



# How to automate your subscription Processes

"IN TODAY'S ERA OF VOLATILITY, THERE IS NO OTHER WAY BUT TO RE-INVENT. THE ONLY SUSTAINABLE ADVANTAGE YOU CAN HAVE OVER OTHERS IS AGILITY, THAT'S IT. BECAUSE NOTHING ELSE IS SUSTAINABLE, EVERYTHING ELSE YOU CREATE, SOMEBODY ELSE WILL REPLICATE."

- JEFF BEZOS, FOUNDER, AMAZON -



As subscription sales scales up, your process automation requires focus. Many companies have ended up hiring a whole team in finance to manage licensing and subscriptions due to lack of automation. How can you avoid those pointless costs?

## 1. Drive a digital culture

Drive change and transform, step by step, all the time, not as a one-off. Put people in charge until updates are completed.



Do

- Innovate improvement constantly
- Ensure you execute with speed
- Share progress and plans



Don't

- Keep improvements silent
- Think only in projects
- Assign a fixed department, involve focused teams for each task instead

## 2. Understand the smallest detail in your subscription lifecycle

Work through the different stage of the lifecycle of subscriptions, then tackle the largest pain points first



Document customer journeys



Identify the most time-consuming actions in the process



Involve all teams that add value in the subscription lifecycle.



Use applications and technology to automate everything mundane.

### 3. Ensure your team and technology/apps gel together

Deploy technology and business apps that fits with your people. Ensure we engage teams to implement and deploy.



- Involve your people to determine the right tech and apps
- Layout the processes and customer journey
- Don't boil the ocean, take small steps.



- Ensure capturing subscriptions is solid and self service driven
- Provide strong digital selling capabilities
- Build detailed business scenarios of how the apps and tech need to support your processes so you can validate
- Operate deployments with speed



- Go into production fast, then start continues improvements, solving pain points and creating success
- Run on a defined roadmap
- Rate the employee experience

### 4. Building continues improvement roadmaps

Team up with expertise in the field and build partnerships to run your continues innovation roadmap and automate subscription lifecycles



Do

- Build detailed roadmaps and sprints
- Use the best people for the job
- Deploy small improvements all the time
- Report and communicate updates



Don't

- Make projects too large and lengthy
- Work in ivory towers and forget to involve other team members
- Let technology discussion take the lead
- Be afraid to fail

# 5. Keep on monitoring and sharing success

When you release new improvement and results, share internally with all company team members.



State your interest in the team's position



Show appreciation to your team and processes



Involve team members that have the best skills for the task



Track KPI's like process cycle time



Involve subscription expertise



Small-to-Medium Businesses



Medium-to-Large Enterprises



All Business Types



The intelligent engine for LISA®

Subscription Solutions for  Microsoft Dynamics 365

For more information, visit [www.bluefort.eu](http://www.bluefort.eu) or mail us at [sales@bluefort.eu](mailto:sales@bluefort.eu)

