and escalation of billing disputes.

The Accenture Opportunity to Cash solution for OFES combines:

- The strengths of the Salesforce® platform, including Sales, Service and Community Clouds
- The intelligence of the Apttus Configure Price Quote and Contract Management solutions
- Accenture's extensive OFES industry knowledge and experience

This solution enables OFES providers to capture and digitize data at the source and flow the information upstream and downstream to support invoicing with "a single version of the truth".

## Why Accenture

Accenture has more than 20 years of experience implementing opportunity-to-cash solutions for OFES providers.

### Leading alliance partner for Salesforce.com

We know Salesforce. Accenture has more than 8,000 professionals skilled in the oil and gas industry, and over 3,500 certified in Salesforce, double any competitor (as of March 2016). Our global delivery capability has enabled us to work on more than 1,500 projects for 350 global clients -- using our more than 200 intelligent tools and accelerators.

Accenture also has a strategic relationship with Apttus and a dedicated configure price quote (CPQ) and contract lifecycle management (CLM) practice, with over 100 practitioners, and our own proprietary methodology and assets.

## Client benefits: Getting OTC right

Historically, the OFES opportunity-to-cash cycle has remained untouched due to multiple, fragmented functions working in isolation to support their own needs. This siloed approach, however, often results in several points of information leakage, poor resource management and invoice inaccuracies. OFES providers now have promising opportunities to:

### Bolster revenue

It's time to improve the top line. Upfront in the process, this solution provides sales representatives immediate guidance on how best to construct a deal, producing better and faster quotes and directly influencing deal win rates. In addition, digital tracking of services executed can make it easier to accurately capture all sources of revenue at the jobsite. This approach not only safeguards Operations from not billing for services provided, but also enables the digital submission of field tickets to Billing, thus reducing the time it takes to issue an invoice.

Actively communicating the specific commercial requirements of deals downstream also helps to bolster revenue. An effective handoff assures that field personnel understand the design of services and required documentation to

- support accurate and prompt billing. Billing personnel can also affirm that customer-invoicing requirements are met prior to issuing invoices to prevent customer disputes and payment delays.

### Eliminate process inefficiencies

Implementing a cloud-based, digital platform facilitates information sharing and collaboration for improved efficiency. By digitizing the entire OTC process, the Accenture Opportunity to Cash solution reduces manual and paper-based transactions and eliminates duplication of data entry that is inherent in fragmented processes and systems. The solution also provides greater visibility to resource usage and the demand pipeline to enable better planning and faster response to job resource changes, resulting in more efficient resource management processes.

## The digital opportunity is now

External shifts in the industry cannot be controlled. But the digital revolution has enabled OFES companies to benefit from new ways to improve sales, billing, and operations, and to connect more closely with customers to create new value. Accenture Opportunity to Cash is a solution to help OFES providers stay agile and competitive regardless of market conditions.

## Contact us to learn more

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## About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world's largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 394,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at [www.accenture.com](http://www.accenture.com).

## About Salesforce Fullforce Solutions

The Salesforce Fullforce initiative enables Salesforce partners to go to market with specialized solutions that drive customer transformation across a number of key industries. A key component of the Salesforce Partner Program, the Fullforce initiative recognizes partners who achieve sales and delivery objectives with validated Salesforce implementation expertise and success in product categories or select industries. Accenture Opportunity to Cash is a certified Fullforce solution.

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