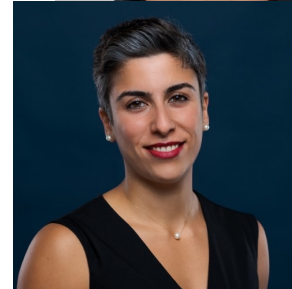**OPENCELL**

Agile monetization platform

Agenda

- A brand-new product-led strategy

- Why Opencell 11?

- An ever-increasing level of automation

- CPQ with ease

- Demo time

- Q&A

A brand new product-led strategy

Opencell's pivot to a product-led organization:

- – + 7 million raised in January 2021

- – A new Chief Product Officer

- – A new team of 4 (soon 6) product experts 😃

- – New agile processes to focus all attention
  on the achievement of new releases

- – A lot of ambition and enthusiasm

Why Opencell 11?

A platform for success in the economy of subscription and consumption

Opencell 11: A new step towards our product vision

- The key to success: automation & scaling

    Serving 50 customers or 500,000 with the same solution and the same accuracy, of course

- Price is everything, and our CPQ is your secret weapon

- Make it easy: GUI redesign and simplification.

    Get ready for the demo

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The road ahead

Opencell 11

- Full Quote-to-Cash
- Data model enhancement for AR Automation features

15/06

CPO
Data Model improvement
Enhanced GUI

Opencell 11.1 backlog

- Full GUI Package
- Dunning features

15/08

Dunning Workflow management tool
GUI to manage billing operations (billing, payment, jobs, …)
Add accounting periods and closing concepts.
On-shelf selfcare interface
(sales, deferred revenue, revenue accruals,..)
Ability to display dashboards based on report extract tool

Salesforce Connector Redesign of data import features (fully documented)
GUI to manage Custom Fields templates
Provide standard financial forecasts reports
Files viewer embedded in portal

Opencell 12

- A/R Automation
- Role-based portal
- Activity Monitoring Dashboard

15/12

International and multi-currency features
Tax reporting automation features
Enhanced dunning management tool
Add notion of contract versioning
On-shelf subscription tunnel
Unify and automate payment lifecycle management
Check customer/prospect score

Enhanced quote and order capabilities
Enhanced Relation-based account/customer hierarchy
Enhanced interaction with business system provisioning
Enhanced Mass catalog and price update features
Aggregation by expression features
Article centric view to manage article mapping

Marketing specialists-focus GUI
GUI for complete payment lifecycle management
GUI-based Identity and permission management features
Group-based action and rules
Redesign of Customer Account Management and synch capabilities with invoices
More fine-tuned XML invoices
Ebics connector

Contextual help in portal
Persist the information in the database to allow reissue of the same invoice

# The key to success : automation improvements

- Introduction of articles notion to align with ERP principles

- Project invoicing plans for B2B

- Invoice control automation

- Four new secret weapons

- An API-first strategy in the making.

Introduction of articles notion

Addition of article notion is a big step towards finer integration with accounting systems and improved AR automation :
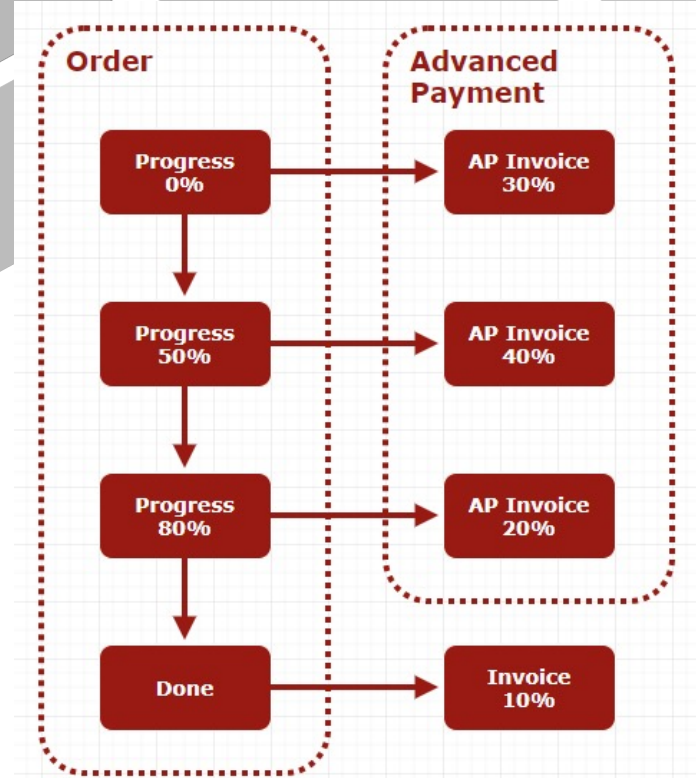
- Holds accounting and invoicing information

- Rated transactions are mapped to articles

- No direct link with rating
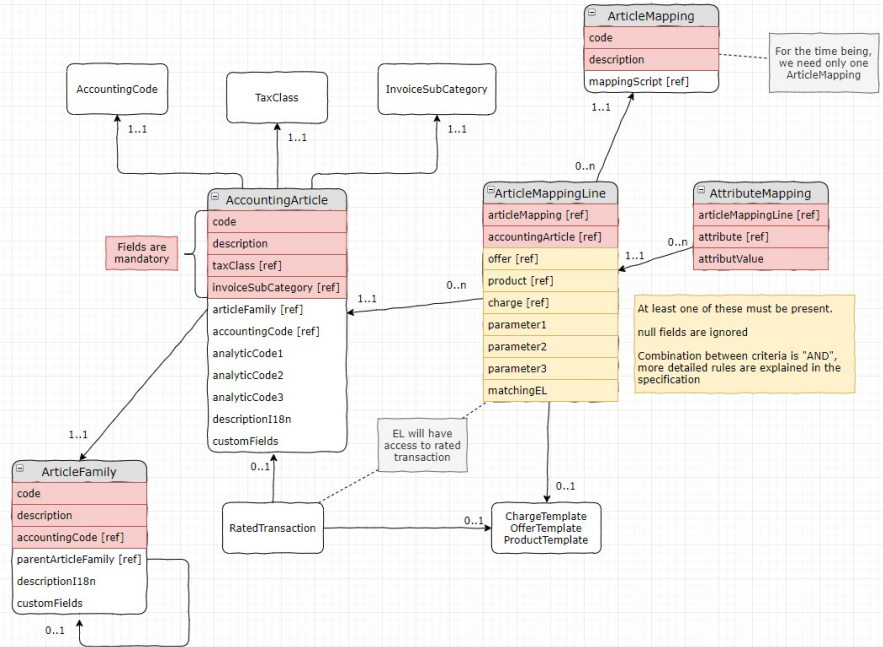
Project invoicing plans for B2B

- Applies to ordered one-shot charges
- Advanced progressive billing
- Automatic issuing of advanced payment invoices according to order progress
- Final invoice is deducted of advanced payments
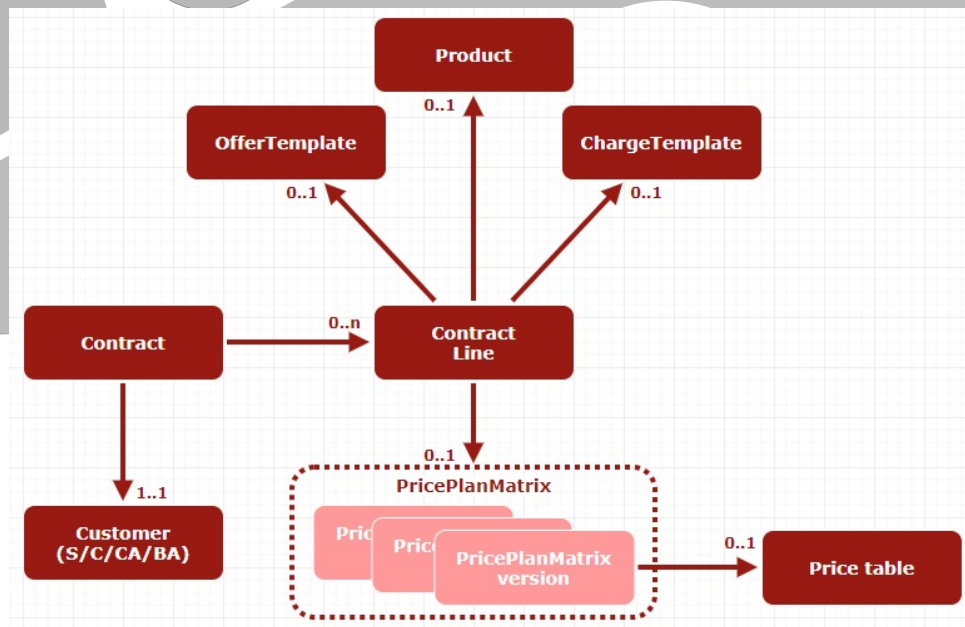
Invoice control automation

Invoice control automation:

- Hooks to implement automatic invoice check
- Mark invoices as rejected or suspect
- Quarantine rejected invoices
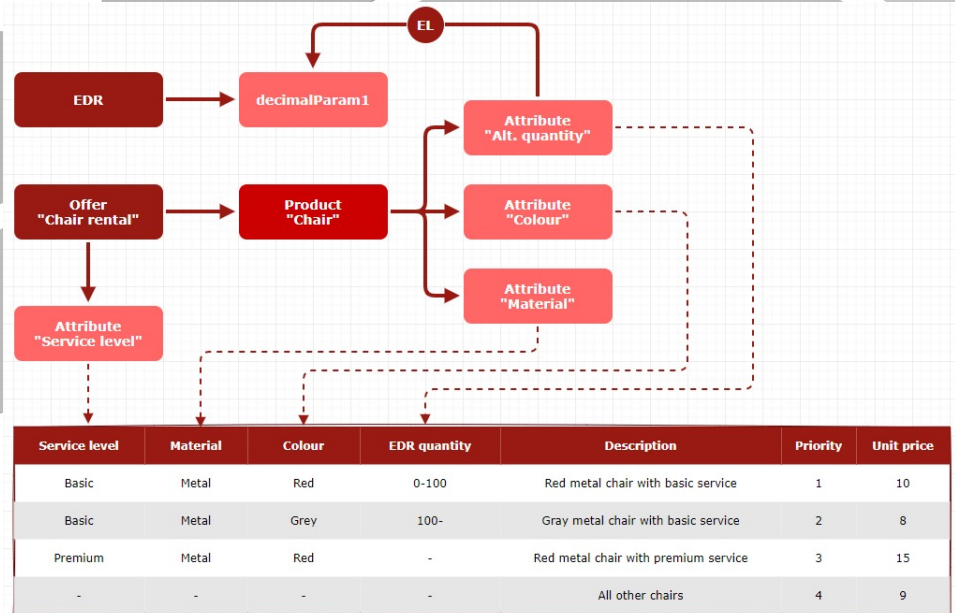- Draft invoice manual edit
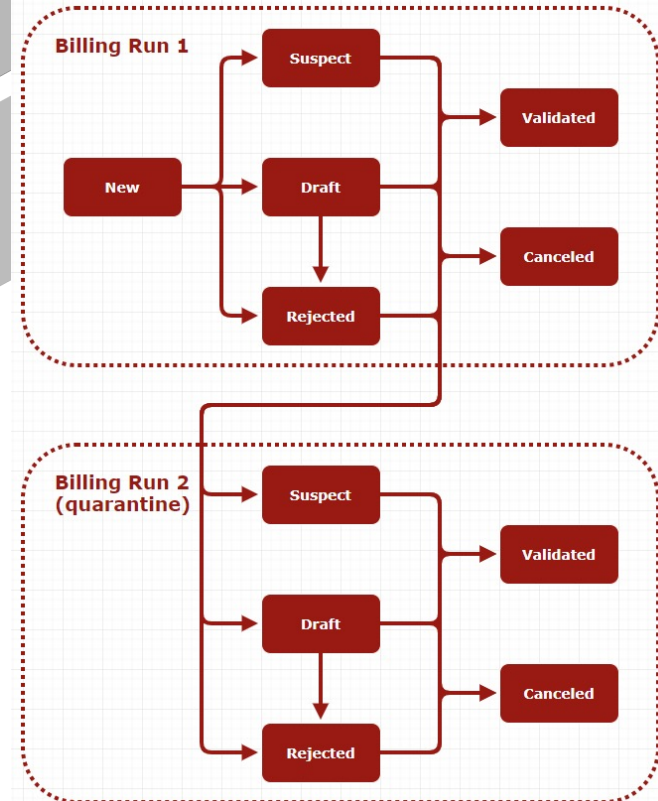
Secret weapon n°1 : Framework agreement

- Price override or discount

- Per Customer

  - Seller

  - Customer

  - Customer Account

  - Billing Account

- Validity dates

- Renewal

Secret weapon n°2 : Price tables

- Natively implement price tables instead of single price
- Multi-dimensional
- Dimensions are attributes
- Price description

Service level	Material	Colour	EDR quantity	Description	Priority	Unit price
Basic	Metal	Red	0-100	Red metal chair with basic service	1	10
Basic	Metal	Grey	100-	Gray metal chair with basic service	2	8
Premium	Metal	Red	-	Red metal chair with premium service	3	15
-	-	-	-	All other chairs	4	9

Secret weapon n°3 : Promo code

- Extension of Discount Plan

- Limit scope and number of use

- Applies to:

  - Product (Subscription)

  - Offer (Subscription)

  - Quote

  - Invoice (Billing Account)

  - Invoice line

- Generates new invoice lines
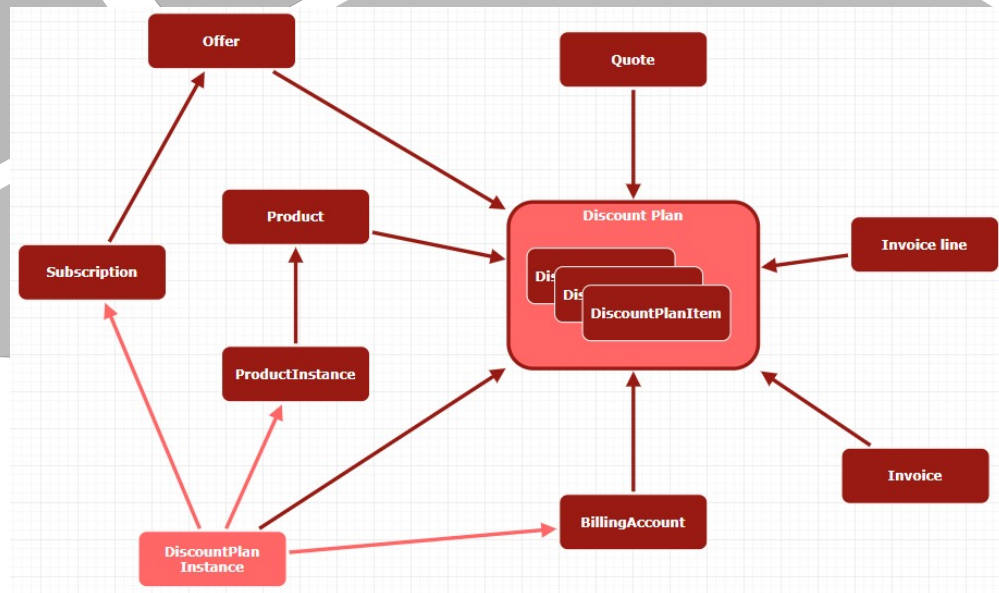
An API-first strategy in the making.

- API-first strategy to facilitate integration existing information systems:

  - New RESTful front for legacy API (v1)

  - New RESTful APIv2 for new features

  - Standardized path

  - Lists with paging and filtering

  - Authentication using OAuth2+PKCE

- New easy-to-use business API to come...
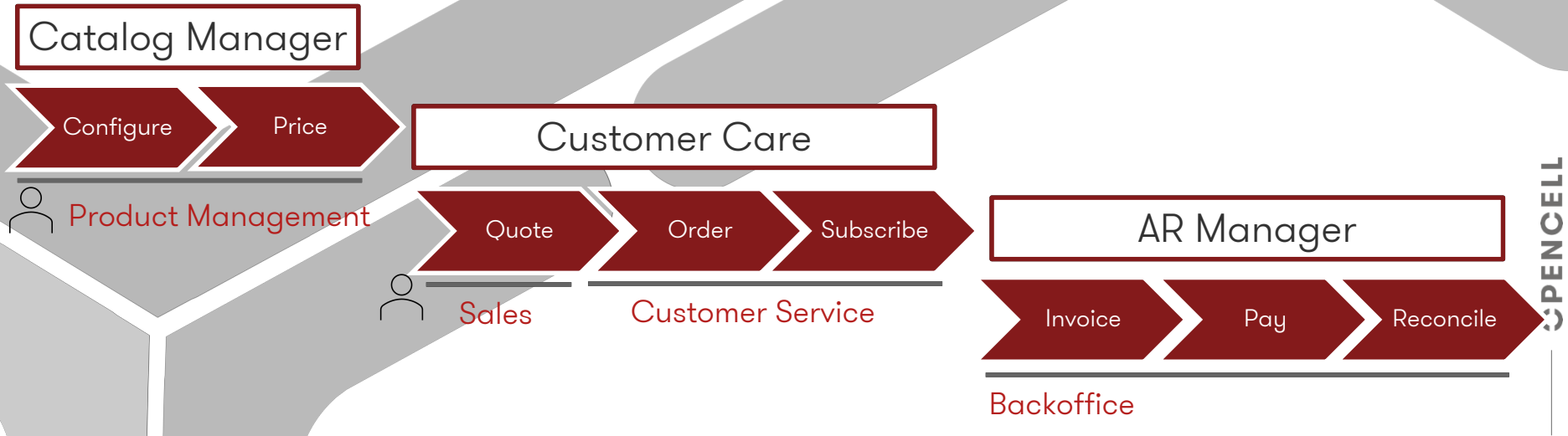
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Price is everything

New Configure/Price/Quote (CPQ) module:

- A single catalog of offers shared across all business functions

- From product to commercial offers that hit the spot

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Configure, Price & Quote

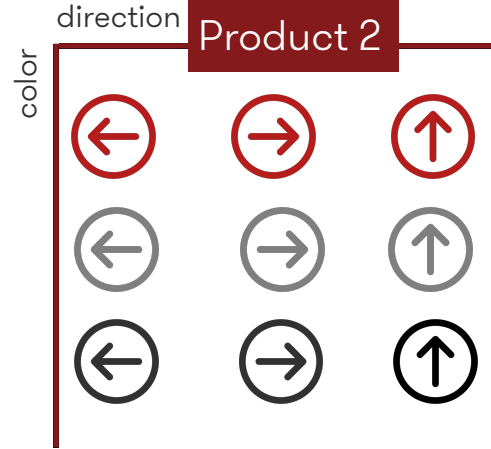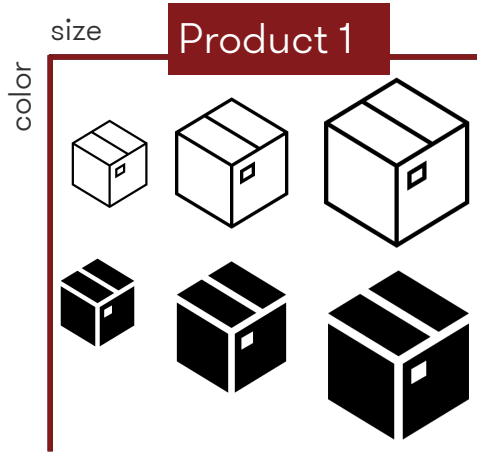Streamline your revenues from product configuration to cash using the Opencell portal

Catalog Manager

Configure → Price

👤 Product Management

Customer Care

Quote → Order → Subscribe

👤 Sales   Customer Service

AR Manager

Invoice → Pay → Reconcile

Backoffice

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Configure, Price & Quote

Product Manager

size — **Product 1**

color

direction — **Product 2**

color

ARTICLE

Supports information related to:
- Invoice section
- Applied taxes
- GL account
- Analytic accounting

→Fine tuning of reporting

Price (charges)

Subscription based on size & color

Usage based on direction & color

Invoicing & Accounting

Article based on size

Article based on color and direction

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Secret weapon N° 4: Commercial Rules
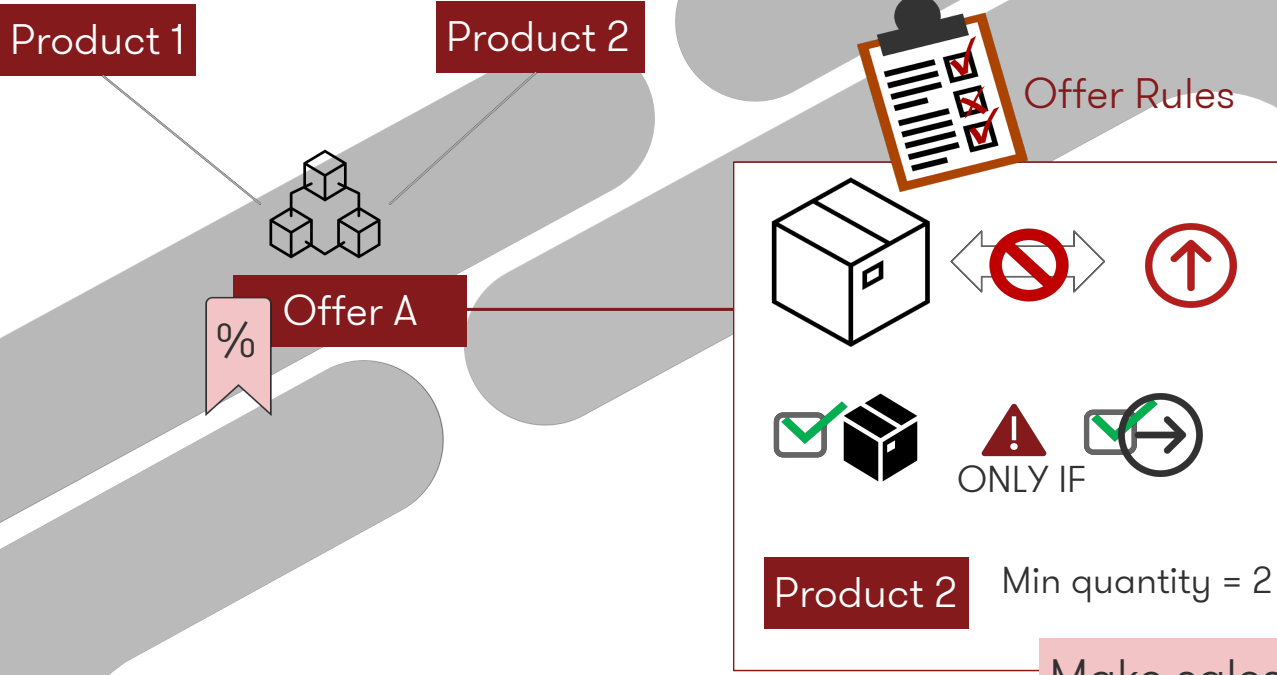
Product 1

Product 2

Offer Rules

%

Offer A

ONLY IF

Product 2   Min quantity = 2

Make sales rep life easier when quoting!

Product Manager

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Demo time

- First ever public "quote-to-cash" demo in public
- Imagine that you are a salesperson 🤑 and you have to prepare a quote

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Questions & answers

Thank you for your participation

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