



Revenue Performance Management for SaaS Companies

Sell Smartly. Run Profitably.
Grow Successfully.

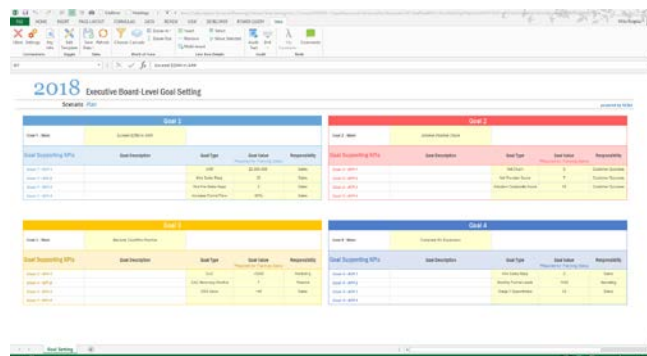


venasolutions.com

Break Down the Silos with 360° Perspective

As a SaaS based company, continuously and accurately forecasting your subscription, renewal and services revenue is both challenging and critical. Vena's revenue performance management (RPM) solution helps align departments to successfully plan and execute on often complex revenue models.

With Vena's RPM solution, break down the planning silos across your finance, sales, marketing and customer care departments. Vena RPM provides a 360 degree picture of your revenue sources, models and performance, tying together corporate goals and operational plans. This holistic view contributes significantly to your revenue growth, customer retention sustainability and profitability.

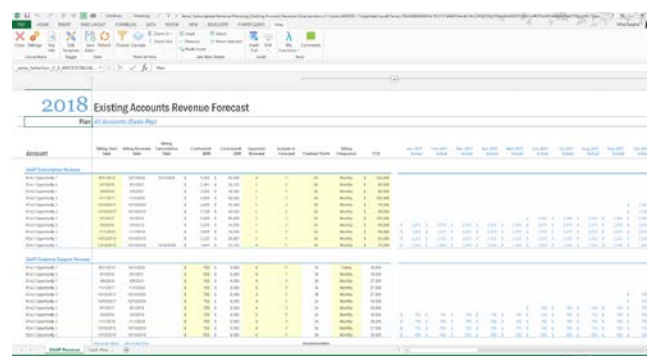


DASHBOARDS: *Uncover new insights with interactive Executive goal setting dashboards*

How SaaS Companies can Drive Higher Revenue

Improve the predictability of your revenue forecasts by aligning departments to achieve common goals. You can adjust investment decisions and reallocate resources as needed, then quickly model these adjustments to determine the best, holistic and data-driven course of action. With Vena's unified RPM solution, all your revenue-driven departments can effectively allocate cash, FTEs and other resources to optimize revenues and maximize profits.

Such departmental alignment is especially valuable to high-growth SaaS companies and supports the often competing goals of rapid growth, consistent agility and maximum profitability.



FORECASTS: *Accurate revenue forecasts recognizing different revenue streams and accounts*

Meet Revenue Forecasts with Cross Departmental Alignment

- ✓ Align marketing, sales, customer care and finance to achieve revenue targets
- ✓ Improve predictability of revenue forecasts on all key measures, i.e. ARR, CAC, ACV
- ✓ Plan and execute effective allocation of resources based on cash, FTEs and assets
- ✓ Access integrated and detailed CRM and marketing data to enhance planning, reporting and analysis

Your integrated solution for revenue planning

Lead to
opportunity funnel
management

Accurate pipeline
scoring and
analysis

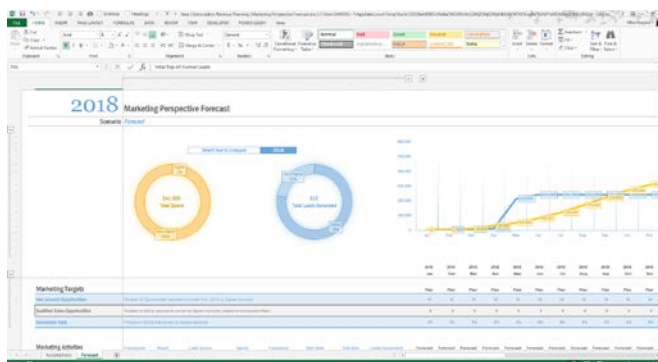
Customer expansion,
renewals & reduced
customer churn

Improved sales
forecasts

Corporate
goals and
objectives
met

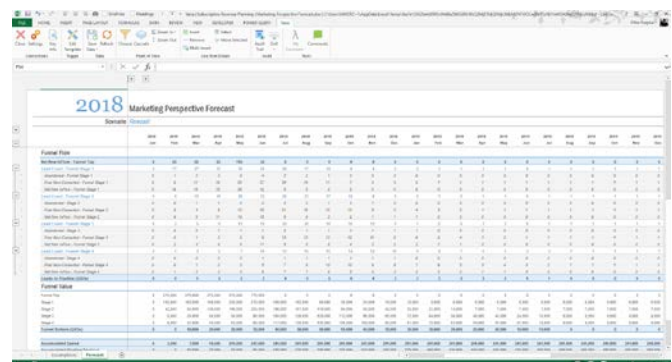
Fulfill the needs of all stakeholders

With Vena's integrated solution for revenue planning and forecasting, key stakeholders in the process can confidently execute on their strategy, all while meeting company-wide goals and objectives:



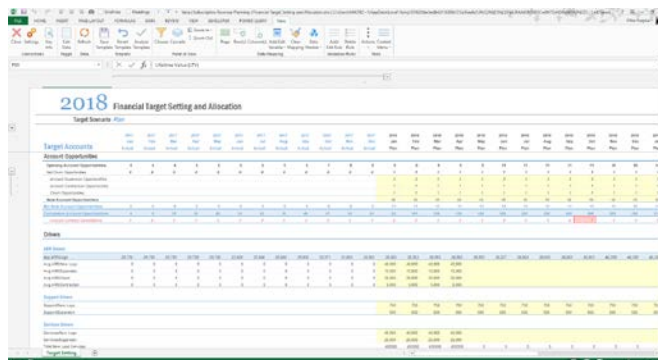
CHIEF REVENUE OFFICER (CRO)

Ensure sales resources are in place to support expected lead flow. Improve in-quarter forecasting and long-term revenue predictability by aligning with marketing and customer care objectives. Make informed decisions focused on revenue generation and growth.



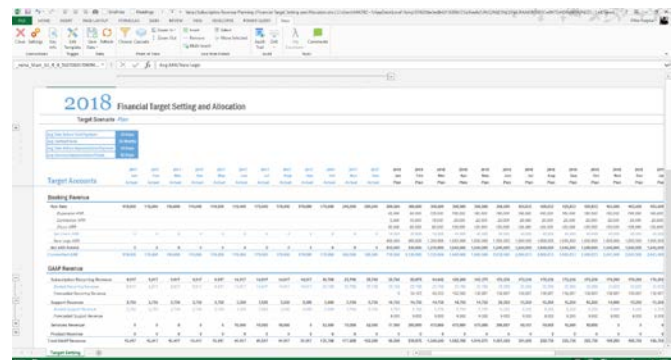
CHIEF MARKETING OFFICER (CMO)

Plan, execute, and monitor marketing initiatives and campaigns to deliver the volume and quality of leads to achieve pipeline and revenue goals.



CHIEF CUSTOMER CARE OFFICER (CCO)

Illuminating the value delivered by the customer care department, Vena helps highlight customer care resource requirements based on predictable bookings activity. By pulling together customer renewal details, user adoption metrics, survey results and other customer data, gain deeper insights into "at-risk" customers to mitigate churn proactively.



CHIEF FINANCIAL OFFICER (CFO)

Build top-down plans aligned with strategy, and orchestrate the integrated revenue planning of all departments. Accurately forecast ARR, GAAP revenue, cash, customer acquisition costs (CAC) and other key metrics to ensure performance is in line with the plan. Quickly and confidently model various scenarios to exploit opportunities or defend against threats.

Flexible and Powerful Tools: Features and Benefits

With increased efficiencies in revenue generating activities, marketing, sales, customer care and finance will realize a quick time to value with Vena's RPM solution:

CMO

- Predefined marketing templates to budget, plan, and forecast your leads funnel
- Detailed campaign reports describe the results and ROI of specific marketing campaigns
- Integration with Google Analytics and Salesforce.com for in-depth, comprehensive analysis
- Consistent deal flow measurement and scoring with Vena's reports and dashboards
- Streamline marketing processes with Vena's workflow and process manager

CRO

- Predefined sales templates ensure direct correlation between marketing leads and sales results
- Match capacity against forecasts, pipeline flow, changes and bottlenecks
- Opportunity scoring to measure the overall health of your pipeline
- Complex revenue modeling using key drivers that influence sales such as CAC, ACV and ARR
- Optimize resource requirements through integration with CRM and customer care data

CCO

- Predefined Customer Care templates to measure customer satisfaction, retention and CAC
- Optimize profitability and ARR growth of the customer base
- Allocate human and other resources based on accurate forecasts
- Maximize customer satisfaction and expansion using CRM data, customer survey tools and services measurement
- Highlight the value of customer care and its importance to the organization

CFO

- Predefined marketing, sales, customer care, and finance template to plan and measure results
- Continuous GAAP revenue forecasting and reporting
- Manage different revenue recognition methods for services/subscription and terminations
- Access key revenue drivers from your GL, ERP, CRM and other systems solution when reviewing reports, forecasts and budgets
- Accurately allocate departmental resources based on your plan and forecast

