



RevStream Case Study: LegalZoom

legalzoom[®]

LegalZoom helps U.S. consumers protect their families and start their businesses. Whatever your legal need, they have an answer.

 **revstream**[™]



RevStream captures so much data about whether it's order numbers, customers, order value, subscription terms. Those are critical data sources we run to see and analyze future revenues and performance management against revenue forecasts.



Peter Oey
Chief Financial Officer, LegalZoom



COMPANY

LegalZoom is the largest online legal company in the U.S., providing easy and affordable access for consumers and small businesses to ample legal products and services.



BUSINESS CASE

Their legacy revenue management process was labor intensive with huge Excel files that took so long to render that it didn't provide timely visibility to results that would benefit to the enterprise.



SOLUTION

LegalZoom chose RevStream's versatile solution for the ability to conveniently apply out-of-the-box configurations to the revenue rules of their growing catalogue of products.



RESULT

With RevStream, LegalZoom is now able to create revenue recognition reports daily under GAAP, giving them complete, timely, and actionable visibility into their deferred and recognized revenue numbers throughout their entire revenue lifecycle.



THE FULL STORY

Consumers and small businesses turn to LegalZoom for access to affordable legal products and services. Since their founding over 15 years ago, LegalZoom's product and service selection has grown exponentially, creating a business model consisting of high transaction volume with a large assortment of bundles and products, as well as growing recurring subscription revenues.

LegalZoom's legacy revenue management system made analysis extremely difficult, relying on over 50 different Excel files to complete just one simple analysis. Their revenue team had no control over and little visibility into the configurations of their system, which made processing and planning challenging.

So LegalZoom opted to find an advanced technology solution to replace their legacy system that was available on the cloud, sophisticated, auditable, could scale with rapid business growth, and would automate and streamline their processes.

Cue RevStream. LegalZoom's office of the CFO and other key stakeholders now have complete visibility into their numbers throughout the entire revenue lifecycle. They have the ability to gauge performance in real-time and make strategic decisions and adjustments mid-revenue cycle. RevStream has also helped LegalZoom's revenue team minimize their reliance on IT for data services.



ROI WITHIN 1 YEAR

LegalZoom determined that RevStream pays for itself within 12 months of implementation.

LegalZoom's month-end close is now twice as fast, improving to one and a half weeks from a lengthy three weeks prior to RevStream.

2X FASTER

50 ⇨ 1 EXCEL FILE

RevStream has reduced the number of files LegalZoom needs to complete just one simple analysis, from 50+ Excel files to one.

LegalZoom's configurations are now completely managed by the revenue team in RevStream, reducing reliance on technology data services for day-to-day processing.

100% SELF-RELIANT



RevStream is the leader and market innovator in Enterprise Revenue Lifecycle Management. We provide finance organizations with a single, comprehensive and flexible platform for managing risk, making accurate forecasts, and ensuring compliance when accounting for revenues across a wide range of industries and monetization models.

Only RevStream delivers the solutions and domain expertise companies need to fully automate Revenue Recognition Management.

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