

Revenue Recognition for Complex Use Cases and Scale

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The Association of
Accountants and
Financial Professionals
in Business



Featured Presenters



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Sponsor of the Webinar

Zuora, Inc. (NYSE: ZUO) provides a leading monetization suite for modern businesses across all industries, enabling companies to unlock and grow customer-centric business models. Zuora serves as an intelligent hub that monetizes and orchestrates the complete quote to cash and revenue recognition process at scale.

Through its industry leading technology and expertise, Zuora helps more than 1,000 companies around the world, including BMC Software, Box, Caterpillar, General Motors, Penske Media Corporation, Schneider Electric, Siemens and Zoom nurture and monetize direct, digital customer relationships.

Headquartered in Silicon Valley, Zuora operates offices around the world in the Americas, EMEA and APAC. To learn more about the Zuora monetization suite, please visit www.zuora.com.

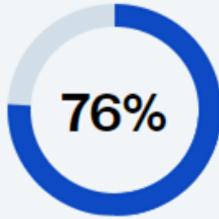


Agenda

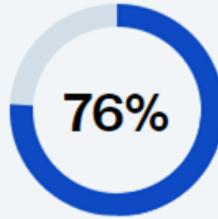
- Introduction
- Business trends
- Revenue recognition challenges
- Why doesn't ERP meet my requirements?
- ERP vs Revenue Subledger
- Deciding which automation to take
- Defining business requirements
- Conducting a revenue automation project

What are the key business trends that affect revenue recognition and revenue teams?

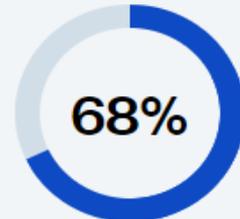
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report growing complexity of business models



experience increasing pressure from the business to support new go-to-market models, products, and pricing



report not having the right technology to address growing demands from the business

Poll

How much do you agree with:

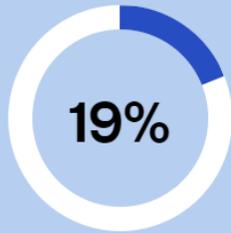
Our revenue accounting team experiences increasing pressure from the business to support new go-to-market models, products and pricing?

Poll

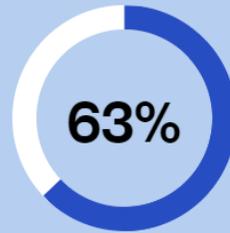
On average, how much of your revenue accounting team's time is spent on repetitive, manual tasks that could be automated?

**What are the key challenges
for revenue teams?**

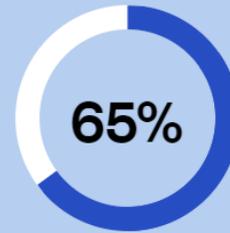
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have nightmares
about revenue data

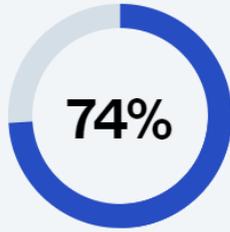


say poor revenue process
and reporting affects their
mental health

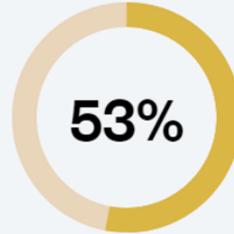


report working past
midnight at least once in
the last year, while 27%
report working past 2 am

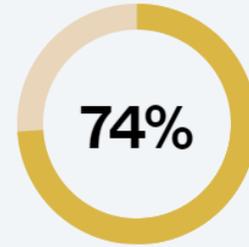
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agree that their team needs to focus more on analytics and business partnering, but a lack of automation is holding them back



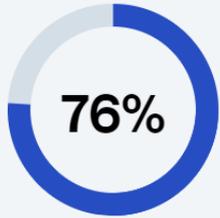
of revenue teams' time, on average, is spent doing manual repetitive tasks



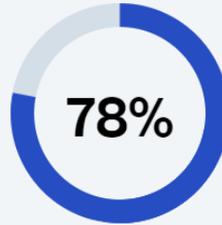
report that their team has to perform manual interventions on daily basis to process transactions

**Why doesn't ERP meet all my
requirements?**

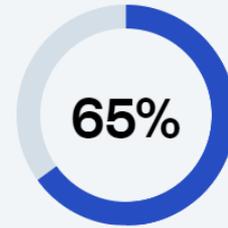
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report that scrutiny from auditors has increased in the past three years



report growing audit costs related to revenue

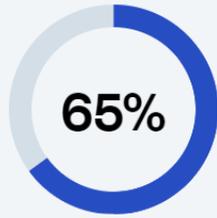


are concerned about the risk of misstatement because of existing manual processes and control risks

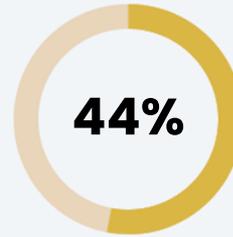
**What are the key differences between
ERP and specialty solution?**

**How do you know you need to upgrade
your revenue tech stack?**

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are concerned about the risk of misstatement because of existing manual processes and control risks



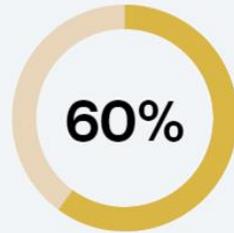
Only 44% of respondents are highly confident in their revenue data

Poll

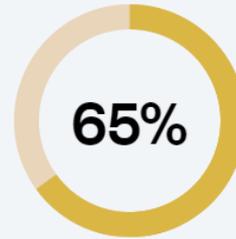
How confident are you in your revenue data?

**How do you decide which automation
path to take?**

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report that their ERP revenue modules do not fully support business requirements, even with customization



say ERP revenue modules were more expensive than anticipated when factoring in customizations and ongoing maintenance

Poll

How much do you agree with:

**Our ERP rev rec modules do not fully support business requirements
even with customization?**

How do you get started?

**How do you conduct a revenue
automation project?**

Q&A

Thank you!



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