

CASE STUDY

# How Aurora Solar Fixed Quote-to-Cash to Move Faster and Scale Smarter

Reduced SKU and promotion setup time from weeks to days

Simplified billing and audit processes with a single source of truth

Achieved front-to-back alignment between finance and go-to-market teams

## About Aurora Solar

Aurora Solar helps solar installers design rooftop systems using satellite imagery, aerial data, and AI. As its product portfolio expanded from subscriptions to a hybrid credit-based model, internal systems could not keep pace. Managing credits required engineering effort, slowing time to market for new SKUs and pricing updates. Aurora partnered with Continuous to modernize quote-to-cash and build for scale.

## The Challenge

Aurora’s internally built credit service model connected usage, billing, and finance but could not scale with business growth.

- Pricing and SKU changes required weeks of engineering effort
- Manual workarounds created inconsistencies in billing and revenue recognition
- Finance teams had to manually trace data across multiple systems for audits

**Product:** Continuous Revenue Fabric integrated with Salesforce and billing systems

**Use Case:** Hybrid subscription and credit model automation

**Industry:** SaaS / Renewable Energy

**Company Size:** Growth-stage enterprise

**Region:** North America

**“Our credit service model worked fine early on, but as we grew and added products, it became brittle.”- JC Reeves, Head of Revenue Operations, Aurora Solar**

## The Solution

**Continuous Revenue Fabric** connects Salesforce, billing, and finance data in real time to automate hybrid revenue models. With Continuous, Aurora can:

- Manage subscriptions and credit-based usage directly in Salesforce
- Enable pricing and SKU agility without engineering support
- Strengthen finance alignment with accurate, audit-ready billing data

## Results & Impact

Although implementation is still underway, Aurora is already seeing clear impact.

- **Faster execution:** Pricing and product updates that once took weeks now take days
- **Simplified operations:** Connected billing strengthens audit control and reduces manual work
- **Scalable foundation:** Continuous enables real-time visibility across Salesforce and NetSuite

**“We’re buying a solution and investing in a partnership, not just another system in our tech stack. Continuous helps us fix what’s urgent now and scale efficiently long term.” -JC Reeves**

