

Softrax[®] Operations

prevent revenue from

unifies operational data to

falling through the cracks.

Manage critical revenue information and automate vital financial processes.

SOFTRAX[®]**Operations**

Softrax Operations is an enterprise solution designed specifically for companies with complex billing and revenue recognition processes. It houses all of a corporation's operational data in one tightly-integrated, highly efficient application and automates key accounting workflows throughout the entire revenue cycle.

By eliminating the manual, error-prone processes of maintaining information in multiple databases, spreadsheets and paper files, Softrax Operations delivers a robust foundation for compliance with accounting guidelines and Sarbanes-Oxley requirements. Companies using Softrax Operations increase productivity, improve cash flow and achieve greater transparency, enabling them to manage their businesses more successfully.

MANAGE WITH GREATER FLEXIBILITY AND VISIBILITY

No matter how complex the product and service offerings, Softrax Operations stores and tracks transactions with ease. Maintain multiple price books. Set up contacts within a multi-dimensional customer hierarchy. Create a broad range of license, subscription and usage-based contracts. Support programs and packaged assemblies. Drill down for details on any individual product, customer, or installation with ease and speed. All of these features are available to manage your business in the most efficient manner possible.

RECOGNIZE DEFERRED REVENUE CORRECTLY

Softrax Operations handles deferred revenue automatically, allocating maintenance contract fees, subscriptions, and even individual product component revenue according to whatever logic is specified. The result: Optimal revenue management processes that support compliance with AICPA, FASB, and SEC standards and guidance such as SOP 97-2, ASU 2009-13, and ASU 2009-14 to name a few.

COMPLETELY AUTOMATE YOUR BILLING PROCESSES

The powerful billing functionality in Softrax is highly flexible and comes integrated with contract management, price books, and core revenue management capabilities. Completely automate multiple billing methods—schedule milestone invoices, generate complex invoices, and easily apply revenue recognition guidelines for each. Customize invoices by account, location, project completion, and line item. Reconcile billing activity with revenue and create accurate reports and forecasts of cash flow and revenue recognition.

RENEWAL MANAGEMENT

Softrax provides a fully integrated and automated system for managing your existing customer relationships, especially maintenance contracts. Apply customized renewal rules by date, product, location, or customer. Automate pricing based on product-level contractual terms and resetting of contract coverage dates. Support co-terminus with full contract history. Implement multi-dimensional tiered pricing models, including contract maximums. Automatically create revenue schedules and generate renewal notices and invoices.

INCORPORATE MULTIPLE BUSINESS MODELS AND PROCESS COMPLEX FINANCIAL TRANSACTIONS

Softrax Operations excels at supporting rapidly evolving business models, with complex billing, order, and product configurations. Numerous combinations of billing, fulfillment, and revenue recognition scenarios are accommodated. The product configuration facility within Operations enables the addition, configuration and reconfiguration of products at any time. As your business develops and expands, Softrax Operations provides the infrastructure to support ongoing growth.



SOFTRAX[®] Operations

ACHIEVE GREATER EFFICIENCY, ACCOUNTABILITY, AND PROFITABILITY BY MAINTAINING UP-TO-DATE CUSTOMER INFORMATION

- · Maintenance and subscription contracts
- Contract terms and conditions
- · Contact and shipping data
- Hardware and system configurations
- Operating systems and platforms
- Installed products and versions
- License types
- · Customer relationships and hierarchy

CUSTOMIZE EASILY WITH FLEXIBLE PARAMETERS

Create a wide range and variety of:

- Price books cover OEMs, ISVs, channels, limited use, and more
- License types
- Contacts per customer
- Product configurations
- User-defined fields

ACCESS CUSTOMER AND ORDER DATA INSTANTLY

- Drill down in an installation to view licensing, pricing, or maintenance detail
- Integrated with inventory for instant order status
- Access information about customers, status, payment, and order history

MANAGE PRODUCT LINES

- Automatically generate fulfillment documents
- Manage complex product assemblies and suites

LEVERAGE REPEAT BUSINESS

- Automatically generate lists of maintenance contracts, licenses, and subscriptions that are up for renewal
- Automatically generate notices and invoices for renewal programs
- Quickly query entire database to determine upgrade, update, or cross-sell targets

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The Deferred Revenue Period Balance report provides detailed invoice information on the past, present, and future states of a given revenue schedule.

MANAGE REVENUE RECOGNITION

- Enables compliance with revenue recognition requirements such as SOP 97-2, ASU 2009-13, and ASU 2009-14
- Practice revenue compliance without spreadsheets: NetSuite is deficient in that arena
- Automatically allocate and post subscriptions and maintenance contract revenue via deferred revenue schedules
- Automatically allocate sales revenue among product components, based upon Vendor Specific Objective Evidence (VSOE) pricing

ENHANCE BUSINESS PERFORMANCE

- · Increase customer satisfaction and retention
- Maximize repeat and incremental business
- Eliminate recurring revenue leakage
- Make better-informed, faster business decisions
- · Count on accurate financial reporting

ENTERPRISE INTEGRATION

- Complete API set enabling the publishing and subscription of specific business process data elements
- Web based administrative / diagnostic tools
- Native support for web service standards

About Softrax

Softrax is a leading provider of enterprise billing and revenue management solutions that fundamentally change the way companies manage, analyze, report and forecast revenue. Softrax solutions automate the entire revenue cycle, from complex billing and contract renewals, through revenue recognition, reporting, and forecasting.

Hundreds of companies benefit from using Softrax to maximize their revenue, reduce operating expenses, and comply with revenue recognition regulations and Sarbanes-Oxley requirements.



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