

Unlocking Portfolio Company Value

Accelerating Value Creation with Embedded Revenue Infrastructure

Embedded Revenue Infrastructure (ERI) unifies quoting, usage, billing, and revenue into a single, automated, auditable flow without introducing a third billing system or duplicating financial logic. Continuous provides the revenue infrastructure layer purpose-built for companies running Salesforce + NetSuite, the core systems nearly every PortCo already uses.

The PE-Imperative

Private Equity value creation is constrained by one recurring issue across software portfolios: revenue fragmentation. Disconnected CRM, CPQ, billing, and ERP systems slow down the 100-Day Plan, inflate SG&A, delay cash, and introduce audit risk that suppresses exit multiples.

Winning Private Equity operators are modernizing revenue architecture at the portfolio level with embedded infrastructure that standardizes how revenue flows across the core systems every PortCo already uses.

Eliminate Operational Drag

Continuous removes the systemic friction that burdens Finance, RevOps, and the Office of the CFO across most PortCos.

- Automates 80%+ of manual Q2C work, reducing SG&A spend
- Removes swivel-chair reconciliation of CRM, Billing, & ERP
- Replaces brittle integration code; accelerates the 100-Day Plan

Outcome: A cleaner revenue engine that directly lifts EBITDA.

Accelerates Growth & Monetization Agility

Continuous unlocks the revenue levers that PE operators depend on to drive NRR, pricing innovation, and top-line acceleration.

- Launch new pricing models (usage, hybrid, prepaid) in days
- Unify pricing and product catalog for Sales, Finance, & Product
- Provide real-time consumption insights to fuel expansion

Outcome: Execute from a shared playbook that fuels revenue growth.

Standardize Revenue Architecture Portfolio-Wide

Continuous becomes the common revenue backbone enabling consistency in systems and KPIs.

- A single template for quoting, usage ingestion, invoicing, & rev rec
- Simplifies M&A integration with 5x faster onboarding for add-ons
- Reduces compliance and audit exposure across every entity

Outcome: Operators gain a scalable model for cross-portfolio modernization.

Improve Cash Conversion & Finance Accuracy

Enhance the financial foundation for cash flow, accuracy, & audit readiness.

- 10–20 day DSO reduction via automated, accurate billing
- Clean handoff into NetSuite ARM for predictable revenue schedules
- Full traceability from quote → usage → invoice → revenue

Outcome: A more predictable cash engine, more accurate reporting, & smoother diligence cycles.



VALUE ALIGNMENT

Speed to Value

Pre-built Salesforce + NetSuite revenue blueprints accelerate the 100-Day Plan, delivering rapid ROI without ripping-and-replacing. Generate measurable impact within 1–2 quarters.

M&A Readiness

A standardized, multi-entity revenue architecture becomes the integration backbone, enabling 5x faster onboarding of add-on acquisitions and supporting Buy-and-Build rollups without re-platforming.

Premium Exit Readiness

Continuous establishes a single, auditable source of revenue truth. de-risking diligence and supporting top-quartile SaaS valuations, including 26x EBITDA outcomes.

How It Works

Continuous provides the revenue infrastructure layer purpose-built for companies running Salesforce + NetSuite, the dominant architecture across modern software portfolios. Continuous ERI unifies quoting, usage, billing, and revenue into a single, automated, auditable flow without introducing a third billing system or duplicating financial logic.

Quote & Configure

Sales builds hybrid deals (subscription + usage + credits) using a unified product catalog, directly in Salesforce.

Usage & Consumption Processing

Continuous ingests usage from internal platforms, applies rating rules, and updates real-time balances.

Order, Invoice, & Revenue

Clean sales orders flow natively into NetSuite for invoicing, revenue recognition (ARM), and compliance.

End-to-End Audibility

Every event—quote, usage, invoice line, and revenue schedule—maintains lineage, enabling fast, clean audits.



"We're thrilled about our partnership with Continuous. By leveraging Salesforce & Continuous as the cornerstone of our tech stack, we're paving the way for seamless growth without the operational headaches."

- David Burton, Group Director of Information

How to Get Started

1

Portfolio Revenue Architecture Review

Identify EBITDA lift, DSO reduction, and exit-readiness opportunities across your portfolio.

2

Monetization Readiness Assessment

Evaluate PortCo pricing agility and readiness for usage, hybrid, or prepaid models.

3

PortCo Fit Analysis

Determine which entities will benefit first from standardized revenue infrastructure.



Continuous helps B2B companies modernize and future-proof their quote-to-cash process directly inside Salesforce and NetSuite. By embedding pricing, usage, and credit models into the platforms teams already use, Continuous eliminates the need for another system, portal, or integration layer. With Continuous, Sales can quote and close faster, Finance gains confidence in forecasts and compliance, and Product can launch new pricing and packaging strategies without bottlenecks.

