Common Pitfalls in B2B Revenue Streams

Revenue leakage refers to the unintentional loss of revenue in business processes. In the competitive world of B2B transactions, understanding and addressing these leaks is crucial for maintaining profitability.



The Draining Impact of Revenue Loss

42%

of companies experience revenue leakage from inefficiencies1 59%

face customer friction due to billing disputes, impacting revenue1

44%

find legacy systems hinder growth and contribute to inefficiencies1

30%

link billing issues directly to financial losses1

39%

say

monetization challenges affect financial reporting and increase leakage¹

65%

lack standardized revenue assurance tools2

Common Pitfalls in B2B Revenue Streams



1. Pricing Discrepancies Inconsistent cross-channel pricing

- Unauthorized sales discounts



- Ambiguous contractual terms





3. Billing Errors

- Inaccurate billing details
- Delays in invoice processing



4. Complex Product Configuration

- Customization errors





Integration failures

Outdated IT infrastructure

5. Data And Technology Gaps



Complex revenue recognition rules Incorrect tax handling

6. Compliance & Regulatory Issues







Mitigation Measures for

Revenue Leakage



Maintain strict discount policies.

Implement dynamic pricing tools.

Strong Contract Management



Ensure clear, enforceable terms.

Use contract management software.

- **Optimize Billing Processes**

Modernize and automate billing systems. Streamline collections with automation.



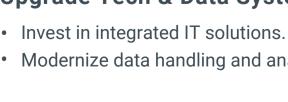
Sources:

Synchronize sales and backend workflows.

- **Upgrade Tech & Data Systems**

Simplifiy Product Configuration

Ensure accuracy in order fulfillment.



Modernize data handling and analytics.

 2 www.bcg.com/capabilities/pricing-revenue-management/achieving-rapid-topline-growth-with-revenue-assurance

· Conduct regular compliance audits. Automated revenue recognition software solution.



1www.mgiresearch.com/research/state-of-monetization/

Ensure Regulatory Compliance

