

Alguna: Closing the Rift Between Sales and Finance

A Thank You to Our Partners in Innovation

We're grateful to [Alguna](#) 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.

"Automates Complex Pricing, Quoting, and Billing Across the Whole Revenue Lifecycle"

Alguna was born from frustration. Co-founder and CEO Aleks Đekić and his team spent years in fintech dealing with manual processes and fragmented single-point solutions. They saw sales teams creating complex custom quotes that took 84 days on average to close, requiring 60 to 70 hours per team to handle manually. Finance teams then inherited deals they couldn't easily bill—spending **10–12 hours per week correcting errors** that should never have existed.

This wasn't incompetence. It was infrastructure failure.

Sales operated in one system. Finance in another. Contracts lived in PDFs. Pricing lived in spreadsheets. And no tool connected the lifecycle from **quote** → **contract** → **invoice** → **cash** → **revenue**.

Alguna exists to close this rift—bringing every revenue motion into one system without forcing teams to abandon the tools they rely on today.

Who Alguna Serves Best

Alguna is purpose-built for companies with complex pricing setups mixing subscriptions, usage metering, professional services, and transaction-based models. You're the CFO who wants to give your sales team flexibility without overwhelming finance with manual work.

You're likely in B2B software with pricing complexity unique to your business. You thought your situation was special until you realized every fast-growth company faces similar challenges. Your sales team negotiates custom contracts with tiered pricing, prepaid units with overages, minimum spend commitments, and multi-level discounts. Your product team wants to launch new pricing models without six months of development and CPQ reconfiguration.

You're operating across multiple entities and currencies. UK customers go through your UK entity, US customers through your US entity, maybe APAC through a third. Each requires separate ERP workflows and compliance. You've outgrown spreadsheets but aren't ready for enterprise platforms designed for Fortune 500 companies.

The companies getting the most value from Alguna are late Series A to scale-ups, upgrading from basic tools to handle real complexity. They're unifying product-led growth with custom sales contracts in one view. They need flexibility and speed, not six-month implementation cycles.

What Makes Alguna Unique: No-Code Complexity Management

Most billing platforms force you to choose between simplicity and flexibility. Alguna gives you both through a no-code environment where non-developers can create products and define complex pricing without coding or consulting fees.

Creating a new product takes minutes. Choose the fee type: fixed, metered, one-off, recurring. Set default pricing schedules for monthly, quarterly, annual with automatic rules like out-of-the-box annual payment discounts. Map product codes directly to your accounting setup for seamless reconciliation.

The platform supports pricing models other systems can't handle. Tiered fees where the first 200,000 units cost 2.09% then drop to 1.59%. Prepaid with overages where customers get 5,000 units for \$150 then pay for usage beyond commitment. Minimum and maximum spend limits common in payment processing. Multi-level discounts applied per product or per contract.

AI-Powered Contract Extraction

The AI Contract extraction eliminates data entry. Sales teams can execute contracts outside Alguna using their preferred tools. Upload the PDF and the AI extracts customer details, start dates, seat counts, fixed fees, and contract terms. It flags confidence levels and maps data to existing customer records or creates new ones.

Usage data import ends "death by spreadsheets." Your data team provides raw usage data via CSV. Alguna automatically handles lookups and calculates final billable amounts based on each customer's specific subscription and pricing tiers. No more manual invoice creation in QuickBooks.

The Capability That Changes Everything: Smart Dunning Workflows

Alguna's smart revenue workflows operate like Zapier-style automation for collections. You can customize overdue invoice reminders and failed payment notifications based on customer segments.

VIP customers get different treatment. Instead of auto-reminders every three days, their account executive gets notified to handle them personally. The system syncs back to HubSpot or Salesforce so account managers see invoice status and payment history without leaving their CRM.

Entitlement management sends internal notifications when customers hit usage thresholds. At 80% usage, customer success gets alerted to have an upsell conversation before the customer hits overages. Engineering can receive lockout triggers to protect services.

The customer portal embedded in invoices shows real-time usage, historical invoices, and billing details. Customers can update payment information and upgrade subscriptions without contacting your team. For PLG motions, this self-service capability is essential.

Customer Story: From Manual Chaos to Automated Confidence

The Situation

A multi-entity fintech company was drowning in manual processes. They had complex pricing across subscription fees, transaction-based charges, and professional services. Their sales team created custom contracts with tiered pricing that varied by customer segment and geography.

Finance spent over 12 hours per week fixing billing errors. The data team would export usage data from internal systems. Finance would manually calculate what each customer owed based on their pricing tier, then create invoices in QuickBooks one by one. With hundreds of customers and multiple products, mistakes were inevitable.

The emotional toll was significant. Finance dreaded month-end. They knew errors would appear. Customers would dispute invoices because the calculations didn't match contracts. Sales would get pulled into disputes instead of selling. The CFO couldn't confidently forecast revenue because they didn't trust the billing data.

The strategic impact was worse. The company couldn't launch new pricing models because implementation would break existing manual processes. Product-led growth was impossible because there was no self-service infrastructure. Multi-entity complexity meant different finance teams using different processes, creating inconsistency across the organization.

The Action

The company implemented Alguna to automate their entire quote-to-cash process. They configured products in the no-code environment, setting up tiered pricing, prepaid with overages, and minimum commitments. The AI Contract extraction handled existing contracts, mapping all customer terms automatically.

For usage billing, they uploaded raw CSV files from their data team. Alguna calculated final invoices based on each customer's pricing tier, automatically applying both Tier 1 and Tier 2 rates when customers exceeded thresholds. Multi-entity workflows routed UK customers to the UK ERP instance and US customers to the US instance.

Smart dunning workflows replaced manual collections. High-value customers got personalized account executive outreach while standard customers received automated reminders. The customer portal gave customers self-service access to invoices and usage data.

The Results and Why They Matter

Month-end became predictable instead of chaotic. Invoices were accurate because Alguna calculated them directly from contract terms and actual usage data. Customers stopped disputing invoices because the numbers matched expectations.

The strategic unlock was even more valuable. The company launched new pricing models in days instead of months. Product-led growth became viable because the self-service portal handled subscriptions and upgrades automatically. The finance team shifted from firefighting to strategic analysis. ***And all of that without any reliance on internal engineering resources.***

The CFO gained confidence in revenue forecasts. Real-time SaaS metrics showed MRR and ARR split between subscription and usage revenue. Customer health dashboards highlighted expansion opportunities and churn risks. Accounts receivable predictions improved cash flow management.

For a company preparing for their next funding round, having automated, accurate billing with multi-entity support demonstrated operational maturity that investors value.

The Bottom Line: Unify Complexity Without Sacrificing Speed

For CFOs evaluating billing platforms, Alguna represents a clear choice for companies with genuine complexity. If your pricing is simple and standardized, other tools will serve you fine. But if you're mixing subscriptions, usage, services, and transactions with custom contracts and multi-entity operations, Alguna was built for you.

Watch their full Next Generation Solution Showcase presentation to see the no-code environment in action. Visit alguna.com to learn more, or email Aleks directly at aleks@alguna.com.

Your finance team shouldn't spend 12 hours per week fixing billing errors. They should spend that time driving strategic growth decisions.