DigitalRoute **SAP**®

Quote-to-Cash Forum 2025

Beyond Subscriptions — Mastering Modern Monetization

October 22-23 2025

SAP Experience Centre
George-Stephenson-Strasse 7-13
Berlin, Germany
www.Q2CForum.com

Event Partner

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Join us in Berlin and be part of the community shaping the future of revenue. The Quote-to-Cash Forum 2025 is where tomorrow's leaders converge to learn, network, and lead the transformation.

SAP Berlin Experience Centre
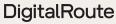**George-Stephenson-Street 7-13**
10557 Berlin

Quote-to-Cash Forum 2025

Beyond Subscriptions: Mastering Modern Monetization

Step into the future of revenue innovation at the Quote-to-Cash Forum 2025 — the premier gathering for leaders in subscription management, recurring revenue, usage-based services, and AI-driven monetization.

This exclusive **two-day event** in Berlin brings together visionaries, practitioners, and technology partners to explore the strategies, tools, and trends shaping the next era of quote-to-cash excellence.

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Quote-to-Cash Forum 2025
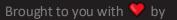
Beyond Subscriptions : Mastering Modern Monetization

The Forum

In a market where subscription models and usage-based pricing are rapidly outpacing traditional revenue streams—and where AI is introducing both unprecedented opportunities and new monetization challenges—the Forum stands as your essential gateway to actionable insights and invaluable peer connections.

Discover how to streamline even the most complex billing processes, unlock breakthrough automation efficiencies, and harness the power of data-driven strategies. Join industry leaders to explore how seamless, personalized customer experiences can drive loyalty and sustainable growth.

Step into the future of revenue transformation—where every interaction is an opportunity, and every insight fuels your growth.
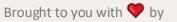
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Beyond Subscriptions : Mastering Modern Monetization

Aligned with market trends

- **Rapid Growth**: The quote-to-cash software market is projected to reach $10 billion in 2025, with a CAGR of 15% through 2033, driven by digital transformation and the need for operational efficiency.

- **Subscription & Usage-Based Models**: 67% of consumers now prefer usage-based pricing, and companies adopting these models see higher growth and retention.

- **AI-Driven Revenue**: AI and predictive analytics are revolutionizing the quote-to-cash process, enabling agile, data-driven decision-making and new monetization avenues.

- **Customer Experience**: Flexibility, personalization, and seamless digital experiences are critical differentiators in the subscription economy.

- **Global Perspective**: Europe is a key hub for innovation, with Berlin at the center of regulatory, technological, and business transformation.

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Why Attend?

Stay Ahead of Market Trends:
Learn how leading organizations are leveraging cloud-based quote-to-cash solutions, dynamic pricing, and AI-powered analytics to maximize revenue and operational efficiency.

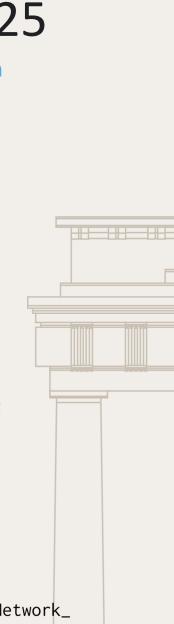**Master Subscription & Usage-Based Models**:
Hear from industry experts on best practices for implementing flexible billing, metered services, and hybrid monetization strategies that align with evolving customer expectations.
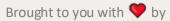
Unlock AI and AI Monetization:
Explore real-world case studies on integrating AI into your revenue processes—improving forecasting, automating workflows, and enabling new business models.

Network with Innovators:
Connect with peers, partners, and solution providers—including SAP and DigitalRoute—who are driving the future of monetization and digital transformation.

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Who Should Attend?

- Revenue, finance, and billing leaders

- Subscription and SaaS business executives

- Product managers and digital transformation strategists

- Enterprise Architects, IT and operations professionals
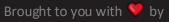
- Anyone seeking to future-proof their revenue operations

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Quote-to-Cash Forum 2025

Beyond Subscriptions : Mastering Modern Monetization

Day Zero 21 Oct

Pre-conference Meetings & Informal Networking - by appointment

Day One 22 Oct

Welcome and opening keynotes

- Quote-to-Cash in the Age of Gen AI: Strategic Transformation Imperatives - **MGI RESEARCH**

- Shaping the Future: SAP's Quote-to-Cash Strategy & Vision, **SAP**

- Realizing the Quote-to-Cash Vision: Data, Intelligence, and Ecosystem Perspectives- **STRATEGY PANEL**

- How AI is Transforming Quote-to-Cash into a Strategic Growth Engine - **PLATINUM SPONSOR**

Case Study:
- One AR for the SW Giant – **MICROSOFT**
- SAP runs SAP – Improving business KPIs in a high volume, zero-touch Consume-to-Cash scenario– **SAP**
- Enabling Customer Financial Excellence in Online Commerce with SAP BRIM **ZALANDO**
- Everything-as-a-Service Powered by **THOMSON REUTERS**

Parallel Product Breakouts

- Case Study: Operationalizing AI Monetization: Integrating Intelligent Billing and Pricing Engines

- Driving Success Through SAP Premium Engagement: Unlocking Value and Innovation in Your Transformation Journey

- Maximizing Efficiency and Accuracy: Best Practices for SAP Ariba Billing Optimization

PRE-EVENT RECEPTION: SAP Berlin Lobby

Evening reception - Fotografiska, Berlin

Day Two 23 Oct

Day Two Welcome & keynotes

- Pricing the Future: Navigating Usage Models, and Quote-to-Cash Transformation for AI and Next-Generation Services- **Willingness to Pay**

- RevOps Reloaded:
Building the Intelligent Revenue Engine - **GOLD SPONSOR**

- Case Study: Dairy Farm Monetization - Recurring Revenue Powerhouse in Digital Agriculture

- Case Study: SaaS Transformation 2.0 at IBM leveraging SAP BRIM

- Customer Panel: Open discussion - Unlocking Customer Lifetime Value.

- Parallel Product Breakouts

- Product Panel

15:30 – Forum Close

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*Agenda updates at www.Q2CForum.com

Customer & Partner Ticketing

Attendees	Ticket	Early Bird Special *Before 22nd September
SAP Customers SAP Employees / DR Employees	€1250	€950
Partners/ Analysts / Others	€1650	€1350

- Early Bird by **Sept 22nd**
- SAP Customer: A **company that is using**, has used or is interested in learning more about **SAP Quote-to-Cash Solutions**
- SAP Partner: A **business that is supporting SAP Quote-to-Cash Solution user companies** in buying, building, implementing, servicing, supporting and running SAP Quote-to-Cash and SAP Billing Revenue Innovation Management solutions
- **2-for-1 Offer** To take advantage of this discount, you must register on the same day, booking, and invoicing details. Workshops are excluded from this offer. For questions on group tickets, please contact Rizwan Qayum <rqayum@cnetwork.io>

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Nearby hotels

Hotel AMANO – Berlin Mitte

Price Category: €€
Parking: Parking onsite
Airport: BER Berlin-Brandenburg – 28,5 km
Public Transport: U Rosenthaler Platz
Distance to SAP Data Space: 450 m
Distance to SAP Berlin: 3,3 km
Address: Auguststrasse 43, 10119 Berlin
Website: LINK
Tel: +49 (0)30 8094150
Email: amano@amanogroup.de

The Weinmeister Hotel

Price Category: €€
Parking: Parking onsite
Airport: BER Berlin-Brandenburg – 28 km
Public Transport: U Rosenthaler Platz
Distance to SAP Data Space: 270 m
Distance to SAP Berlin: 3,4 km
Address: Weinmeisterstrasse 2, 10178 Berlin
Website:
Tel: +49 (0)30 7556670
Email: info@the-weinmeister.com

Lux Eleven Hotel

Price Category: €€
Parking: Parking onsite
Airport: BER Berlin-Brandenburg – 26,1 km
Public Transport: U Weinmeisterstrasse
Distance to SAP Data Space: 600 m
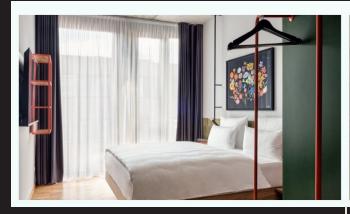Distance to SAP Berlin: 4 km
Address: Rosa-Luxemburg-Strasse 11, 10178 Berlin
Website: LINK
Tel: +49 (0)30 9362800
Email: info@lux-eleven.com

Nearby hotels

Urban Loft Hotel

Price Category: €€
Parking: Parking onsite
Airport: BER Berlin-Brandenburg – 29,7 km
Public Transport: Lydia-Rabinowitsch-Str – Bus 147
Distance to SAP Data Space: 3,1 km
Distance to SAP Berlin: 230 m
Address: Heidestrasse 43, 10557 Berlin
Website: LINK
Tel: +49 (0)30 200049550
Email: info@urbanloftberlin.com

Hotel AMANO – Grand Hotel

Price Category: €€
Parking: Parking onsite
Airport: BER Berlin-Brandenburg – 28,6 km
Public Transport: Berlin Hauptbahnhof (central)
Distance to SAP Data Space: 2,5 km
Distance to SAP Berlin: 800 m
Address: Heidestrasse 62, 10557 Berlin
Website: LINK
Tel: +49 (0)30 4003000
Email: grandcentral@amanogroup.de

Motel One Berlin Hauptbahnhof

Price Category: €€
Parking: Parking onsite
Airport: BER Berlin-Brandenburg – 28 km
Public Transport: Berlin Hauptbahnhof (central station)
Distance to SAP Data Space: 3 km
Distance to SAP Berlin: 1,2 km
Address: Invalidenstrasse 54, 10557 Berlin
Website: LINK
Tel: +49 (0)30 36410050
Email: berlin-hauptbahnhof@motel-one.com

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