



Revenue Cloud

The opportunity now is end-to-end Salesforce transformation. Organizations are moving toward unified platforms that connect revenue, marketing, and service operations through automation, AI, and scalable cloud infrastructure



2025

Case Studies

01 Trivago Business Studio

CPQ & Dynamic Pricing · Travel Technology · Global, Düsseldorf Automated multi-market quoting and CPC pricing across 22 platforms, recovering \$3.4M in revenue leakage and cutting quote-to-contract time by 72%.

02 PillTime NHS Digital Pharmacy

Subscription Billing & Revenue Recognition · Health Technology · United Kingdom Unified dual revenue streams for an NHS online pharmacy, reducing month-end close from 15 to 3 days and unlocking £1.8M in net new ARR within 12 months.

03 Block Earner Crypto

Revenue Operations & Compliance · Fintech & Blockchain · Australia Centralised fragmented multi-product revenue across crypto lending, exchange, and custody - achieving 100% AASB 15 compliance and recovering \$2.6M in leakage on a single platform.

Why Revenue cloud

Unify quoting, billing, and revenue - on a single platform

Modern businesses don't fail because they lack customers they fail because their revenue operations can't keep up. Disconnected quoting tools, manual billing processes, inconsistent pricing across markets, and fragmented subscription management create invisible leakage that compounds every quarter.

Salesforce Revenue Cloud closes that gap. It unifies Configure-Price-Quote (CPQ), automated billing, revenue recognition, and subscription lifecycle management into a single platform eliminating the handoff failures between sales, finance, and operations that cost businesses millions annually.

For companies managing multi-tier pricing, recurring revenue, regulatory compliance, or complex contract structures, Revenue Cloud isn't just an efficiency play. It's the operational foundation that makes growth sustainable — giving leadership real-time visibility into MRR, churn, pipeline, and recognised revenue in one place.

The three organisations in this document operate in radically different industries. What they share is the same underlying problem: revenue infrastructure that couldn't scale with the business. What they found is the same solution — and the results speak for themselves.

WHO WE ARE

Antrazal delivers end-to-end Salesforce Revenue Cloud implementations that recover revenue, reduce complexity, and scale with your business

What we do

From strategy through go-live and beyond, our teams embed with yours teaching, building, and ensuring the solution delivers measurable outcomes that last

Featured Clients

We work with high-growth global platforms across travel, healthcare, and fintech — including trivago, PillTime, and Block Earner — helping them manage complex, large-scale revenue operations.



PARTNERSHIPS

We partner with leading technology platforms to deliver scalable revenue and automation solutions helping global businesses streamline operations, accelerate growth, and unlock measurable impact



What's Inside

PillTime NHS Digital Pharmacy

How an NHS pharmacy collapsed a 15-day financial close into 3 days, increased subscription retention by 34%, and unlocked £1.8M in net new ARR all from a single platform implementation.

Trivago Business Studio

How a global hotel platform stopped losing 4–6% of revenue every year to manual pricing errors and turned its quote-to-contract process from a bottleneck into a competitive advantage.

Block Earner Crypto

How Australia's leading crypto lender unified four fragmented product lines, achieved 100% AASB 15 compliance, and made itself Series-A-ready — on a single auditable Revenue Cloud platform.

CUSTOMERS

Our customers include high-growth startups, global enterprises, and regulated organizations across industries such as travel, fintech, healthcare, and digital commerce all focused on building scalable operations and stronger revenue outcomes.





AUTOMATING CPQ & DYNAMIC PRICING FOR TRIVAGO BUSINESS STUDIO

Trivago Business Studio is the marketing platform arm of trivago — the world's leading hotel metasearch engine, owned by Expedia Group. Operating across 22 local platforms in 12 languages, Business Studio equips independent hoteliers with tools to manage visibility, drive direct bookings, and run CPC and CPA advertising campaigns through Rate Connect.

THE CHALLENGE

Trivago Business Studio faced growing complexity in its multi-tier subscription and advertising pricing model. With thousands of hoteliers across diverse markets, manual quoting for Rate Connect campaigns and Business Studio+ subscriptions was error-prone and slow. Regional pricing variations, currency management, and CPC bid structures required constant manual intervention with no automated guardrails to catch inconsistencies before they reached the customer.

What did the billing and revenue recognition implementation involve?

Trivago's global revenue operations required a system capable of handling scale, complexity, and strict financial compliance across 22 markets.

Automated billing was configured to handle multi-currency invoicing across all 22 markets managing currency conversion, local tax treatment, and invoice formatting within a single automated workflow. What previously required a team of finance analysts to reconcile manually now runs without intervention.

Full revenue recognition automation was built to ensure compliance across every jurisdiction Trivago operates in critical for a company with revenue events spanning Europe, Asia-Pacific, and the Americas simultaneously. Every recognised revenue item is traceable, auditable, and aligned to the correct accounting period.

The result was immediate. Quote-to-contract cycle time dropped by 72%. Pricing accuracy across all 22 markets reached 99.2%. Hotelier onboarding velocity increased fourfold. And in Year 1 alone, \$3.4M in previously leaking revenue was recovered money that had been invisible in spreadsheets and manual processes for years.

How did Antrazal approach the pricing complexity across 22 markets

Antrazal deployed Salesforce Revenue Cloud with a fully automated CPQ engine built specifically for Trivago's multi-market subscription model. Rather than applying a generic pricing framework, we mapped every regional pricing variation CPC bid structures, seasonal rate adjustments, hotel tier classifications into dynamic pricing rules that execute automatically without human intervention.

Guided selling flows were configured so the sales team could build and configure Business Studio+ packages in minutes, not hours. Every quote now generates from a single source of truth — eliminating the version-control chaos that had previously caused downstream billing errors. The system enforces pricing governance at the point of sale, meaning discrepancies are caught before they become invoices.

Integration with Trivago's existing ad platform was built to sync campaign pricing in real time — so when a hotelier's CPC rate changes, the billing record updates automatically without any manual reconciliation step.

Antrazal delivered a highly complex project that other consultants weren't sure was achievable — on time, to a very high standard.

Marius Tendick
Customer Success Lead, trivago



SCALING SUBSCRIPTION BILLING FOR PILLTIME NHS DIGITAL PHARMACY

PillTime is the fourth-largest NHS online pharmacy in England. Using AI and robotic technology, they organise prescription medications into dose-specific pouches delivered free to patients' doors — serving individuals, care homes, and supported living facilities under full GPhC regulation

THE CHALLENGE

PillTime's growth from a regional service to a national NHS provider outpaced its operational infrastructure. Its dual revenue model free NHS dispensing reimbursements alongside a £3.99/month Premium subscription ran across disconnected systems with no unified billing platform in place.

Recurring revenue tracking was entirely manual. Renewal processes were inconsistent. Churn was invisible to the leadership team until patients had already cancelled. Care home contracts with bulk dispensing arrangements required bespoke pricing that no existing system could handle so finance teams managed them separately, outside the core process entirely.

Month-end reconciliation took up to 15 days with finance teams attempting to manually match NHS reimbursement claims against private subscription revenue across two completely separate systems. Board reporting on recurring revenue was based on estimates, not actuals. MRR figures were approximations. The company had no real-time view of what its subscription base looked like on any given day.

Excellent support. Always went above and beyond to implement the most effective solution in a timely manner. Very experienced!

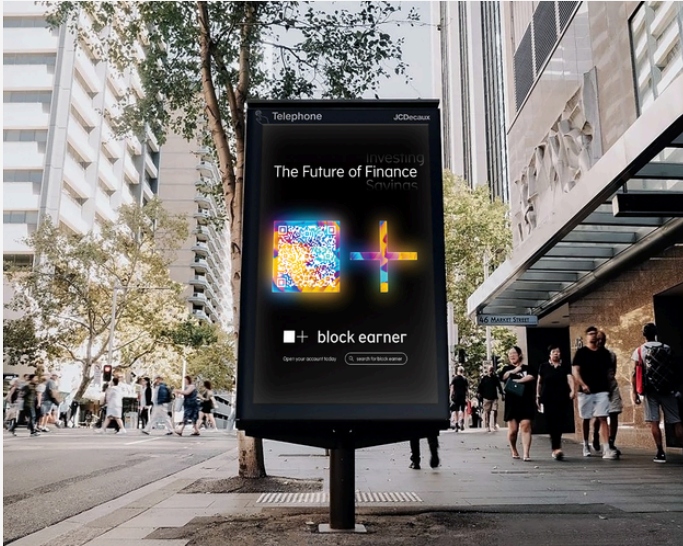
Gemma Haggarty
Marketing Director, PillTime

Unified Platform

Antrazal implemented Salesforce Revenue Cloud to bring both of PillTime's revenue streams into a single platform for the first time. NHS reimbursement tracking and Premium subscription billing two fundamentally different billing logics were configured to coexist within one unified system.

Automated subscription lifecycle management was built with intelligent renewal workflows. Every Premium subscriber is now tracked, renewed, and retained without manual intervention. Payer-specific pricing rules were configured for care home and supported living contracts handling volume tiers, bulk dispensing schedules, and contract-specific billing automatically alongside individual patient accounts.

Integration with PillTime's robotic dispensing system now triggers billing only when a medication pouch is actually dispensed, eliminating a major source of manual billing discrepancies. Automated entitlement management also tracks NHS exemption eligibility in real time, ensuring reimbursement claims remain accurate, compliant, and audit-ready without manual verification.



UNIFYING REVENUE OPERATIONS FOR BLOCK EARNER CRYPTO-BACKED LENDING

THE CHALLENGE

Block Earner's product expansion happened faster than its operational infrastructure could follow. What began as a crypto exchange grew rapidly into crypto-backed personal loans, then line-of-credit products, and finally Australia's first Bitcoin-backed home loan attracting over A\$400M in mortgage demand before the revenue operations behind it had been properly unified.

Each product line carried its own fee structure. Exchange commissions, loan interest, custody fees, and vault subscriptions all operated in isolation with no shared billing logic, no unified revenue recognition, and no single platform connecting them.

Regulatory compliance demands from AUSTRAC and Australian Credit Licence requirements made this fragmentation not just operationally inefficient but legally risky. Every revenue event required a full audit trail. The finance team had no mechanism to produce one consistently across four different product lines running on four different systems.

It's always a pleasure working with the Antrazal team. They are knowledgeable, approachable, and excellent communicators who take the time to understand our needs and consistently deliver effective Salesforce solutions

Lina L.
CRM Manager, Block Earner

WHAT WE SOLVED

Antrazal deployed Salesforce Revenue Cloud to centralise Block Earner's multi-product revenue operations into a single auditable platform the first time all four product lines had existed in one system simultaneously.

Product-specific CPQ flows were built for each loan origination type personal loans, home loans, and line-of-credit products each with its own pricing logic, fee schedules, and approval workflows. Automated interest calculation and fee scheduling replaced the manual processes that had previously created gaps between what was owed and what was billed.

Revenue recognition rules were configured to comply fully with AASB 15 standards ensuring every revenue event is recognised in the correct accounting period, traceable to its originating transaction, and ready for external audit at any point without additional preparation.

Integration with Block Earner's Fireblocks custody infrastructure enables billing to be triggered by verified on-chain activity, ensuring revenue is recorded only after blockchain confirmation and creating a traceable audit trail for AUSTRAC compliance. Automated reporting now generates audit-ready documentation for AUSTRAC and Australian Credit Licence obligations, while real-time dashboards give the CFO a unified view across exchange revenue, lending income, and custody fees.