



# We enable enterprise clients to OPTIMIZE AND DE-RISK THEIR Q2C ENVIRONMENT

## CLIENT ADVISORY SERVICES

Operating a world-class enterprise Quote to Cash (Q2C) environment has never been more demanding. Pricing models and go-to-market strategies are evolving at breakneck speed, talent retention remains a persistent challenge, supporting technologies are in constant flux, and the transformative yet complex promise of AI continues to test capabilities. Leveraging the diverse expertise of the Craton Advisor Network—offering deep knowledge in Q2C implementation and operations, along with guidance at the CRO, CIO, and CFO levels—we guide clients through the noise.



**Q2C HEALTH CHECK: EVALUATING PEOPLE, PROCESS & TECHNOLOGY**



**Q2C PROJECT ASSURANCE, INCLUDING SOLUTION ARCHITECTURE ASSURANCE**



**Q2C TECHNOLOGY VALIDATION & SELECTION (CPQ & BILLING FOCUS)**



**SALESFORCE REVENUE CLOUD HEALTH CHECK & REVIEW OF GO FORWARD OPTIONS**

## OFFERINGS - HOW WE ENGAGE

### INITIAL CONSULT

(30M, COMPLIMENTARY)

#### General Q2C Consult

Cursory review of environment & people, process, technology

#### Salesforce Consult

Discuss SF Rev Cloud Managed Package current state & review of options

### FACILITATED WORKSHOPS

(BESPOKE: 2HRS - MULTI-DAYS)

#### Tech Stack Review

Health, adaptability & sustainability / longevity

#### Tech Selection

Validation & Accelerated RFP

#### Outcome Prioritization

Force rank key metrics in people, process, technology

#### Project Health

Ongoing & Key Milestones

#### Talent

Acquisition, Inspiration, Development, Retention

#### Horizon Line

AI, Monetization Strategies, Channels

### ADVISORY PROJECTS

(FRACTIONAL, RETAINER)

#### Project Assurance

Sales to Delivery Handoff, Project Kickoff, Oversight & checkpoint review

#### Assessments

Lead to Revenue assessments spanning People, Process, and Technology Recommendations

## Craton Advisor Network - Delivering Outcomes

**Craton's in-house expertise is further enhanced by the broad capabilities of our Advisor Network.**

With over 15,000 deep industry connections and 200 years of combined experience in strategy, technology, operations, and finance, we unite our collective insights to guide businesses through the complexities of the Quote-to-Cash ecosystem, delivering impactful and sustainable results.



Tom Stergios



Kevin York



John McGregor



Lynn Mickleburgh



David Novak



Ted Brookbank



John Stame