LISA®
Business

Discover
LISA Business
Licence and Subscription Automation

LISA Business works with Microsoft Dynamics 365 Business Central ERP application to bring you powerful capabilities for running seamless subscription processes.

Overview

This document provides insights into the positioning and capabilities of LISA Business. It is intended for Microsoft Dynamics 365 Business Central partners, and customers that require subscription management capabilities for small and medium sized businesses.

LISA Business is designed for subscription management, from selling to billing subscriptions and dealing with the financial outcomes, such as revenue recognition and financial reporting.

In a Nutshell:

- LISA Business is designed and built for small and medium-sized businesses in the subscription space
- LISA Business is a subscription application built for Microsoft Dynamics 365 Business Central
- LISA Business can be extended with LISA Reach for Customer and Sales focused processes
- LISA Business is a 100% SaaS offering based on a subscription plan
- LISA Business is delivered via a network of Microsoft Dynamics 365 Business Central partners
- LISA Business is built on the latest cloud platform and apps, offering performance, security, and easy use

What LISA Business Can Do

LISA Business is a SaaS offering that is designed to run within Microsoft Dynamics 365 Business Central, a cloud business management solution meant for growing small and midmarket businesses (SMBs).
LISA Business provides subscription-based capabilities that extends Business Central. Together, LISA Business and Business Central offer a modern and flexible cloud-based ERP application that work seamlessly together, along with your other Microsoft 365 applications.

Who is LISA Business for?

LISA Business is designed for SMB leaders who are working to engage customers with subscription models driving recurring interaction and consequent billing and operations.

SMB leaders are powered by passion. They are innovators, dreamers, and builders – leading the way with game-changing business visions, teamwork, and grit.
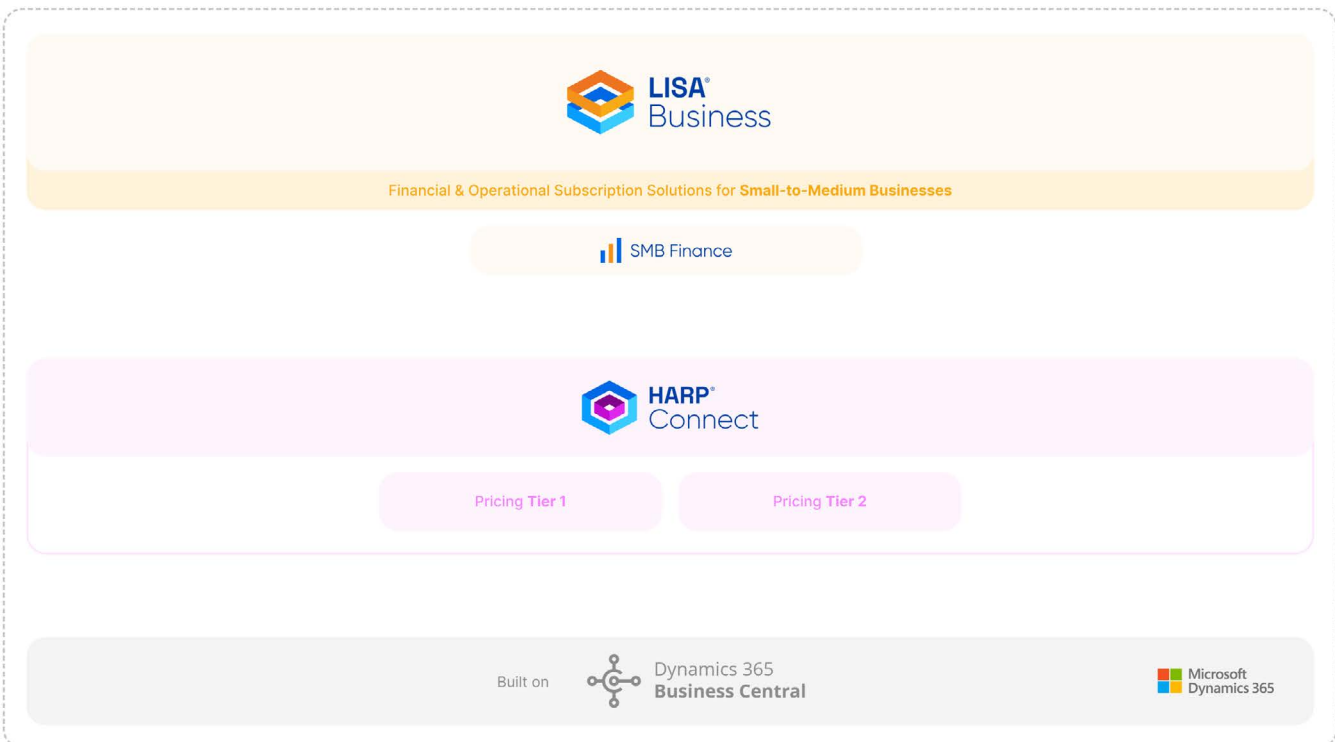
LISA Business is a business application that helps them to accomplish their goals, by providing business process automation and solid management of subscription sales and operations. These include individuals who:

- Want to grow their business and scale up, but not by adding headcount and administrative overhead. This SMB buyer might not be the owner or CEO (Chief Executive Officer).

- Have multiple roles within their businesses. An owner, for example, is likely to be the head of marketing, CIO (Chief Information Officer), and the operations leader. Playing multiple roles is common until the company reaches about 100 employees. Beyond this size roles start to delineate, and functional departments form.

- Are seeking ideas for particular problems, not a product or a brand. They are looking for solutions and fixes to burning business issues—and they do not have time to research a lot of different vendors or evaluate multiple options.

What does LISA Business do?

SMB Finance

LISA Business is an application designed for small and medium sized SaaS and other subscription companies that require more automation and customer service capabilities surrounding their ERP. LISA Business runs in Microsoft Dynamics 365 Business Central. As a full SaaS solution it is easy to deploy and operate and has a fast return on investment.

LISA® Business

Financial & Operational Subscription Solutions for **Small-to-Medium Businesses**

SMB Finance

HARP® Connect

Pricing **Tier 1**

Pricing **Tier 2**

Built on

Dynamics 365
Business Central

Microsoft
Dynamics 365

How can LISA Business help subscription businesses?

A modern business application for SMBs in the subscription space needs to provide smart capabilities, and be easy to use.

LISA Business provides the following capabilities:

- Manage your financials, tax, and general master details in Business Central
- Run your accounts payable and receivable in Business Central
- Build subscription programs and link them to subscription products
- Oversee your subscription product portfolio
- Manage legacy and new products and easily define the commercial aspects of each offering.
- Assign the right prices and potential discounts
- Define a unit-based model, such as per-user-per-month, or design a bundle or plan (for example Silver, Gold, Platinum) based on the product offering
- Master your sales process by offering subscription quotes to your customers and prospects.
- Convert won quotations for subscriptions into subscription plans and track sales statistics.
- Drive the subscription order-to-cash process, including renewals and billing using Bluefort's HARP - the intelligent engine
- Automate revenue recognition

Be empowered to streamline the complete lead-to-order process, so you can focus on growing your business.

Sell subscriptions the smart way

At Bluefort we team up with various customers around the world. Our objective is to learn and understand real world business scenarios and map out how LISA Business can support them. The primary business challenges and objectives we focus on include.

Breaking down departmental silos and unifying lead-to-cash processes

Many SMBs are focused on generating product or service value for their customers. As they grow, we see that sales, operations and finance tend to end up as stand-alone departments, resulting in processes that are not always effective. Turning the challenge into potential, we designed LISA Business to run from lead-to-cash in a data driven flow of events. Beginning with the sales team managing new customers in Business Central, you can manage subscription quotes in LISA Business and create reports showing the total open subscription pipeline value.

Find out more here ➜

https://docs.microsoft.com/en-us/dynamics365/business-central/sales-manage-sales.

Convert quotes to subscription plans and start the first billing event and delivery of services or licences. Use the accounts receivable capabilities to drive the management of days outstanding and payment collection.
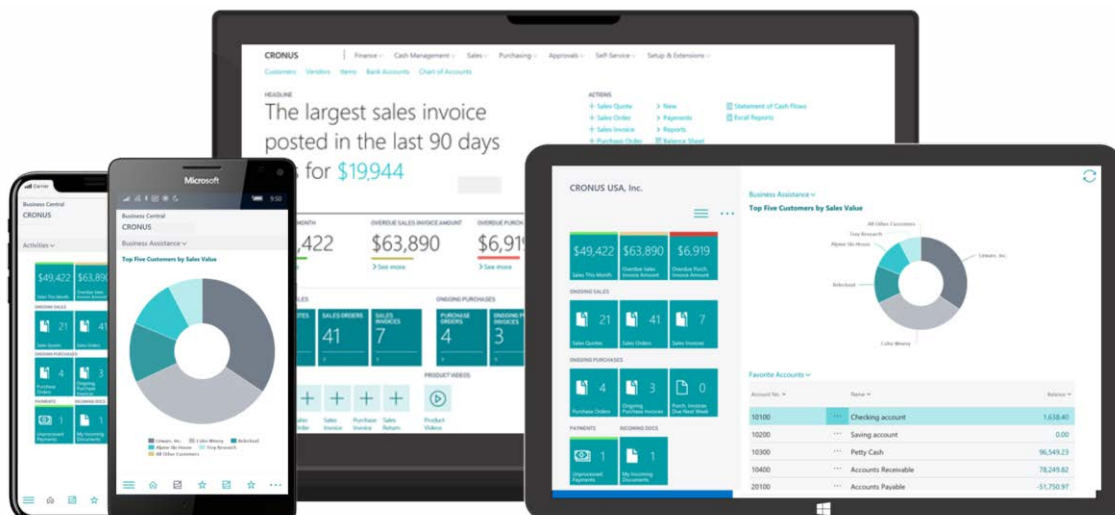
Find out more here ➜

https://docs.microsoft.com/en-us/dynamics365/business-central/sales-how-invoice-sales

All the events that should result in a financial posting will be captured in the financial parts of the business applications, meaning your finance team is always up to date on reporting.

Find out more here ➜

https://docs.microsoft.com/en-us/dynamics365/business-central/finance

Master your subscription portfolio and commercials

Many SMBs continue to innovate and grow their range of solutions, products, and services that their customers can subscribe to. This entails frequent and dynamic changes to their offerings.

Product and marketing managers require an adequate level of data management, so they can easily add new offerings, change prices, update indexes, and provide bundles and discounts to fuel the company's sales strategy.

LISA Business uses the easy-to-use items master in Business Central. In just a few moments your team can create new subscription items, and update prices and discounts reflecting campaigns or permanent commercials updates.

Find out more here ➔

https://docs.microsoft.com/en-us/dynamics365/business-central/inventory-how-register-new-items

Putting your customer on centre stage

Customer centricity is a leading concept for companies providing subscriptions. SMBs are passionate about providing subscriptions to their customers and developing a long-lasting relationship. Frequently, they focus on providing a strong platform for customer communication. This should not be a one-time activity, but ongoing and changing over time.

With LISA Business and Microsoft Dynamics 365, you can expand your customer service experiences and tailor your digital portals and apps the way you see fit.

Moreover, you can empower your customers to add, remove and upgrade subscriptions making it easier to work with you.

LISA Business has the technology to integrate with other customer facing applications, such as eCommerce sites and stores or customer portals.

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Want to discover more
about LISA Business for
Microsoft Dynamics 365
Business Central?

Get in touch

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