

# Four ways AI can improve revenue operations

Better protect, connect, and get more from your business data. Gain industry leading security. Automate critical revenue operations workflows. Bring AI into revops.

Microsoft generative AI offers far more than virtual assistants and chatbots. With help from our Argano's AI engineers and business strategists, we'll help you tap the full extent of AI to drive efficiency increases and financial returns in the most critical functional area: revenue operations.

## 1 *Bring together* data stored in disparate applications



Identify redundant systems to streamline and connect solutions



Access, analyze, and act on data in one familiar interface



Reduce overhead by eliminating unnecessary systems



Reclaim more budget by identifying unnecessary expenditures

## 2 *Leverage AI* so finance teams operate more effectively

Monitor operations to ensure the overall health of your business

Improve forecasting with predictive models that "learn" over time

Free staff from mundane task work to focus on revenue opportunities

Connect external data to internal workflows to engage with your ecosystem

## 3 *Configure cashflow forecasting*



Leverage more accurate forecasts to improve cashflow and streamline budgets



Quickly identify current and future revenue trends inside and outside your business



Identify, mitigate, and eliminate outside risks before they impact your business



Increase on-time payments — both coming in and going out —with predictive data

## 4 *Automate* workflows

Analyze customer data (e.g., purchase history) to facilitate upsells and cross-sells

Deploy AI-powered chatbots on routine customer support tasks (FAQS, etc.)

Automate lead qualification to identify and prioritize high-quality leads

Enable dynamic pricing based on market conditions, customer behavior, and more