ORACLE

5 Critical Business Moments Where Revenue Leakage Shows Up

When business systems are outdated and disconnected, profits leak. The biggest leaks occur at handoffs between finance, customer service, sales, marketing, and supply chain teams. Here are five common—and preventable—sources of revenue leakage.

The planning experience: When business teams plan in silos

When planning teams across finance, HR, sales, and supply chain aren't aligned, revenue leakage can show up as:

- Rising cost per acquisition
- Forecast misses
- Poor pipeline visibility
- Inefficient hiring
- Misaligned revenue targets

The order experience: When orders span multiple systems

Orders often combine products, services, and subscriptions. If one area breaks down, the whole revenue stream can suffer. Leakage can show up as:

- Margin erosion
- Quote rework
- Fulfillment delays
- Cancelled orders
- Billing errors

The service experience: When service workflows aren't connected

Service spans customers, partners, company assets, and employees. Each area has its own opportunities for leakage, which can show up as:

- High cost to serve
- Unbilled work
- Missed upsell opportunities
- Asset downtime
- Customer churn

The renewal experience: When customer milestones are missed

Renewals don't always happen on a fixed date–they often depend on key customer moments. When moments are missed, renewals can show up as:

- Renewal delays
- Passive churn
- Reactive retention
- Missed expansion triggers
- Missed "next" moments

The project experience: When teams lack a connected project lifecycle

Successful projects connect workflows and data across sales, contracts, delivery, and finance. Without this thread, leakage can show up as:

- Unbilled change orders
- Pricing errors
- Invoice delays
- Inaccurate progress tracking
- Billing delays

Mimimize leakage to maximize revenue

Revenue leaks decrease when business teams work from a common data model and operate as one.

Learn how Oracle Fusion Cloud Applications connect the revenue lifecycle to accelerate growth.

Learn more now

CUSTOMER SUCCESS

"We knew there were untapped revenue opportunities hidden within our legacy and back-office platforms. With Unity CDP, we brought critical data together from multiple ERP, CRM, and marketing automation systems into a single, unified platform for activation."

Martin Coulthard, Global Vice President, Digital Customer Experience, Vertiv

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