

Subscript: The Analytics Obsession That Solves Your Hard Problems

A Thank You to Our Partners in Innovation

We're grateful to Subscript for participating in the Next Generation Solution Showcase on Billing and Revenue Management. This blog is written for CFOs of fast-growth companies who are building the foundation of their finance tech stack. Leaders who need crystal-clear visibility into cash flow, want data-driven investment strategies, and require accurate forecasting to guide their next phase of growth.

"We Only Take the Really Hard Ones"

That's how Phil Sharp, Chief Marketing Officer and interim CEO at Subscript, describes their ideal customer. If you have a straightforward \$19 per month subscription that never changes, Subscript will politely pass. But if you're dealing with committed recurring revenue analysis, late renewals that don't fit clean definitions, customer segmentation by product, complex usage-based billing, or contracts with nuances that make your CRM cry, Subscript is your people.

Sharp puts it bluntly: "If we talk to you in a sales call and you're too standard, we're going to be like, I'm sorry, please. We only take the really hard ones for some reason."

Who Subscript Serves Best

Subscript is purpose-built for sales-led B2B SaaS companies where complexity is the norm, not the exception. You're the CFO whose sales team negotiates creative deals that make finance implementation a nightmare. Three-year contracts with pre-negotiated upsells every year but quarterly invoicing. Usage-based pricing layered on subscription fees with multiple products sharing credit pools. Parent-child account relationships where you need to bill at the parent level but analyze retention at the child level.

Your CRM is HubSpot or Salesforce, though honestly it's a mess because sales reps prioritize closing deals over data hygiene. Your ERP is QuickBooks, Xero, or NetSuite. And you're serving institutional investors or preparing for them, which means you need bulletproof SaaS metrics, not just GAAP financials.

Here's the profile that resonates. You want to toggle between committed revenue (when deals sign) and classical revenue (when service delivers) depending on who's asking. You need grace periods for late renewals so a customer who renews two weeks late doesn't get counted as churn and then new business. You want to drill into any metric on your dashboard and see the underlying transactions, not just accept the number at face value.

If your finance team spends 10-plus days every month just getting invoices out the door because of billing complexity, Subscript was built specifically for you.

What Makes Subscript Unique: The Analytics Obsession

Most billing platforms treat analytics as an afterthought. They focus on getting invoices out and revenue recognized, then bolt on some basic dashboards. Subscript takes the opposite approach. They're obsessed with analytics in a way that borders on nerdy pride.

Sharp doesn't hide it: "I refuse to believe there is going to be a nerdier company than us when it comes to B2B SaaS analytics. We just obsess about this stuff and we obsess about the edge cases."

What does that obsession look like in practice? Every number on every dashboard is clickable. You see weird churn in November? Click it. Drill down to see which customers churned. Click again to see the original Salesforce opportunity or HubSpot deal. Keep clicking until you reach the source of truth.

Their revenue waterfall report functions like a pivot table. Want to see churn by product category? Add a segment. Want to see upsell by geography? Add another filter. Want to compare committed versus classical revenue for your board deck? Toggle between views in seconds.

Subscript handles the edge cases that break other systems. Parent-child relationships where you bill at one level but analyze at another. Late renewals with grace periods so customers renewing a few weeks late don't distort your metrics. Committed ARR that tracks signed contracts even before service starts.

The other differentiator is their "ingestion engine." Their engineers actually call it that. Subscript pulls data from HubSpot, Salesforce, NetSuite, QuickBooks, and Xero. They have a robust API for custom integrations. They accept CSV uploads. And their AI reads PDF contracts to extract billing terms when your CRM can't handle the complexity.

For finance teams drowning in spreadsheets trying to reconcile data from five different systems, this is life-changing.

The Capability That Changes Everything: AI That Reads Context, Not Just Text

Subscript's AI contract reader does something most finance automation tools don't. It understands context. When you upload a 20-page enterprise contract with nuanced terms, their AI doesn't just extract customer name and dollar amount. It identifies products, start and end

dates, seat counts, billing frequency, payment terms, usage-based components, and credit structures.

But here's what matters. Subscript custom prompts their AI for each customer. If you're an enterprise software company with highly customized contracts that all follow a similar structure but with variations, they'll train the AI on your specific contract patterns. The demo account Sharp used had the "dumbest version" of their AI, and it still parsed a two-page contract in under two minutes with perfect accuracy.

The AI also powers collections in a way that feels almost human. Instead of rigid email sequences that bombard customers with reminders, Subscript AI reads the accounts receivable inbox. When a customer emails "Sorry I'm late, I promise to pay December 1st," the AI understands, pauses reminders until December 1st, and only follows up if payment doesn't arrive. This saves finance teams hours every week managing exceptions.

The third AI capability surfaces insights you'd never find manually. It analyzes metadata correlations to identify patterns. If your net revenue retention varies significantly by country, the AI flags it. If one product category shows higher churn, you'll know. These insights turn finance teams into strategic advisors instead of report generators.

Customer Story: EliseAI's 10-Day Time Savings

The Situation

EliseAI, a conversational AI platform for the real estate industry, faced a billing nightmare that many high-growth companies know intimately. Every month, their finance team spent 12 days just getting invoices out the door. Not handling revenue recognition, not analyzing metrics, not doing strategic work. Twelve full days consumed by the mechanics of billing.

For a fast-growth company serving enterprise customers, this was unsustainable. The emotional toll on the finance team was real. Imagine spending half your month on a repetitive task that delivers zero strategic value. The frustration of knowing you should be analyzing retention patterns or modeling pricing scenarios, but instead you're building invoicing schedules in spreadsheets.

The strategic impact was equally damaging. Invoices going out on the 12th instead of the 2nd meant slower cash collection. Delayed month-end close meant outdated financials when executives needed to make investment decisions. And the finance team had no bandwidth to proactively identify churn risks or growth opportunities.

The Action

EliseAI implemented Subscript to automate their entire billing workflow. Instead of manually building invoicing schedules for hundreds of customers with varied terms, Subscript ingested contract data and generated schedules automatically. The system handled quarterly billing,

annual billing, usage overages, and custom arrangements without requiring spreadsheet gymnastics.

The flexibility to adjust schedules on the fly mattered too. When sales agreed to custom payment terms, finance could implement them in minutes instead of rebuilding spreadsheet formulas.

The Results and Why They Matter

The headline metric tells the story: invoicing time dropped from 12 days to 2 days per month. That's 10 days of productive capacity returned to the finance team every single month. At a fully-loaded cost of \$150K for a finance manager, that's roughly \$60K in annual value from time savings alone.

But the deeper impact transcends the numbers. The finance team could finally breathe. Instead of dreading the first two weeks of every month as "billing hell," they had predictable, manageable workflows. The mental weight of repetitive, error-prone manual work disappeared.

Strategically, the finance leader could shift focus from operational firefighting to value creation. Those 10 recovered days became time for analyzing customer cohorts, modeling pricing changes, identifying expansion opportunities, and advising executives on resource allocation.

The accuracy improvement mattered too. When you're manually processing hundreds of invoices with varying terms, mistakes happen. Late invoices damage customer relationships. Incorrect amounts trigger disputes and slow collections. Subscript eliminated that category of risk entirely.

For a company preparing for institutional investment or already serving investors, having analytics that are "always accurate" without manual reconciliation provided confidence. Board meetings became strategic conversations instead of explanations of data discrepancies.

The Bottom Line: When Complexity Is Your Reality

For CFOs evaluating billing platforms, Subscript represents a clear choice. If your business is simple and standardized, other tools will serve you fine. But if complexity is your reality, if your sales team negotiates creative deals that break standard systems, if you need analytics that go 10 levels deep into your data, Subscript deserves serious attention.

The analytics obsession isn't marketing positioning. It's the core of their product philosophy. The AI capabilities aren't bolted-on features. They solve real problems that finance teams face daily.

Sharp's offer stands: if you want to geek out about B2B SaaS analytics or see how Subscript handles your specific complexity, reach out. He promises to be "the least salesy person on the planet."

Watch their full Next Generation Solution Showcase presentation to see the platform in action and understand how they think about solving hard billing problems. Visit subscript.com to learn more.

Your finance team shouldn't spend half their month on manual invoicing. They should be driving strategic decisions with insights only deep analytics can provide.