

# Nue: The Minute You Quote, You Can Bill

## A Thank You to Our Partners in Innovation

We're grateful to Nue 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.

## "The Minute You Quote, You Can Bill"

That's not a marketing tagline at Nue. It's the product truth. Jyotsana Saha, VP of Marketing, leads with this promise and James McArthur, VP of Product Advocacy, spends the entire demo proving it. Their CPQ automatically configures billing. At the quote level, you can preview every invoice over the entire contract lifecycle. The quoting engine and billing engine aren't separate systems hoping to stay synchronized. They're unified by design.

Nue exists to solve the "data daylight" that finance teams face. The fragmentation between what happens in pricing, quoting, and midterm changes versus what you deal with downstream in month-end reconciliation, errors, and manual fixes.

## Who Nue Serves Best

Nue targets three sweet spots. First, AI companies like OpenAI, Anthropic, Cursor, and Glean. These companies need revenue systems that adapt as fast as their pricing changes, with complexity mirroring telecom pricing models. Second, multi-channel SaaS companies selling through direct sales, PLG, partners, and now AI agents. They need one unified lifecycle giving finance a single source of truth. Third, companies with usage and hybrid models who need to stay agile without rebuilding their billing stack every time they launch new pricing.

You're the CFO dealing with the reality that B2B SaaS has shifted to omnichannel revenue. Your company sells through direct sales, website, in-app, partners, and potentially AI agents. You have hybrid agile pricing with subscriptions, one-time fees, usage-based billing, maybe even physical goods. Customer journeys are dynamic with constant upgrades, renewals, upsells, usage consumption, and midterm changes.

But your revenue systems haven't kept pace. You're dealing with what Jyotsana calls the "Rube Goldberg machine" of fragmented tech stacks. Sales sits in CPQ with data model A. Product lives in a usage system with data model B. Finance operates in a completely different system with data model C. Between these disconnected data models and custom builds, you have massive revenue leakage, both known and unknown.

One Nue customer discovered \$2 million in unbilled invoices when they ran a catch-up billing cycle. That's the cost of fragmentation.

## **What Makes Nue Unique: Unified Data Model**

Nue is a unified CPQ and billing platform where quoting, lifecycle management, billing and collections, and revenue analytics all sit on one data model. You no longer have data models A, B, and C fighting each other.

The Salesforce-native CPQ is built entirely using standard objects and Lightning Web Components. Your AEs never leave Salesforce. Everything uses standard page layouts, permission sets, and profiles. It feels like shopping on Amazon, which is intentional. Nue solved the problem B2C figured out 20 years ago: how to make purchasing frictionless.

The build-once-deploy-everywhere philosophy means products you build for Salesforce instantly deploy to self-service portals and in-app environments. Change your product catalog and it updates everywhere in real time. Nue separates price from product, eliminating SKU bloat. You can have the same usage SKU appear twice in a bundle, once as committed usage burn down and once as pay-as-you-go.

The proration engine is exceptionally powerful, supporting NA 3360, EU 3360, Actual 365, and other standards. You can prorate back to a single day with confidence. Discounting is flexible with automatic ramping, discount tags for specific time periods, and calculations across dollar, percentage, or budget-based discounts.

Approvals Pro is a no-code advanced approvals engine supporting infinite parallel and sequential approval paths. Smart approvals prevent reps from restarting the entire process when one approver in a chain rejects while others approve.

## **The Capability That Changes Everything: Customer Lifecycle Manager**

The Customer Lifecycle Manager is what convinced McArthur to leave consulting and join Nue. He was working 20 hours a week living on the beach when the CEO showed him this feature. Three years later, he's still excited about it.

The CLM provides full transparency into a customer's entire history of land and expand. You can see whether deals have synced downstream to NetSuite or QuickBooks. You can track every subscription month showing exactly what changed and when. You have clear, trackable, accurate audit trails for compliance.

Making changes feels like Amazon. Want to add 45 licenses starting January 1st, 2026? In traditional CPQ systems, this requires multiple steps. In Nue, you check out with one or two

clicks. The system automatically calculates all prorations, generates renewal lines and upsell lines, and tracks everything at the line item level.

You're tracking updates by line item, not by product record type. You're generating ACV, ARR, and MRR records by line item. The downstream reporting implications are massive.

The Transaction Hub provides transparency on multi-system syncs. Ever wondered why a payment didn't send? You can track every single transaction and configure notifications around what happened, giving you visibility across your entire finance journey.

## **Customer Story: From \$2M in Unbilled Invoices to Complete Visibility**

### **The Situation**

A Nue customer, operating in the fragmented system environment typical of fast-growth SaaS, faced a problem they didn't fully understand until Nue revealed it. They had sales in one system, usage tracking in another, and finance in a third. Custom builds bridged the gaps, but those bridges had holes.

The finance team suspected revenue leakage but couldn't quantify it. They knew reconciliation took too long. They knew manual processes created errors. They knew pricing changes from sales didn't always flow correctly to billing. But they didn't know the magnitude until they implemented Nue and ran a catch-up billing cycle.

The emotional impact of discovering \$2 million in unbilled invoices is hard to overstate. That's not just lost revenue. It's evidence of systemic failure. It's proof that your controls aren't working. It's the CFO's nightmare scenario when preparing for audit or due diligence.

### **The Action**

The company implemented Nue's unified platform, eliminating the fragmented data models. Sales configured quotes in the Salesforce-native CPQ. Those quotes automatically configured billing. Midterm changes flowed through the Customer Lifecycle Manager with automatic proration calculations. Usage data integrated seamlessly without custom builds.

Most importantly, the unified data model meant every quote, every change, every invoice existed in one system of record. The data daylight disappeared. Finance could see exactly what sales quoted, what customers purchased, what changed midterm, and what invoices went out.

### **The Results and Why They Matter**

The \$2 million in unbilled invoices was recovered. But the strategic impact went far deeper. The finance team could finally trust their numbers. Month-end reconciliation time dropped dramatically because there was nothing to reconcile. The data was unified from the start.

The CFO could walk into board meetings with confidence. ARR numbers were accurate because they reflected actual subscriptions, not sales estimates. The revenue waterfall showed true expansion, contraction, and churn because every customer change was tracked at the line item level.

The relationship between sales and finance improved. When sales quoted deals, finance knew those deals would bill correctly. No more back-and-forth about why an invoice didn't match the contract. No more manual fixes for prorations that broke. The system handled it automatically with audit trails showing exactly what happened.

For a company preparing for growth or institutional investment, eliminating \$2 million in revenue leakage while building financial controls that scale was transformative. They moved from hoping their numbers were right to knowing they were right.

## **The Bottom Line: Solve Fragmentation, Not Just Billing**

For CFOs evaluating billing platforms, Nue represents a fundamental insight: your billing problem is actually a fragmentation problem. Bolting together separate systems for CPQ, usage, and billing guarantees data gaps. Building custom integrations between them creates technical debt and ongoing maintenance costs.

Nue's unified approach means you're building on one data model from day one. The minute you quote, you can bill. Not eventually. Not after reconciliation. Immediately.

**Watch their full Next Generation Solution Showcase presentation** to see the platform in action. Visit [nue.io](https://nue.io) to learn more.

Your finance team shouldn't be reconciling fragmented systems. They should be driving growth with unified, trustworthy data.