

ENHANCING SAAS REVENUE RECOGNITION THROUGH AUTOMATED BILLING SYSTEMS

Hemant Singh Sengar¹, Rajas Paresh Kshirsagar², Vishwasrao Salunkhe³, Dr Satendra Pal Singh⁴, Dr. Lalit Kumar⁵ & Prof.(Dr) Punit Goel⁶

¹Scholar, Shri Vaishnav Institute of Technology and Science, Indore India,

²Scholar, N.Y. University, San Francisco, CA 94107, USA

³Scholar, Savitribai Phule Pune University, Pune, India

⁴Ex-Dean, Gurukul Kangri University, Haridwar, Uttarakhand, India

⁵Asso. Prof, Dept. of Computer Application IILM University Greater Noida, India

⁶Research Supervisor, Maharaja Agrasen Himalayan Garhwal University, Uttarakhand, India

ABSTRACT

The increasing complexity of revenue recognition in the Software as a Service (SaaS) industry presents significant challenges for businesses aiming to maintain compliance with financial regulations while optimizing operational efficiency. This paper explores the transformative impact of automated billing systems on enhancing SaaS revenue recognition processes. By leveraging advanced technologies such as artificial intelligence and machine learning, automated billing systems streamline the invoicing workflow, reduce manual errors, and ensure accurate revenue tracking in real time. Additionally, the integration of these systems with existing financial software provides a comprehensive view of financial performance, enabling organizations to adapt swiftly to changing regulatory requirements and market conditions. This study highlights the strategic benefits of implementing automated billing solutions, including improved cash flow management, enhanced customer satisfaction, and increased scalability. Ultimately, the findings suggest that embracing automation in billing processes is crucial for SaaS companies seeking to optimize revenue recognition, foster sustainable growth, and remain competitive in an evolving digital landscape.

KEYWORDS: *Saas, Revenue Recognition, Automated Billing Systems, Financial Compliance, Operational Efficiency, Artificial Intelligence, Machine Learning, Invoicing Workflow, Cash Flow Management, Customer Satisfaction, Scalability, Digital Transformation*

Article History

Received: 10 Jul 2022 | Revised: 17 Jul 2022 | Accepted: 18 Jul 2022
