STAEDEAN

bluefort

Powering Predictable Recurring Revenue:

How Staedean Automated its SaaS Recurring Business with Bluefort's LISA Enterprise & Microsoft D365.

Staedean (previously To Increase), a rapidly scaling SaaS provider, embarked on a digital transformation journey to take control of its recurring revenue operations. With growing complexity in managing subscriptions across currencies, entities, and billing models, Staedean needed a future-proof solution to automate subscription lifecycles, improve customer engagement, and enhance financial agility.

Staedean partnered with Bluefort to deploy it's flagship Recurring Revenue solution LISA Enterprise with Microsoft Dynamics Finance & Supply Chain Management, achieving scalable subscription management, real-time financial insights, and an intelligent customer experience—all while laying the groundwork for long-term recurring revenue growth.

70%
Faster Invoice and Order Processing Cycles

75%
Reduction in Billing Disputes Resolution

85%
Improvement in Recurring Revenue Accuracy

Business Challenges

As a SaaS company, Staedean's business model depends on seamless recurring revenue operations. However, its existing setup was bogged down by manual subscription processes, scattered data, and a lack of visibility into monthly and annual recurring revenue (MRR/ARR). Subscription renewals were inconsistent, billing disputes were frequent, and customer touch points lacked digital cohesion. At a strategic level, Staedean struggled to scale revenue predictably or support advanced financial forecasting due to disconnected systems and insufficient automation.

Key Challenges Included:

- Manual license and subscription billing across entities and currencies
- No support for automated intercompany and multi currency subscription management
- Fragmented time tracking and project billing causing revenue leakage
- Limited ability to forecast or analyze recurring revenue trends
- High administrative burden and delayed financial reporting
- Poor customer experience with no self-service or proactive communication
- No foundation for guided up-sell/cross-sell or AI-based efficiency

Solution

Staedean implemented a robust, phased solution centred on **Bluefort's flagship Recurring Revenue solution LISA Enterprise and Microsoft** fully aligned with its recurring revenue model. The transformation focused on automating the entire **subscription lifecycle**, integrating project and financial processes, and enabling predictive insights through the Power Platform.

✅ Reduced Operational Costs & Improved Efficiency

Before: Multiple disconnected systems increased overhead and slowed down daily processes.

After: Staedean consolidated operations into a unified cloud-based D365 environment, significantly lowering the total cost of ownership and enabling automated order-to-cash processes.

> 🚀 **Impact:** 70% faster invoice and order cycles with streamlined operational structure and data integrity.

✅ Integrated Customer Self-Service Portal

Before: Support teams were overwhelmed by repetitive queries and no digital channel existed for customers to manage their subscriptions.

After: A modern, interactive self-service portal empowered customers to view subscriptions, manage renewals, receive compliance alerts, and track billing — all while reducing pressure on the internal team.

> 🚀 **Impact:** 70% drop in support tickets with faster response times and improved customer satisfaction with control over their subscription lifecycle.

✅ Recurring Revenue Forecasting & Financial Automation

Before: Forecasting ARR, MRR, and managing deferred revenue was manual-intensive and lacked accuracy.

After: LISA and Power BI combined to automate revenue recognition, forecast recurring revenue trends, and generate real-time cash flow insights. Invoices were automatically generated, tracked, and reconciled.

> 🚀 **Impact:** 85% improvement in recurring revenue accuracy with significant drop in administrative workload and data-driven decision-making with live revenue dashboards.

✅ Project, Timesheet & Workflow Automation

Before: Time tracking was inconsistent, approvals were manual, and project billing often led to disputes or delays.

After: PMA and D365 enabled seamless timesheet capture, automated approval workflows, and accurate project-based billing — with strong governance.

> 🚀 **Impact:** 75% fewer billing disputes with greater timesheet accuracy and faster project invoicing.

✅ Automated License & Subscription Management

Before: Recurring billing cycles were managed manually, leading to errors, delays, and limited visibility into renewals or revenue.

After: LISA automated the full subscription lifecycle, including ARR management, renewals, invoicing, multicurrency billing, and intercompany processing — dramatically reducing errors and freeing up resources.

> 🚀 **Impact:** 90% reduction in manual work with real-time visibility into subscription revenue, increased accuracy and renewal predictability.

✅ Growth Enablement: Up-sell, Cross-sell & AI-Ready Infrastructure

Before: Staedean had no structured framework for expanding customer lifetime value.

After: With D365 Sales integrated and customer insights centralized, Staedean streamlined up-sell and cross-sell processes, creating a scalable foundation for future AI/ML automation via Power Platform.

> 🚀 **Impact:** Higher revenue per customer, scalability for international SaaS expansion and readiness for AI-powered decision-making and process automation.

Staedean's transformation wasn't just about improving operations — it was about unlocking scalable, predictable subscription revenue. With LISA Enterprise and Dynamics 365, Staedean automates its revenue lifecycle, improves customer experience, and makes smarter financial decisions in real time. Now, it's positioned to grow — driven by data, automation, and a customer-focused strategy, not guesswork. Staedean's journey shows what's possible when a SaaS business puts subscription intelligence at its core.