



B2B SaaS Contract Management

Accounting Summit 2023



PROBLEM

SMEs don't manage contracts, they collect them

01

Contracts are essential

Contracts are the unit of doing business

02

Contracts are ignored

Contracts are not managed after signage, they are business leftovers

03

Contract have impact

Active contract management has measurable impact on the business and bottom line

Kategorie	Tätigkeit	Name	Freiberufler			Angestellter				
			Stundensatz (Stk.)	Dauer (Std.)	Kosten	Pauschale	Gesamt	Dauer (Std.)	Kosten	Pauschale
Einführung Software	Programmierung	Freiberufler 1	50	8,0	400	50	450	10,0	500	50
	Präsentation		50	2,0	100	50	150	1,5	75	
	Korrektur - Programmierung		0				0		0	50
	Präsentation		50	1,0	50		50	2,0	100	
	Update Software 2.0		50	4,0	200	50	250	5,0	250	5
	Schulung Mitarbeiter		50	6,5	325	50	375	7,0	350	
Steuerberater	Einzelerschulung Abteilungsleiter		50	3,0	150	50	200	3,5	175	50
	Jahresabschluss	Beratung A	75	30,0	2.250	20	2.270	28,0	2.100	40
	Monatsberichte		75	12,0	900	20	920	13,0	975	20
	Besprechung mit Geschäftsführung		75	2,0	150	20	170	1,5	115	20
	Rechnungsprüfung		75	6,0	450	20	470	7,3	544	40
	Austausch Wirtschaftsprüfer		75	3,0	225	20	245	4,0	300	20
Aufbau Website	Meeting Finanzbuchhalter		75	1,0	75	20	95	0,0	0	
	Schulung Mitarbeiter		75	4,0	300	20	320	4,5	338	20
	Einrichtung Online-Shop	Freiberufler 2	60	40,0	2.400		2.400	38,0	2.280	
	SEO Optimierung		60	10,0	600		600	11,0	660	
Werbekampagne	Social Media		60	4,0	240		240	3,0	180	
	Affiliate Partnerprogramme		60	3,0	180		180	4,5	270	
	Zahlungsoptionen		60	8,0	480		480	7,5	450	
	SEA		60	2,5	150		150	4,5	225	
	Präsentation Head of eCommerce		60	1,5	90		90	2,0	120	
	Agentur 1		90	4,0	360	30	390	3,0	270	
Controlling - System	Radio Spot		90	2,0	180	30	210	2,5	150	
	PR Aktion		90	8,0	720	30	750	9,0	810	
	Handarbeit		90	3,0	270	30	300	2,5	225	
	Wettbewerbsanalyse		90	6,0	540	30	570	6,0	540	
	Marktforschung		90	7,0	630	30	660	7,5	630	
	Beratung B		120	8,0	960	25	985	9,0	1080	
Nachbesserungen	Excel Schulung		120	6,5	780	25	805	6,0	720	
	Erfüllung Berichtswesen		120	16,0	1.920	25	1.945	15,0	1.800	
	Dashboard - Erstellung		120	10,0	1.200	25	1.225	11,0	1.320	
	Präsentation Geschäftsführung		120	1,5	180	25	205	1,5	180	
	Nachbesserungen		120	3,0	360	25	385	3,5	420	

- 1 - Inputs
 - Program Schedule
 - VOC
- 2 - Deliverables
 - 1 - ID Schedule
 - 2 - Design Brief
- 3 - Contracts
 - NDA's
 - Proposals
- 4 - Business Alignment
 - 1 - Image Trend Boards
 - 2 - Competitive Analysis
 - 3 - Innovation Scanning
- 5 - Resource Requirements
 - Development Build Units
 - Expenses
- 3 - SCC Reviews
- 4 - Presentation Images
- 5 - Phase Presentations
- 6 - Misc Documentation

— SOLUTION

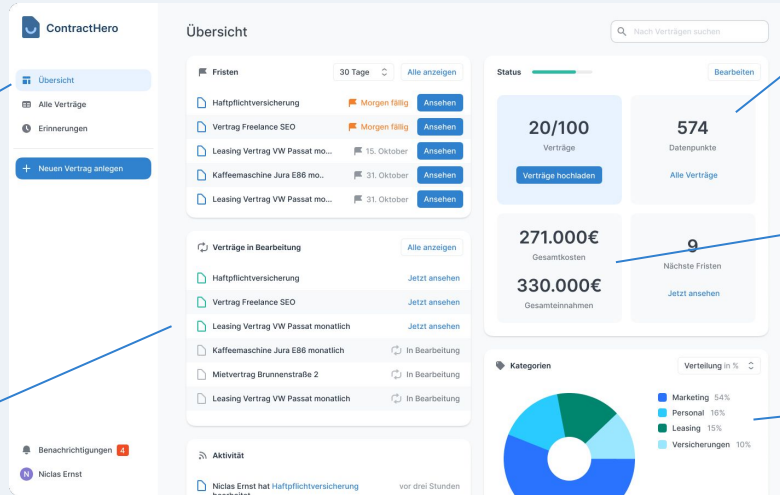
ContractHero enables finance teams to unlock the **full** potential of their contracts

Structure

Easy and quick information access

Convenient

Competent enablement of business relationship management



Scale

Intelligent solutions to enable scalability

Insights

Clever insights about your business

Analytics

Powerful analytics support the decision you are about to make

— MOMENTUM

Innovative SaaS is conquering the CFOs toolstack and ContractHero is building the next category leader

People



Customers



Spend



Accounting

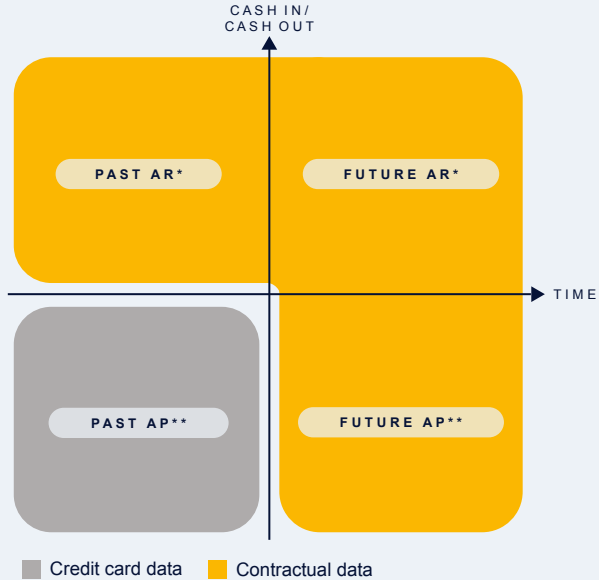


Contracts



ROADMAP

Contractual data elevates accuracy and insights for finance teams



Enhancing the tool stack for finance teams

Accounts receivable (AR)

AR tracking is not covered by one tool, but by many. None of them show the whole picture.

Contractual data enables not only **reliable insights** regarding past AR, but also enables finance teams a **peak into the financial future** of their company.



Accounts payable (AP)

Finance teams have several expense tools which are limited in delivering cashflow insights, as they are focussed on:

1. Historical transactions
2. Expenses only

Relevant information to **predict future liquidity** are only visible with contractual data.



CUSTOMER VOICES

ContractHero turns customers into fans



"ContractHero is [...] an **extreme time-saver** in our day-to-day operations and a source of valuable operational knowledge!"

Florian Bell, Geschäftsführer Natsana GmbH

n.



"ContractHero allow us to shine as a digital company to our customers, [...] our teams work more **agile and cost-efficient**."

Christian Aigner, Geschäftsführer booker GmbH

booker 



"Thanks to the **intuitive user interface**, anyone can use it immediately and easily - completely without training"

Lukas Berg, Legal Counsel/Data Protection Officer Schüttflix GmbH

SCHÜTFLIX®



"Contracts are transformed from **soulless documents to living potentials**. This frees up liquidity."

Stefan Truthän, Geschäftsführender Gesellschafter hhpberlin

hhpberlin 

Leading teams trust ContractHero



CLARK





Get in Touch

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