

Fix Quote-to-Cash with Continuous

Enabling Complex Q2C for companies with Salesforce & NetSuite

Continuous makes quote-to-cash work across Salesforce and NetSuite for companies with subscriptions, usage, consumption, prepayments, and commitments. By handling the pricing, lifecycle, and usage logic, Continuous enables clean quoting, contracting, invoicing, and revenue outcomes without introducing new systems or user experiences.

Solving Common Q2C Problems

Modern pricing models break when Salesforce and NetSuite aren't aligned.

Subscriptions, usage, commitments, credits, and hybrid structures introduce contract behavior that neither system handles natively. The result is inconsistent quoting, inaccurate invoices, revenue drift, and costly customizations that are difficult to maintain.

Remove the risks with Continuous.

Embed pricing, lifecycle, and usage logic directly into Salesforce and NetSuite workflows with Continuous to ensure that contract changes, usage events, and billing behavior remain consistent. Customers can continue to leverage their existing tech stack and avoid new systems, prevent against duplicated catalogs, and avoid re-architecting their core CRM and ERP processes.

SCENARIO 1

Usage, Consumption, and Variable Pricing Models

Core Use Cases:

- Tiered usage pricing (graduated, marginal, pooled)
- Pooled or shared usage across products or teams
- High-water-mark or peak-based billing
- Usage-based minimum commitments (example: minimum API calls, minimum seats used per month)
- Real-time usage cost estimation during quoting
- Ingesting raw or aggregated usage from internal systems
- Time-based rating or behavior changes across contract periods
- Internal usage engines that require alignment with billing and revenue

Why this matters:

Usage introduces pricing and lifecycle behavior that Salesforce and NetSuite cannot manage on their own. This bucket is the clearest and fastest trigger for bringing in Continuous.

SCENARIO 2

Commitments, Prepayments, Credits, and Digital Wallets

Core Use Cases:

- Annual or multi-year spend commitments
- Prepaid credits and drawdowns
- Shared or pooled credit balances across products or business units
- Rollover or expiration rules for credits
- True-up calculations based on actual usage vs spend commitments
- Visibility into remaining balances, burn rates, and utilization
- Finance-ready consumption outputs for NetSuite invoicing and revenue

Why this matters:

These models combine financial commitment logic with dynamic consumption behavior. Neither Salesforce nor NetSuite provides this natively, and customizations fail at scale.

Subscription Lifecycle Complexity

Core Use Cases:

- Prorations and co-term alignment
- Mid-term subscription changes
- Structured ramps and multi-phase pricing
- Upgrade, downgrade, and partial amendment logic
- Renewal alignment with usage and commitments
- Avoiding brittle CPQ/RCA custom logic
- Pricing changes that occur mid-contract
- Subscription behavior that must map cleanly to billing and revenue

Why this matters:

Subscription lifecycle changes are a major failure point in CPQ and RCA projects. Continuous removes the need for fragile customizations and ensures predictable outcomes.

Salesforce ↔ NetSuite Alignment for Q2C

Outcomes

Core Use Cases:

- Ensuring quoting matches invoicing
- Eliminating duplicate product catalogs
- Providing invoice-ready subscription or usage data to NetSuite
- Revenue schedule alignment with ARM
- Avoiding adoption of standalone billing systems
- Reducing reconciliation effort at month-end
- Supporting internal metering or billing engines
- Delivering consistent performance at scale

Why this matters:

Modern pricing models — subscriptions, usage, commitments — require Salesforce and NetSuite to behave like one connected process. Continuous enables clean contracting, billing, and revenue without adding new systems or user experiences.

WHEN TO ENGAGE CONTINUOUS

Key phrases to listen for:

- We have usage or consumption in our pricing.
- We sell prepaid credits or commitments.
- We need contract changes to match billing or revenue.
- We get usage from our product or internal systems.
- We want Salesforce for quoting and NetSuite for billing and revenue.
- We're trying to avoid adding another billing platform.
- Zuora, BillingPlatform, or Maxio came up in early conversations.
- Our current CPQ setup struggles with lifecycle changes.
- NetSuite revenue schedules don't match what sales quotes today.
- We can't reconcile usage, credits, billing, and revenue across systems.

Why Continuous

SIMPLE

A purpose-built, native extension of Salesforce and NetSuite that works out of the box—eliminating custom logic, unifying the product catalog, enabling omnichannel selling, and keeping revenue audit-ready.

DYNAMIC

Continuous supports all complex revenue models while allowing customers to keep Salesforce and NetSuite as their core systems—extending CPQ or ARM (RCA) without replatforming, rewrites, or dead-end implementations.

PROVEN

Built by leaders who've spent over 20 years solving the hardest monetization problems—delivering a platform that works in production today and is trusted by fully referenceable customers.



Continuous helps 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.

