



# Argano Revenue Transformation

## Driving profitability and sustainable growth

In today's rapidly evolving business landscape, your business must constantly adapt to stay ahead. Revenue transformation is a strategic and comprehensive process that enables organizations to reevaluate and restructure revenue generation activities and increase growth. By implementing changes across various aspects of your business, Argano empowers you to drive sustainable growth and maximize profitability. We offer various finite consulting engagements designed to accelerate revenue transformation and deliver rapid results for your business.

### Readiness

*"I'm not sure I'm ready to start, because I don't have a good picture of what's needed and involved; I want help putting that together so I can decide when and how to proceed."*

A 2 to 3-week high-level maturity assessment of your revenue and digital transformation readiness and identification of potential gaps in your path to success. With this maturity assessment, we'll help you answer the following questions:

- Do you have a clear vision of your go-to-market strategy?
- Are your product, pricing, and packaging strategies well defined?
- Do you know what selling channels will be leveraged?
- Do you have the right governance in place?
- Is your technology stack set up to reap the benefits?

Your business will walk away with an assessment readout that validates revenue transformation readiness from a people, process, and technology perspective – and a recommendation of next steps.

### Art of the Possible

A 5 to 6-week engagement (or less depending on product feature complexity), where we will work with you to demonstrate the capabilities and value of Salesforce Revenue Cloud by developing, configuring, and demonstrating an "art of the possible" proof of concept in a sandbox environment for Revenue Cloud product features.

### Why Argano?

- 350+ completed Salesforce projects
- 50+ completed Salesforce Revenue Cloud projects
- 50+ Salesforce Revenue Cloud certifications
- 500+ Salesforce certifications
- 4.9 CSAT
- End-to-end platform expertise

**"On top of being one of our most accomplished Revenue Cloud partners, Argano is unique in their creativity and overall architecture expertise. Their vision isn't constrained by the walls of our products (CPQ & Billing) but rather they use the entire Salesforce Platform to solve customer problems."**

Alec Agrawal, CPQ & Billing Account Executive, Salesforce

## Strategic Discovery & Planning

*"I want to start with business process and requirements work before I make a commitment to a tool, so that I can take a business-first view of processes and pick a tool accordingly."*

A 10 to 12-week strategic planning engagement during which we partner with you to build an actionable roadmap to help you set the right foundation for long-term revenue transformation success, by:

- Co-creating a revenue transformation vision and strategy
- Developing future-state customer journeys and processes
- Defining a future-state enterprise architecture
- Establishing a roadmap to achieve future-state

## Industry Blueprint

A 6 to 8-week engagement to help you understand the context within which Salesforce defines strategy and product direction for front-end business process and relationship management software in your industry to assess the business and platform capabilities most suited for your organization.

### Industries:

- High Tech Software
- Transportation and Logistics
- Discrete Manufacturing
- Process Manufacturing
- Med Tech

### We partner with you to:

- Map customer-facing business capabilities common to your industry to stages of the customer life cycle across marketing, sales, order management, and post-sales experience

- Determine which capabilities are most important to your organization and prioritize the implementation accordingly
- Organize projects to deliver business value with maximum benefit
- Gain alignment among key stakeholders who are responsible for processes represented
- Understand the high-level platform capabilities needed to power your organization's business needs

## Unlock & Accelerate

*"I have a system that I'm not happy with and want suggestions on how to address the challenges so that I can decide if it's worth the time/cost."*

Targeted for organizations that need to remediate their current processes and technology implementation to unlock and accelerate value from their Salesforce investment. This is a 4 to 6-week engagement to assess your current implementation through the lens of people, process, and technology and provide recommendations to plan for actionable next steps. It includes:

- Analysis of your existing customization and recommendations for alternatives to reduce friction and delays in IT and reliant business processes
- Examination of your current state business processes and the main personas involved to identify opportunities for simplification and streamlining
- Review of existing integrations and how Salesforce fits within your current system architecture, with a view to streamlining

**"The Argano team sets themselves apart by taking the time to build a relationship, listen for and identify key issues and problem statements, and create a customized proposal or solution that can meet the customer's needs and budget."**

Janet Lee, Alliance Director,  
Salesforce

Kickstart your revenue transformation journey with Argano! **Contact us** today to get started.