zenskar

HANDBOOK FOR FUTURE-PROOFING BILLING WORKFLOWS

Scaling Success: A Quick Guide to
Billing Automation and Beyond
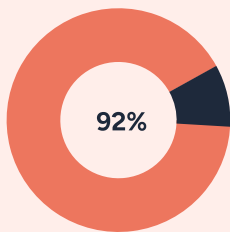
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INTRODUCTION

Finance teams, transitioning from the roles of economic guardians and budget overseers to architects of business value, require tools that streamline process-heavy tasks and unlock time for strategic initiatives.

92%

Currently, **92% of CFOs** prioritize productivity enhancements through intelligent tools and plan to increase investments in finance technology in the next few months[1].

Moreover, 67% of CFOs[2] express feeling overwhelmed by the sheer multitude of decisions and choices they must confront. Billing should not add to this burden.

Given that billing is a mission-critical function overseeing crucial aspects of your business, evaluating a billing tool should make it to the priority list.

As your billing workflow gets more complex, opt for a tool that makes the process easier for every stakeholder who is involved. This includes not only Finance but also Product, Engineering, and RevOps.

Integrating modern architectures and data management capabilities into billing workflows can enhance customer experiences while also reducing costs - critical for thriving in today's competitive markets with high expectations.

1: Finance Technology: The Ultimate Guide for CFOs , 2: How CFOs Can Turn Any Decision Dilemma into Growth

This decision-maker's guide to billing automation presents a modern framework and step-by-step process to ensure a successful billing implementation. It also highlights key capabilities and important questions to consider when selecting the right billing solution for your business.

In this E-book, you will understand:

✓ Why it's crucial to upgrade a billing system at the right time, and the indicators of strain that signal the need for attention.

✓ The strategic considerations behind the Build vs. Buy dilemma.

✓ How to ensure a smooth transition for the finance, sales, business, and product teams, ensuring minimal disruption and maximum efficiency.

Our aim in creating this resource is to provide actionable insights and guidance to empower your organization in optimizing its billing processes. Whether you're considering an upgrade, facing challenges with your current system, or exploring options for a smoother transition, this E-book equips you with the knowledge and strategies to make informed decisions and drive meaningful improvements across your business operations.
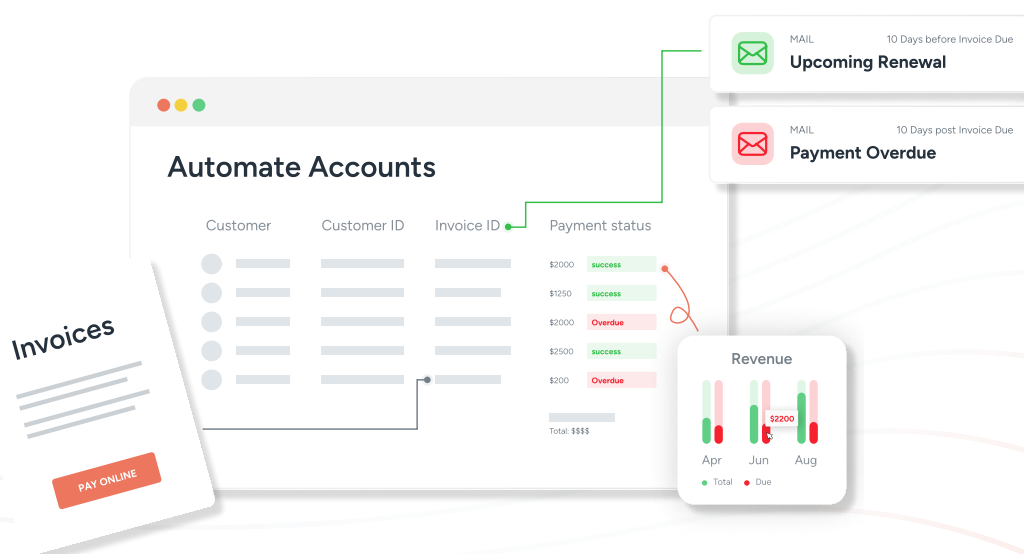
IS YOUR BILLING WORKFLOW BROKEN?

Efficiency in your billing workflow is critical for businesses, impacting customer satisfaction and revenue directly. Many billing systems lack the adaptability required for unforeseen scenarios, creating obstacles in invoicing and collections.

Whether it's about pricing flexibility, accommodating new contract structures, or addressing usage-based pricing needs, **understanding the limitations of your billing systems is essential.**

1.1 HOW DO YOU RECOGNIZE A BROKEN BILLING SYSTEM?

Signs may include inconsistencies in invoicing, delays in payment processing, or challenges in adapting to evolving pricing models. Customer complaints about billing inaccuracies or difficulties in accessing billing information could also indicate underlying issues with the system. Regular audits and feedback from both internal teams and customers can help identify areas where the billing system may be falling short of expectations.

> Deloitte[3] highlights the significance of ensuring predictable software spending among clients, **emphasizing the importance of payment timing alignment with product adoption**.

Moreover, beyond receiving invoices, customers value features enabling them to track usage data and receive alerts related to provisioning, such as notifications for low credit balances.

3: Software pricing models: C-suite perspectives on consumption-based pricing and the elusive path to value

Can your billing system fulfill these requirements? Can it prorate charges based on service usage duration and manage provisioning and entitlements effectively?

You require a tool that automates the entire process from billing to collections and everything in between. Opt for a billing solution that not only meets your current requirements and integrates with your pricing models but also offers you the flexibility to test and transition between various pricing models, as your product evolves and progresses over time.

1.2 SIGNS OF STRAIN YOU NEED TO PAY ATTENTION TO

While in-house billing systems are a great starting point to address your immediate needs, **over time they can bring frustration.**

In most cases, in-house billing systems:

- ☑ Address specific billing needs but demand ongoing maintenance and updates

- ⏱ Consume significant time and effort from the engineering team

- 📈 Incur high maintenance costs

- ⑤ Struggle to adapt to evolving pricing models and customer requirements

- ⚠ Encounter challenges in interoperability with other tools, often necessitating manual workarounds

We have come across cases where companies invested millions in creating new products, only to face obstacles upon their completion. **This includes the integration of the newly developed product with their existing billing systems, which would take several months.**

Former Pipedrive CEO Raj Sabhlok recalled a scenario where the company invested heavily in product development only to have the launch delayed by several months due to the time it took to integrate their product with their billing system.

> The company invested tens of millions of dollars into the development of a new product, only to realize afterward that a few more months were essential for seamless product integration with billing - pushing the launch several months behind schedule.
>
> **Raj Sabhlok,** Former Pipedrive CEO

Right from the point of getting a team in place to engineering challenges, operations, and then scalability constraints - we will look into the signs of strain and challenges that companies face with an in-house billing system.

#1 Team building, deadlines, and budgets

Have you ever considered how much of your engineering team's time is consumed by managing billing complexities? Building in-house solutions often extends timelines and diverts resources from critical tasks. An important point to consider is the opportunity cost - **when your development team is building this, what are they not working on instead?**

Opportunity Cost of Technical Debt

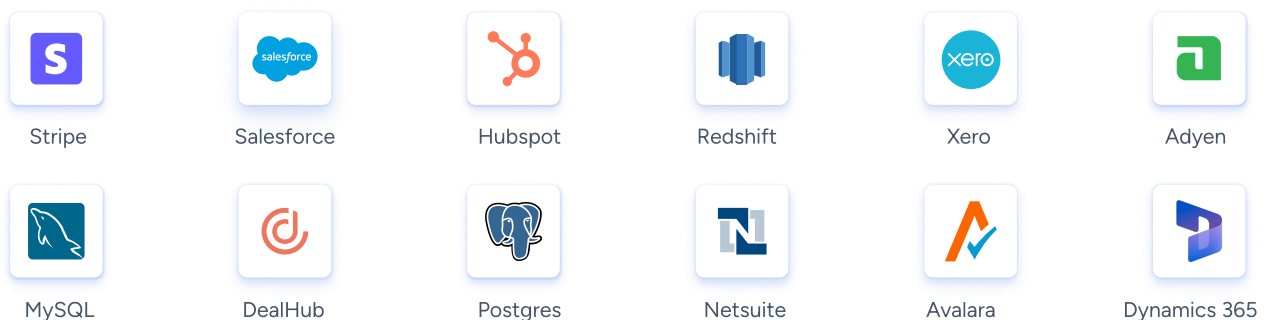— Technical Debt   — Ability to deliver value

Time

Source

#2 Mounting engineering complexities

Developing billing systems brings with it unforeseen engineering problems, including managing diverse time zones, currencies, and sales taxes. In-house projects, often assigned to engineers not specialized in billing systems, may lead to challenges in modularizing components. This can also result in incorrect architectures or tightly coupled systems like metering and pricing not being fully decoupled as intended.

#3 Third-party integrations

Stripe	Salesforce	Hubspot	Redshift	Xero	Adyen
MySQL	DealHub	Postgres	Netsuite	Avalara	Dynamics 365

Your billing system should be able to integrate with your tech infrastructure. In-house integrations often meet only basic requirements. Due to inconsistent data syncing, team members are required to cross-check multiple systems for accurate customer data. This often involves manual synchronization between CPQ, Enterprise Resource Planning (ERP), product usage data, and billing systems.
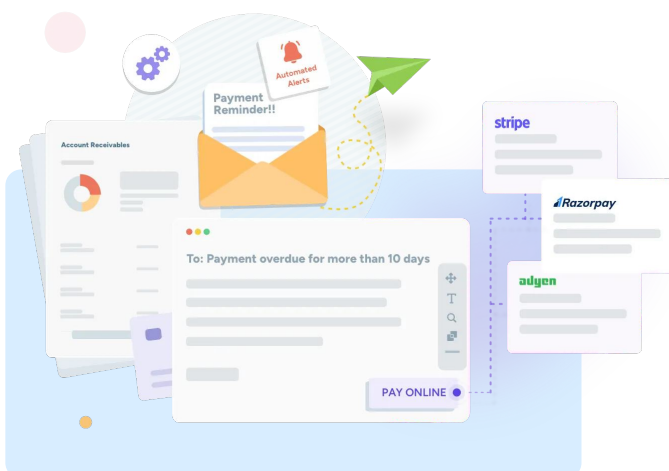
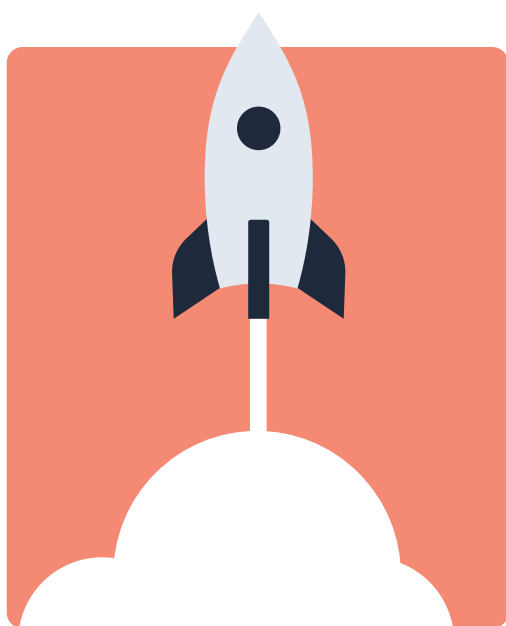## #4 Limited pricing flexibility

In-house systems typically focus on single or limited pricing parameters, which constrains sales teams from pricing flexibly. Moreover, adopting new pricing methods entails a lengthy process spanning several months.

#5 Manual back-and-forths

Downstream integrations are frequently neglected or managed manually, leading to repetitive exchanges with multiple stakeholders. Additionally, manual accounting tasks such as exporting data to spreadsheets are likely to introduce errors and inefficiencies. Creating separate modules for payment follow-ups adds more complexity and requires ongoing engineering support.

#6 Scaling is consistently challenging

Implementing new pricing plans or shifting business models requires extensive engineering work, often causing delays. Introducing entitlements and provisioning further complicates matters.

What if we revisited these hurdles of billing by taking on a modern approach and embracing flexibility?

In a flexible billing system, businesses can customize functionality to their unique requirements, making nuanced pricing an integral part of operations.

TIME TO TAKE ACTION

Businesses often experience uncertainty when considering a transition in their billing tools, whether shifting from an in-house system to a vendor solution or switching between vendors. Numerous challenges and disruptions contribute to these concerns.

2.1 MERELY ATTENDING TO SPECIFIC BILLING NEEDS IS NOT ENOUGH

While addressing specific billing needs is crucial, businesses must also consider broader implications. The apprehension regarding potential disruptions to the billing process itself is a significant concern. Even minor interruptions or inaccuracies in the billing system could result in customer dissatisfaction, financial losses, and harm to the company's reputation.

> **Companies worry that the switch in tools might introduce billing errors, invoicing delays, or complete breakdowns in the billing workflow, all of which carry severe consequences.**

2.2 WHY MOST ORGANIZATIONS ARE UNSURE ABOUT MAKING THE SWITCH

The issue of the learning curve associated with adopting a new billing tool adds to the uncertainty. Teams become accustomed to the functionalities, interfaces, and procedures of the existing billing system. Transitioning to a new tool necessitates learning new workflows and adjusting to unfamiliar interfaces, potentially leading to productivity losses as teams allocate time to training and adapting to the new system.

2.3 ADDRESSING DATA LOSS AND INTEGRATION CHALLENGES

Concerns arise about the potential loss of data or historical billing records during the transition phase.

Billing systems typically store extensive data related to customer accounts, invoices, payment histories, and financial reports. Migrating this data from one system to another entails the risk of data loss, corruption, or inaccuracies, which could significantly impact financial reporting and customer management.

Moreover, there's the fear of integration challenges when switching billing tools.

Billing systems often require integration with other business systems, such as Customer Relationship Management (CRM) platforms, accounting software, and payment gateways. Businesses worry that the new billing tool may not efficiently integrate with existing systems, resulting in data silos, inefficiencies, and additional technical complexities.

Despite these apprehensions, opting for a vendor experienced in managing complex billing scenarios can alleviate many of these concerns. **Reputable vendors offer comprehensive support and guidance throughout the transition process, including data migration, training, and integration assistance.** They also provide ongoing support and maintenance to ensure the smooth functioning of the new billing system.

In the long term, deciding to transition to a vendor solution can assist businesses in streamlining their billing processes, enhancing accuracy and efficiency, and improving the overall customer experience.

A well-supported billing system provides businesses with the flexibility, scalability, and functionality necessary to adapt to changing business requirements and foster growth.

> I hope billing systems become increasingly automated, facilitating the integration of sales and billing data while accommodating changes, which remains the most challenging aspect. **The future of billing lies in a holistic company-wide approach, recognizing its pivotal role in revenue generation and involving various stakeholders in the workflows.**
>
> **Bobby Davidorf,** Strategic CFO for Startups
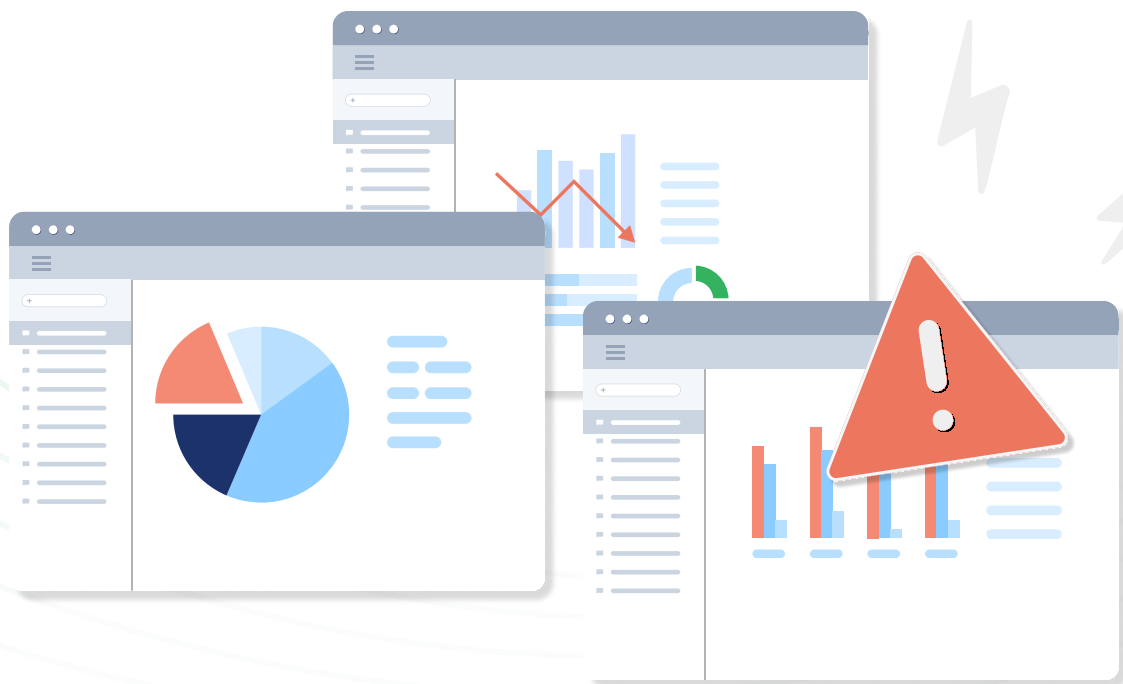
SHOULD YOU BUILD OR BUY THE BILLING SYSTEM?

The build vs. buy decision involves assessing various factors to determine the most suitable approach for the organization.

3.1 WEIGHING IN ON THE BUILD VS. BUY DECISION

The build vs. buy decision regarding a billing system hinges on factors crucial for long-term success and customer satisfaction.

Firstly, assessing technical expertise, scalability, and integration needs within the organization is pivotal. **Building in-house demands substantial engineering effort** and typically spans 8 months to a year, impacting time-to-market.

Cost considerations play a significant role. Building incurs upfront development expenses and ongoing maintenance costs, including infrastructure and security. **Mid-level developer rates in the US, averaging $75 per hour**[4], escalate expenses. Conversely, buying a billing solution includes licensing, implementation, and subscription fees.

COUNTRY	Junior Developer (0-2 years)	Mid-level Developer (2-5 years)	Experienced Developer (5+ years)
United States	$49 - $75	$75 - $99	$100 - $149+

3.2 THE KEY FACTORS TO CONSIDER

Scalability is paramount for accommodating future growth
Organizations must envision long-term strategies and select a solution capable of scaling with evolving requirements.

4: How Much Does It Cost to Hire a Software Developer: A Complete Guide

Maintenance poses challenges

In-house solutions demand internal management for upgrades and fixes, whereas vendor-provided systems need periodic checks to ensure they can handle complex scenarios effectively.

Testing and validation are critical

> ✓ **Organizations should ensure rigorous testing** before deployment to avoid disruptions and ensure smooth operations.

Addressing modern challenges requires evaluating solutions that offer flexibility, agility, and robustness. Whether you choose to build or buy a billing solution, making incremental changes can minimize disruptions to your current operations. However, for more significant and widespread issues, a comprehensive overhaul might be necessary to address systemic inefficiencies effectively.

3.3 BUILDING A BILLING SYSTEM

Developing an in-house billing system demands substantial engineering effort and time, influencing time-to-market and resource allocation.

3.3.1 What does it take to build a billing system

Developing a billing platform in-house may seem cost-effective initially, but it requires a thorough understanding of the associated complexities and costs. **As businesses grow, billing needs become more intricate, increasing the potential costs of errors.** The ability of an in-house system to meet evolving requirements over time must be carefully evaluated, especially considering the significant financial repercussions of billing mistakes.

Billing errors not only lead to financial losses but can also harm a company's reputation and result in customer dissatisfaction.

> For SaaS companies, a significant challenge arises from losing **approximately 9% of their Monthly Recurring Revenue (MRR)** due to failed payments and involuntary churn.

Ensuring accuracy and reliability in billing systems is therefore essential for maintaining financial health and customer trust. While basic use cases may be handled by in-house solutions initially, the complexities of billing often exceed initial estimations, leading many businesses to integrate internally built systems with external billing platforms to address specific needs.

Each additional feature in an in-house system incurs extra costs, making it crucial to carefully weigh the expenses against the benefits.

3.3.2 Engineering team's investment in billing: Time and effort

Engineering bandwidth in billing includes the time and effort engineers invest in addressing billing complexities within a company's operations. It's essential to understand where and why this bandwidth is consumed to optimize processes and prioritize core engineering tasks effectively.

In-house billing tool scenario

While offering control, in-house billing systems require substantial engineering attention, including module maintenance and addressing diverse stakeholder needs.

> **Challenges include ensuring accuracy, scalability, accounting needs, tax compliance, and third-party integrations.**

We'll also take a closer look at how the engineering team's time is consumed by managing billing complexities in two other scenarios.

This includes:
- An ideal tool equipped with advanced features
- A legacy billing tool burdened with inflexible structures

Ideal billing tool scenario

In an ideal scenario, advanced billing tools **automate processes, minimizing engineering involvement.**

However, even with ideal tools, some engineering bandwidth may still be necessary for tasks like sign-up flows, plan changes, usage data integration, and customizing user dashboards.

Legacy billing tool scenario

Legacy billing tools pose **challenges due to outdated features and inflexible structures, demanding significant engineering effort.**

Challenges include coupled pricing and usage, inflexible pricing models, and manual workarounds for unsupported features.

Strategies for optimizing engineering bandwidth in billing

By implementing the following strategies, businesses can optimize their billing processes and alleviate the burden on engineering teams:

Choosing the right billing tool
Select a billing tool aligned with the business model and capable of addressing common engineering challenges.

Leveraging automation

Automation streamlines billing processes, allowing engineers to focus on core tasks.

Collaboration across teams

Foster cross-functional understanding to optimize the entire billing workflow, involving finance teams and stakeholders.

3.4 BUYING A BILLING SYSTEM

Investing in a billing system offers flexible solutions that accelerate time-to-market for new business models, enhancing ROI. Leveraging the expertise of the billing system provider ensures seamless integration and compliance with regulatory requirements, minimizing implementation challenges.

3.4.1 Understanding the evolution of billing systems

Over time, billing has evolved from a paper-based approach to a fully digital end-to-end experience. Billing systems of today need to scale up in complexity and breadth to meet the needs of hyper-growth companies.

Finance teams across organizations often confront a steep learning curve in managing billing processes. The challenge extends beyond mastering billing systems - it entails adapting to new products, pricing models, and packages initiated by sales, marketing, and product teams.

While pricing models have evolved significantly, becoming more complex over time, subscriptions remain a cornerstone of many business models. Common approaches now include consumption-based models, such as pay-as-you-go or capped limits, alongside traditional subscription plans.
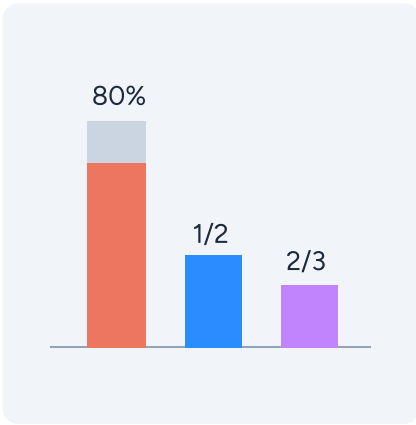
Bain & Company research[5] indicates that 80% of customers using consumption pricing reports improved value alignment. Moreover, nearly half of software companies adopting this approach note increased customer acquisition, while two-thirds observe revenue growth from existing clients.

Enterprise value/trailling 12-month revenue

Data as of February 21, 2022; revenue measured by net dollar retention reported in companies' latest available financial report; NDR not available for all companies; some figures reported as estimates in 10-K filings.

Legend: ■ Predominantly consumption-based pricing   ■ Other
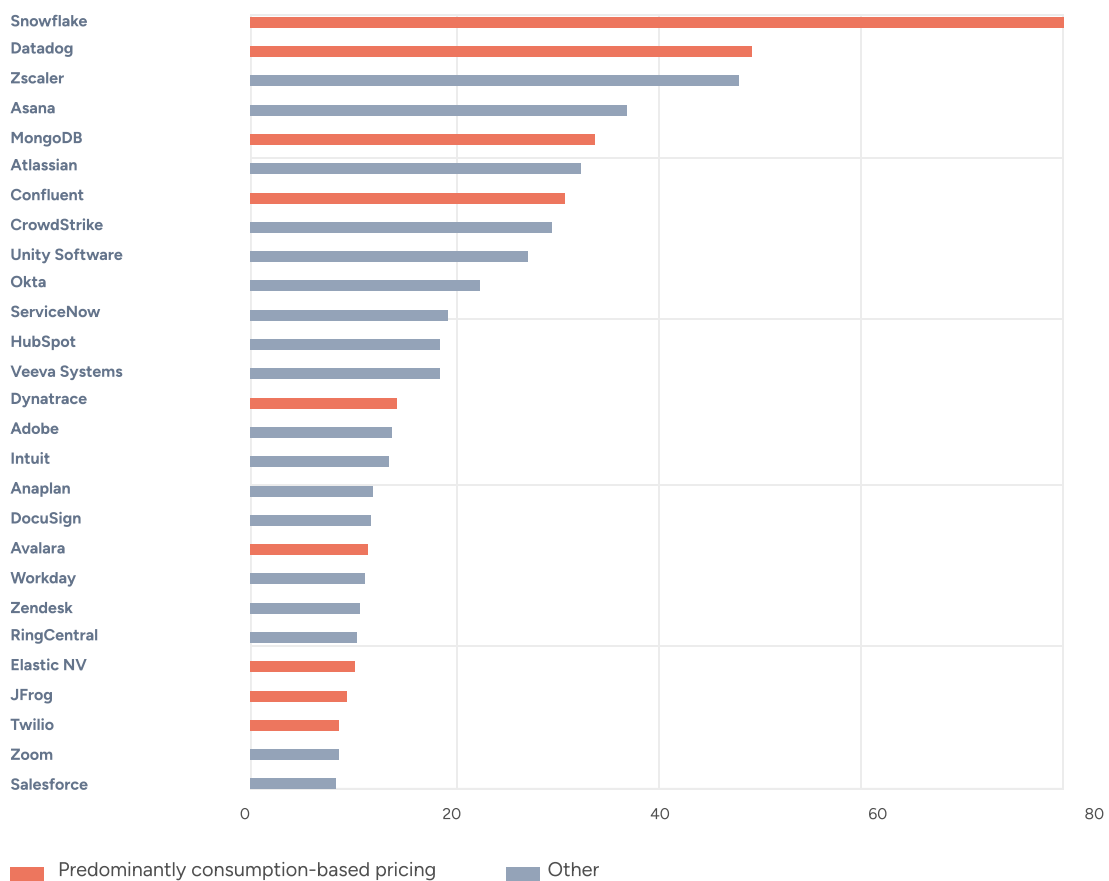
In the landscape of billing, modern systems have also evolved to accommodate diverse billing needs. **This includes handling recurring subscriptions, one-time charges, usage-based billing, and complex invoicing requirements**. The integration of flexible billing capabilities alongside evolving pricing strategies enables companies to adapt to changing market dynamics and customer preferences effectively.

> **New pricing models require more flexibility**, but most billing tools aren't equipped to handle this.

Legacy billing tools in the market address recurring billing but lack advanced capabilities for complex pricing models and deal structures.

Limitations include:

- Insufficient flexibility to adapt and iterate with pricing strategies, especially usage-based or hybrid pricing models

- Accounting complexities

- Challenges in implementing and complying with revenue recognition standards, such as ASC 606 or IFRS 15

- Difficulty in keeping pace with evolving regulations, posing compliance risks

- Lack of smooth integration with other tools (CRM, ERP, Tax Calculators)

- Inability to handle usage data without engineering bandwidth

> **In-house systems, on the other hand, demand significant tech effort and time to develop aggregation and metering systems.**

3.4.2 Must-have billing system capabilities

A modern billing system streamlines the entire financial operation, right after a contract is closed with a customer for revenue recognition.

It should integrate with CRM/CPQ tools like HubSpot and Salesforce to get accurate product or service information and pricing terms.
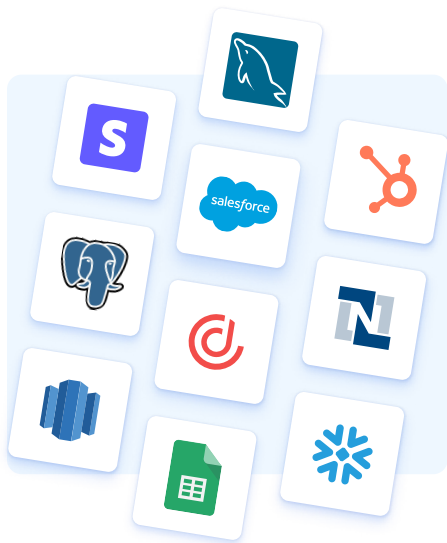
Integration with tech and product systems enables automatic subscription creation and usage-based pricing, reducing manual data entry and onboarding time. User-friendly APIs and webhooks facilitate data exchange and feature provisioning - **empowering engineering teams to focus on product development.**

For account managers and finance teams, the system **simplifies invoicing and collections with automated reminders and comprehensive invoice management.** It also tracks balances and entitlements, minimizing manual intervention and improving efficiency.

Accounting tasks become more streamlined as the system automates journal entries and facilitates the flow of financial data to ERP tools. **It handles complex revenue recognition rules and provides analytics modules for senior management, offering insights into revenue breakdowns, MRR, ARR, churn rate, and other key indicators.**
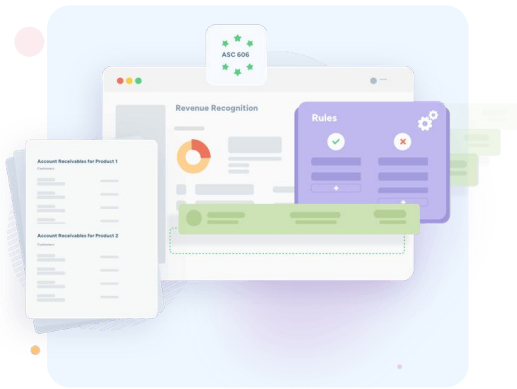
From an end-user perspective, the system provides direct access to billing information, enabling customers to view invoices, make payments, and manage details like point of contact, tax-related information, addresses, etc. Flexible billing models accommodate varying client preferences. They have advanced features that allow them to make software spending predictable.

For instance, businesses can set up notifications to be sent to clients when they reach a certain usage threshold or their credit balance is running low, enhancing transparency and predictability.

3.4.3 How should you pay for your billing system

A robust billing tool serves as a catalyst for revenue growth and financial optimization within organizations by offering several key benefits.

Pricing flexibility
Advanced billing systems empower businesses to experiment with various pricing strategies tailored to their unique business and customer needs. Streamlined billing processes, facilitated by modern tools, allow for timely product launches.

The ability to iterate on pricing models ensures that companies can capture the full value of their products and services without leaving potential profits on the table. Pricing optimization plays a significant role in enhancing profitability, with even minor improvements in pricing strategies translating to substantial increases in operating profits.

However, launching new pricing models or experimenting with different plans can be time-consuming and challenging with conventional billing tools. Whereas modern billing tools enable businesses to align pricing closely with customer value, driving increased revenue streams and profitability.

Enhanced cash flow and capital efficiency

Cutting-edge billing tools enhance cash flow and capital efficiency through innovative features such as upfront pricing and early cash collections. By transitioning from billing in arrears to upfront invoicing, organizations can accelerate cash inflows and reduce dependency on external funding sources.

> **Automation of invoicing** processes minimizes errors and discrepancies, leading to faster payment processing and reduced Days Sales Outstanding (DSO).

Efficient integration of usage data further contributes to improved capital efficiency by streamlining billing processes and minimizing capital tied up in products awaiting integration.

> "
>
> If billing isn't timely and accurate, it disrupts the entire collections and cash registration cycle, affecting critical metrics like DSO. **Every dollar uncollected is a loss to your business;** it could force startups into seeking additional funding or debt, resulting in equity dilution and subsequent adverse impacts."
>
> **Bhavin Shah,** CFO at Rentable

Cost reduction

Modern billing tools reduce costs by freeing up engineering bandwidth and empowering non-technical stakeholders to focus on core activities. By eliminating the need for manual coding and streamlining data entry processes, **businesses can optimize resource allocation and improve operational efficiency across departments.**

Overall, investing in a cutting-edge billing solution yields significant returns in terms of revenue growth, cash flow optimization, and cost reduction, positioning organizations for sustained success in today's competitive landscape.

To assess the ROI of a billing tool effectively, gather insights from finance, sales, and engineering teams. **Evaluate capital efficiency, product launch timelines, payment processing speed, and human resource costs (hourly or daily).** Also, anticipate future business and pricing model changes and ensure the tool can adapt to them. Use this analysis to determine a reasonable spending limit for the billing tool.
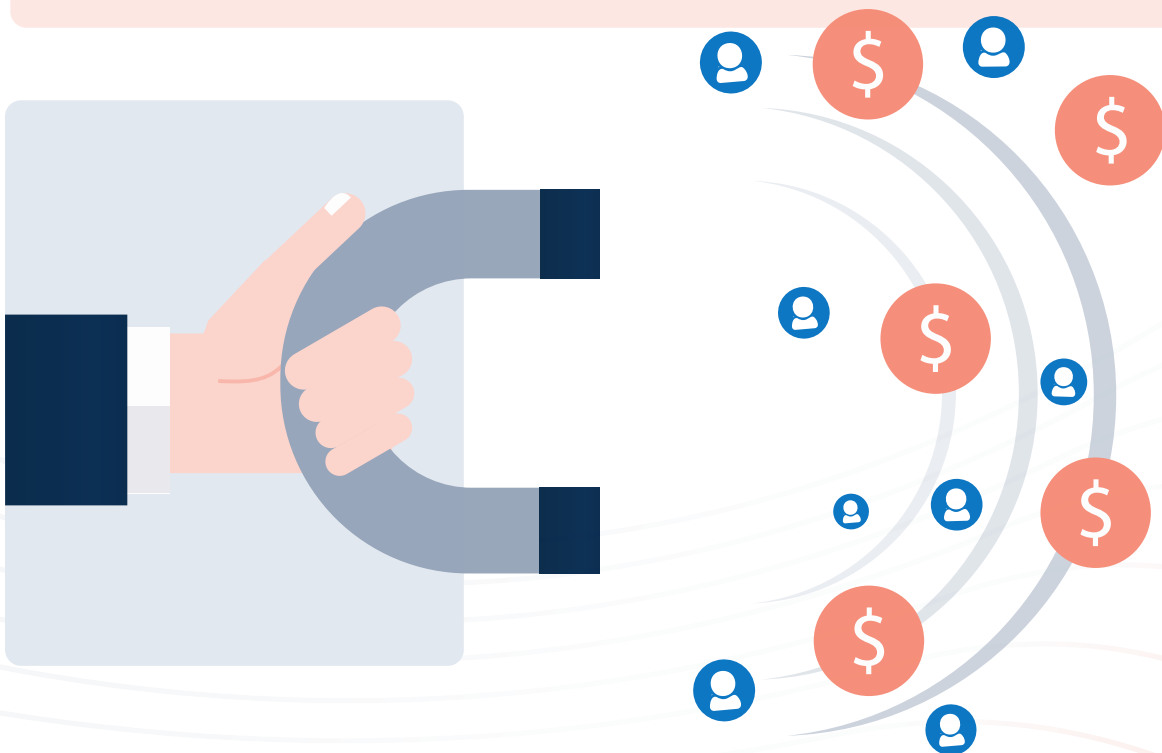
WHAT'S
IMPORTANT TO YOUR
KEY STAKEHOLDERS

Stakeholders across various departments play pivotal roles in the quote-to-cash process, each with unique needs and requirements.

4.1 ANALYZING YOUR BILLING NEEDS

Before seeking a billing tool, evaluate your workflows and internal processes to identify necessary capabilities.

Here's what you need to consider:

- Stakeholders involved in the billing process, from contract creation to invoicing and customer follow-ups

- The technical proficiency of users to determine automation and self-service needs

- Compatibility of the billing tool with your usage-based pricing model and its integration capabilities

- Billing model - prepaid, postpaid, or a combination, to guide automation and dunning functionalities

- Alignment with accounting workflows, including compliance with regulatory standards like ASC 606 and IFRS 15

4.2 SOLVING THE PAIN POINTS OF YOUR STAKEHOLDERS

4.2.1 Sales

Sales teams initiate the billing process by creating contacts and engaging with prospects. They require a billing system that integrates with CRM tools like HubSpot and Salesforce. The system should simplify contract creation, automatically retrieve contract data, and provide a user-friendly interface for pricing and deal closures.

4.2.2 Finance

These teams focus on invoice management, ensuring accuracy, and resolving billing issues promptly. They need a billing system that centralizes data from different internal systems, enabling smooth invoice browsing, and cross-referencing - as well as allowing for necessary alterations to contracts, invoices, etc.

Efficient collection management is crucial for maintaining a healthy cash flow. The billing system should automate payment reminders, debt recovery processes, and payment reconciliation - enabling proactive collection management and reducing overdue accounts. When it comes to accounting, **you need a billing system that is capable of automating complex accounting entries and adhering to regulatory standards like ASC 606 and IFRS 15.** The system should streamline financial reporting by generating accounting entries, eliminating manual bookkeeping, and syncing data in ERP tools.

> **"**
>
> Implementing automated systems to quickly analyze payment statuses could save significant time. The manual steps are time-consuming and stressful. Automation enhances efficiency, particularly in collections, and directly impacts our revenue."
>
> **Luana Prestes,** FinOps Team Lead at Revelo

4.2.3 Product and tech

Product and tech teams often handle customer provisioning and entitlements, requiring access to usage data and analytics. The billing system should provide robust API integrations to enable automated data exchange between various systems. It should facilitate provisioning, entitlement tracking, and usage-based pricing, empowering product and tech teams to streamline workflows and enhance the customer experience.

4.2.4 C-suite

For effective decision-making, business management teams rely on real-time analytics derived from contract and revenue data. **The billing system should provide insights into metrics such as MRR, ARR, churn rate, and user base growth, enabling strategic decision-making and financial performance management.**

Segment Operating Performance

The following table shows net sales by reportable segment for 2023, 2022 and 2021 (dollars in millions):

Net sales by reportable segment:	2023	Change	2022	Change	2021
United States	$ 162,560	(4)%	$ 169,658	11%	$ 153,306
Europe	94,294	(1)%	95,118	7%	89,307
Greater China	72,559	(2)%	74,200	9%	68,366
Japan	24,257	(7)%	25,977	(9)%	28,482
Rest of Asia Pacific	29,615	1%	29,375	11%	26,356
Total net sales	$ **383,285**	**(3)%**	$ **394,328**	**8%**	$ **365,817**

MAKING THE SWITCH

To effectively assess potential vendors for the acquisition of a third-party billing tool, employing a strategic evaluation framework is imperative.

5.1 THE CHECKLIST TO ASSESS VENDORS

> "
> When selecting a vendor, aligning your roadmap with theirs is essential. Consider a 3-year strategy, evaluating their existing customer base, feature set, and their ability to provide timely support."
>
> **Mountu Jinwala,** Engineering Manager at Confluent

Here's a detailed breakdown of the key considerations:

Trajectory
Assess the vendor's long-term vision and commitment to innovation. Opt for a vendor whose roadmap aligns with your business objectives, ensuring compatibility with future growth plans.

Implementation
Evaluate the vendor's ability to offer timely implementation assistance and support. Choose a vendor that provides comprehensive onboarding processes and training to integrate the billing tool into existing systems and workflows.

Customer Support Quality

Understand the efficiency of the vendor's customer support services. **Consider factors like response times, resolution rates, and the availability of Service Level Agreements** (SLAs) to ensure prompt assistance and minimal disruptions to billing operations.

Collaborative Approach

Look for a vendor that values collaboration and actively solicits customer feedback. A collaborative vendor is adaptable and willing to refine solutions to meet evolving billing needs, fostering trust and transparency.
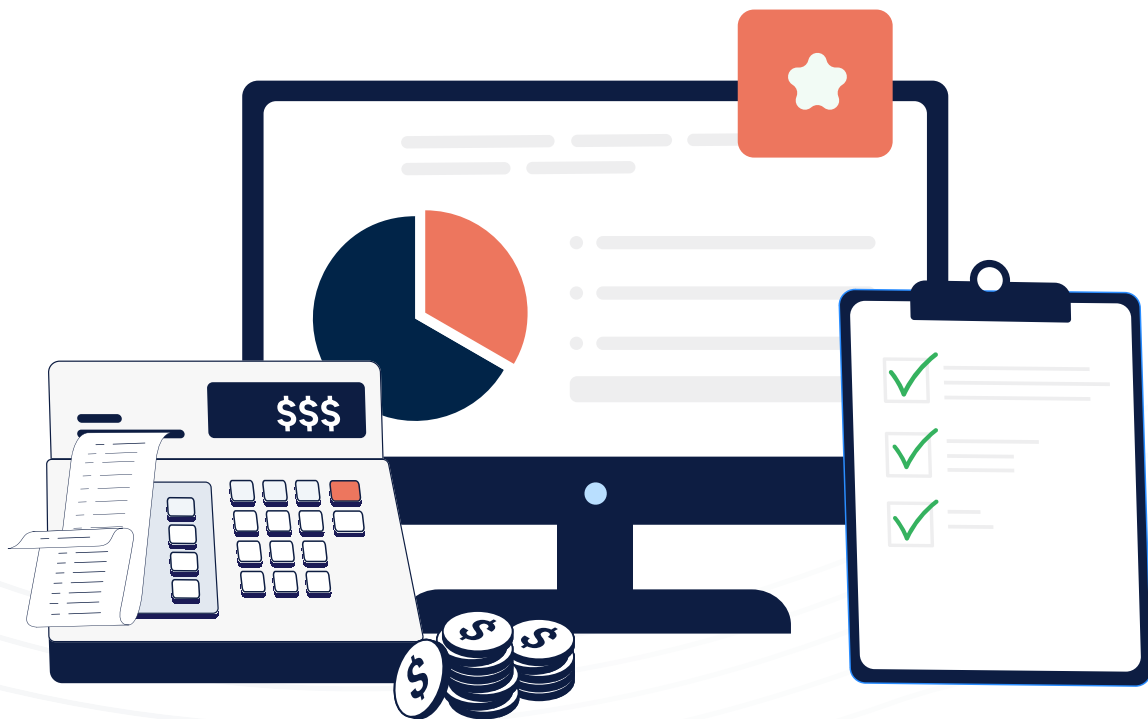
MEET
ZENSKAR

Inflexible billing systems are slowing down business growth. **Companies rely on manual processes and constantly go back and forth with engineering teams for simple changes.** This leads to lost revenue and missed opportunities. But it's time for a change.
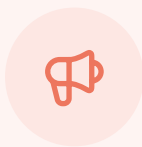
Zenskar is on a mission to automate the revenue side of financial operations - billing, collections, accounting, revenue recognition, reporting, and more - for subscription, usage-based, and hybrid pricing models.

Built by finance experts who have weathered billing and revenue recognition challenges firsthand, Zenskar is built to solve the problems finance teams face head-on. With this, finance teams can escape manual grunt work and focus on strategic initiatives that drive revenue and improve cash flow.

WHY CHOOSE ZENSKAR?

✓ **Innovative system design**

Any pricing your sales team can negotiate, Zenskar can configure with the advanced graphical object-based data model - without writing custom code.

✓ **End-to-end automation**

Zenskar automates billing, collections, revenue recognition, accounting, and more, reducing needless grunt work for your finance team.

✓ **Seamless integration**

With 100+ out-of-the-box integrations, CSV upload, API, and manual entry capabilities, Zenskar effortlessly connects with your existing setup, limiting the burden on your developers.

✓ **Dedicated support**

Zenskar works as an extension of your in-house staff. We migrate data, integrate with your current stack, and build custom features on demand, saving you developer bandwidth.

OUR CUSTOMERS SAY IT BEST

"

Tracking usage, credits, and payments for hundreds of customers was difficult before Zenskar. With their automated invoicing and rev-rec solution, we could finally recognize revenue when it was actually earned. Zenskar gave us accurate visibility into our finances. It also allows our finance team to focus on higher-value work by automating the billing and metering process."

Ming Lui, VP Finance, Yembo

> "
We never imagined that our AR process could go from fully manual to completely automated with a single platform. We're saving 200+ hours every quarter by removing the grunt work with Zenskar."

Noy Kalansky, Finance Controller, Pontera

> "
If we hadn't found Zenskar, building an in-house system for our complex usage-based model would have delayed the launch by at least 4 months, and we would still be force-fitting our use case on clunky old tools."

Kshitij Gupta, CEO, 100ms

> "
Usage-based billing was turning into a nightmare for us. We had to devote engineering resources to billing for months, lacking better options. But with Zenskar, we can focus on serving our customers and expanding our product capabilities."

Shalini Aggarwal, VP Engineering, SquadStack

zenskar

SOUNDS HELPFUL?

Find out if we are the right fit for you

Let's Talk →

Trusted by the best

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Pontera   yembo.ai   ✓ vertice

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