# The state of the Q2C intelligence gap

oneflow

# Welcome

## Most teams think their Q2C process works. The data says otherwise.

This report uncovers the data gaps and manual handovers behind the Q2C intelligence gap, why contracts become a bottleneck, and how leading organizations improve speed, visibility and revenue predictability.

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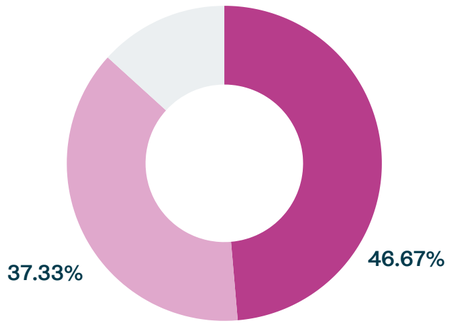
# Key findings

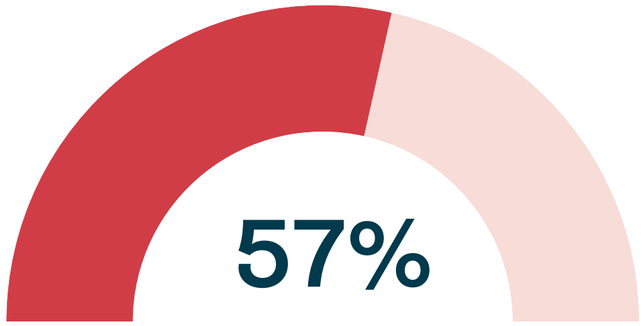


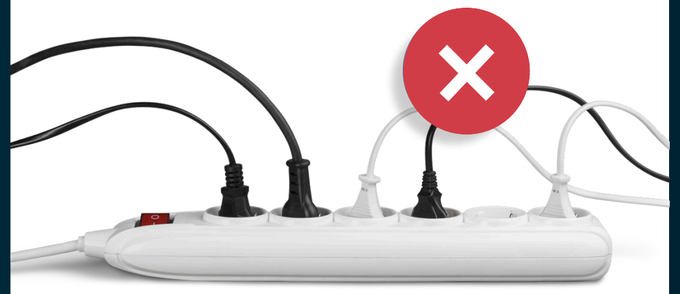

**46.67% cite approvals as the biggest delay,**

and 37.33% say missing information is a major blocker.

**57% manage contracting manually,**

creating delays, version drift and inconsistent handovers.



**14.67% have fully connected systems with real-time data.**

**10.67% have real-time contract visibility,**

leaving most teams without a clear view of deal progress.

**52% say Q2C intelligence gaps impact revenue moderately or severely.**

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## Executive summary

This report explores the most common breakdowns in the quote-to-cash (Q2C) process and how missing data, manual steps and disconnected systems create predictable bottlenecks. Insights from more than 150 sales, finance, legal and operations professionals show consistent gaps in pricing, approvals, contracting and the handover to finance.

Organizations without real-time data flow experience more delays and errors, while those that structure contract data and integrate core systems achieve faster cycles, fewer mistakes and more stable revenue.

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# The growing pressure of Q2C

The quote-to-cash (Q2C) process is widely recognized as complex because it spans several teams, tools and handovers. When it works well, companies benefit from shorter deal cycles, higher accuracy and more predictable revenue. Many, however, face missing information and manual tasks that slow even simple steps.

One crucial insight from this research is the role of the contract itself. Contracts hold the final pricing, terms, obligations, billing rules and renewal details, making them the most complete source of commercial truth. Yet contract data is often stored in PDFs, emails and scattered systems, making downstream workflows harder to manage. When contract data cannot flow cleanly, visibility drops and errors increase. This report shows where these gaps appear and how companies improve Q2C by treating contracts as structured, connected data.

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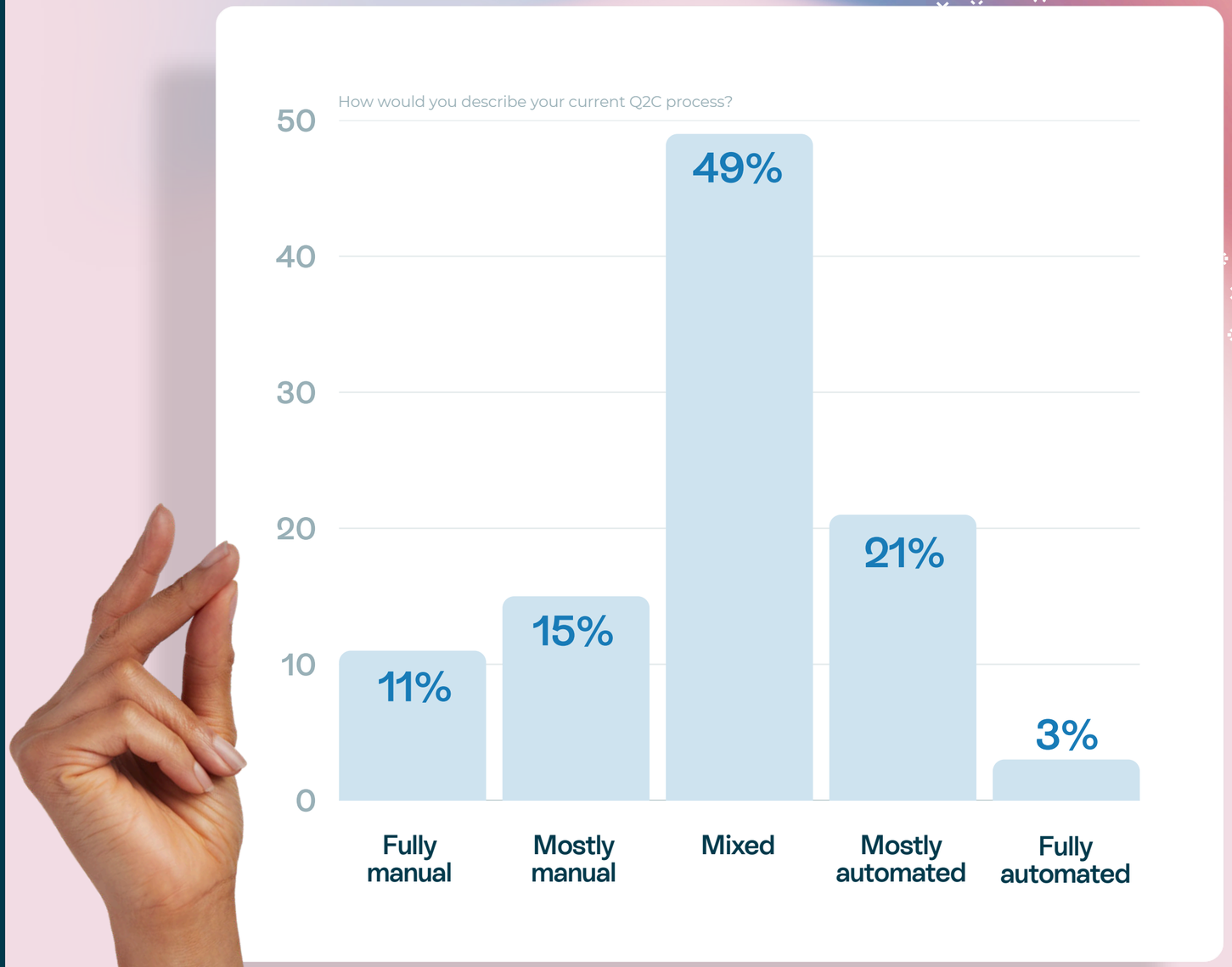
# How would you describe your current Q2C process?

Most organizations lack a strong Q2C foundation because contract data and surrounding systems are not fully connected. Only 3.33% report a fully automated process, leaving 96% dependent on manual work and disconnected tools.

A practical first step is reviewing the number of tools involved. Fewer but better-connected systems across ERP, CRM and CLM create a cleaner workflow and make automation and predictable revenue easier to achieve.



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## Which steps still rely on manual work?

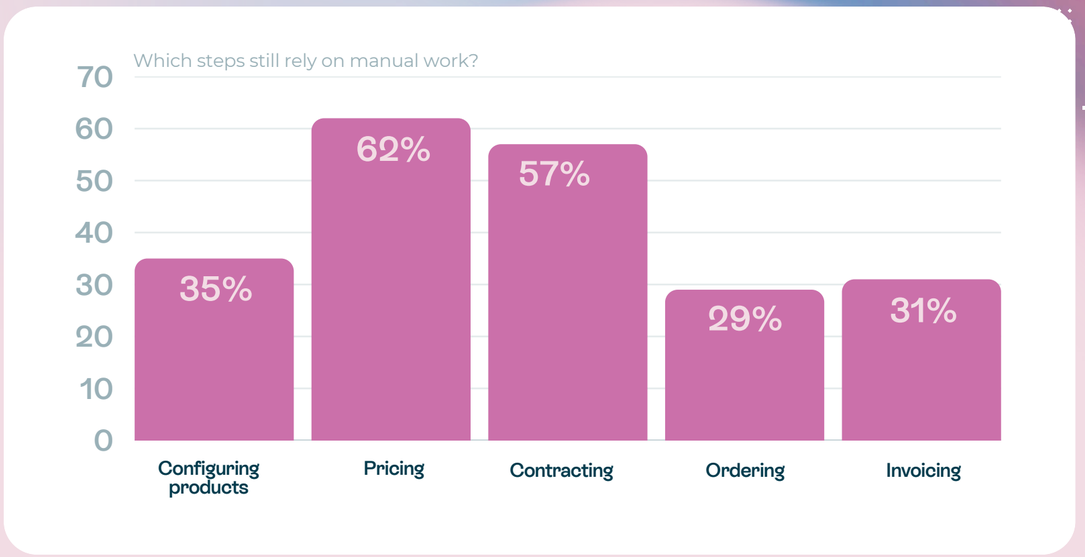
Manual work is still most common in the financially sensitive steps of Q2C. Pricing (62%), contracting (57%) and configuration (35%) rely heavily on manual input.

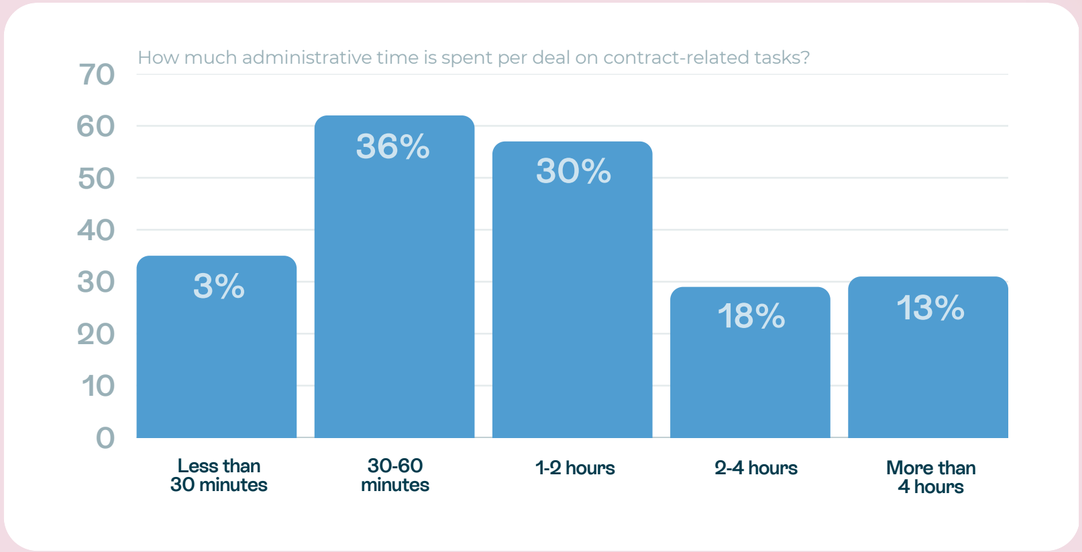
These steps define revenue, margins and customer commitments. While judgment matters, manual handling increases exposure to financial risk.

## How much administrative time is spent per deal on contract-related tasks?

More than 60% spend at least an hour per deal on contract-related admin.

This workload arises because contract data is scattered across tools and requires repeated manual verification. Reducing this burden depends on structured data and integrated systems.



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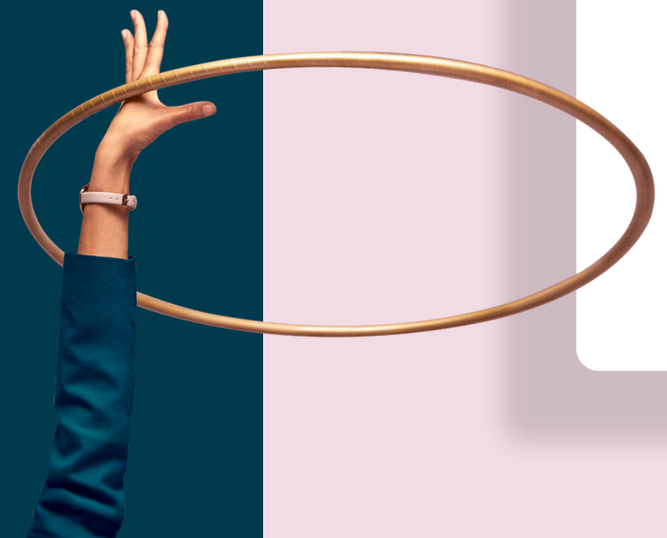
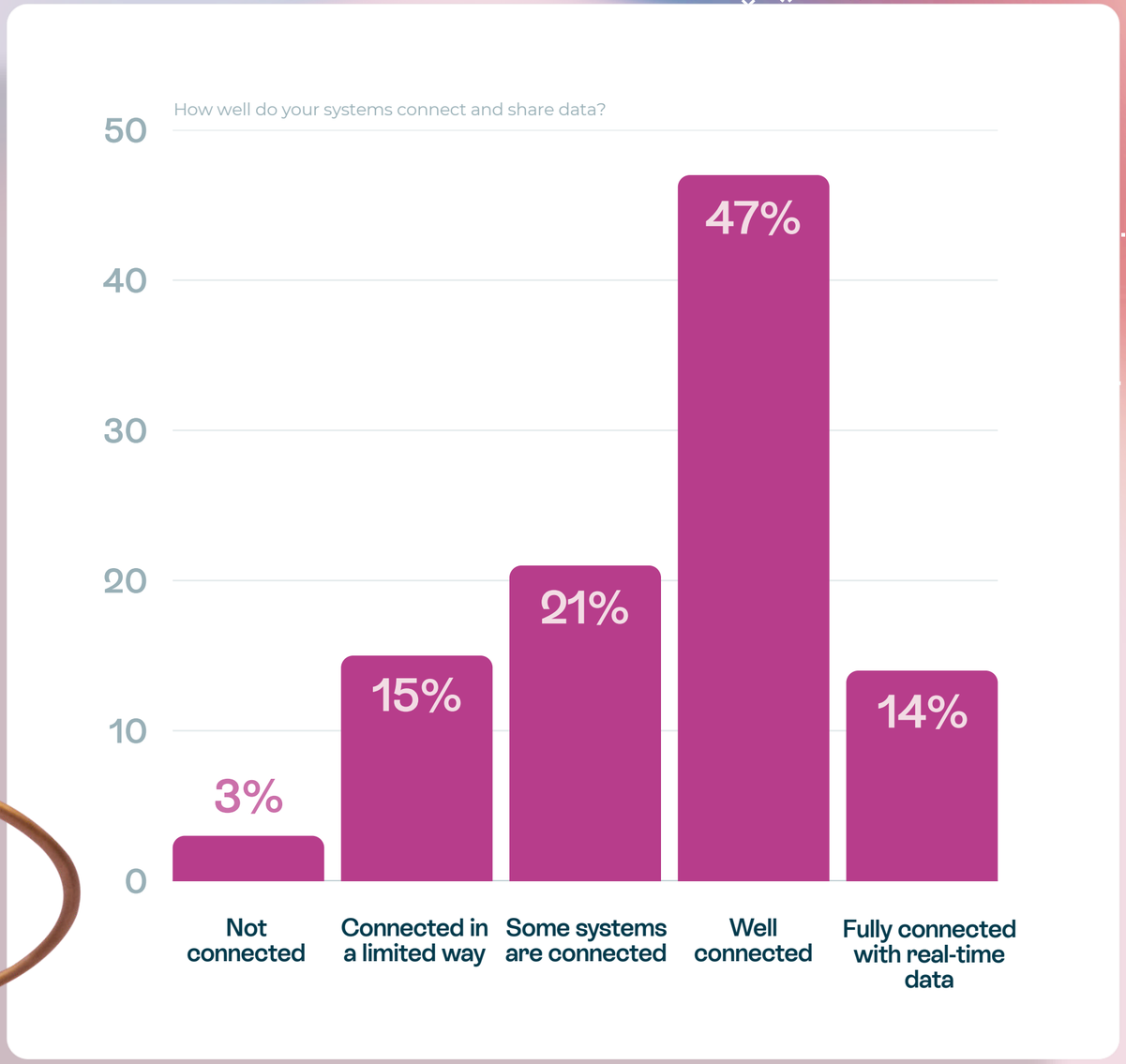
# How well do your systems connect and share data?

Real-time Q2C data is rare. While 46.67% believe their systems are “well connected,” only 14.67% have true real-time integration across CRM, CLM, ERP and CPQ.

Even organizations that feel connected often discover hidden gaps, such as contract updates that never reach CRM or ERP, causing missed renewals, inaccurate forecasts or delayed revenue recognition.





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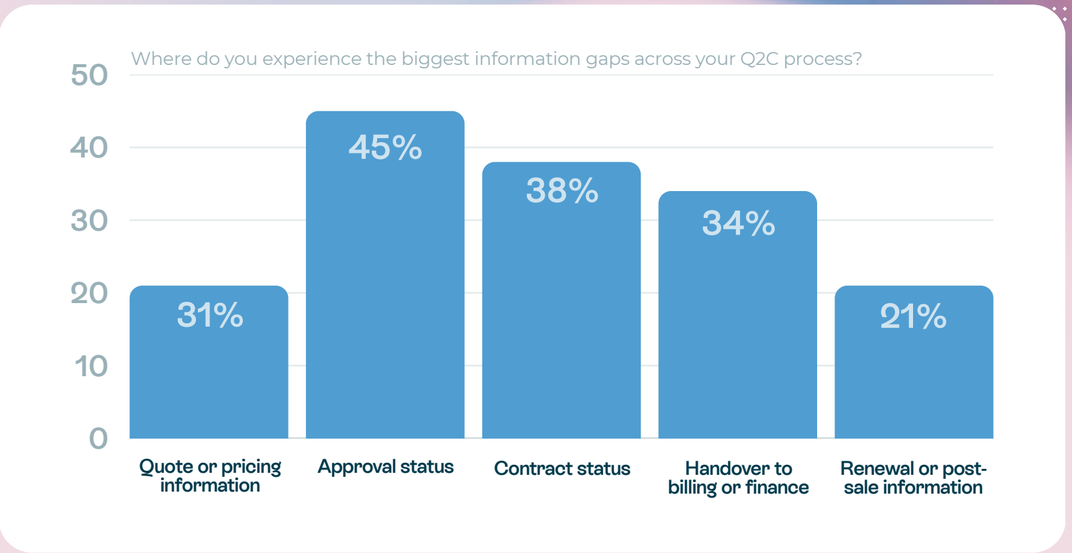
## 1. Where do you experience the biggest information gaps across your Q2C process?

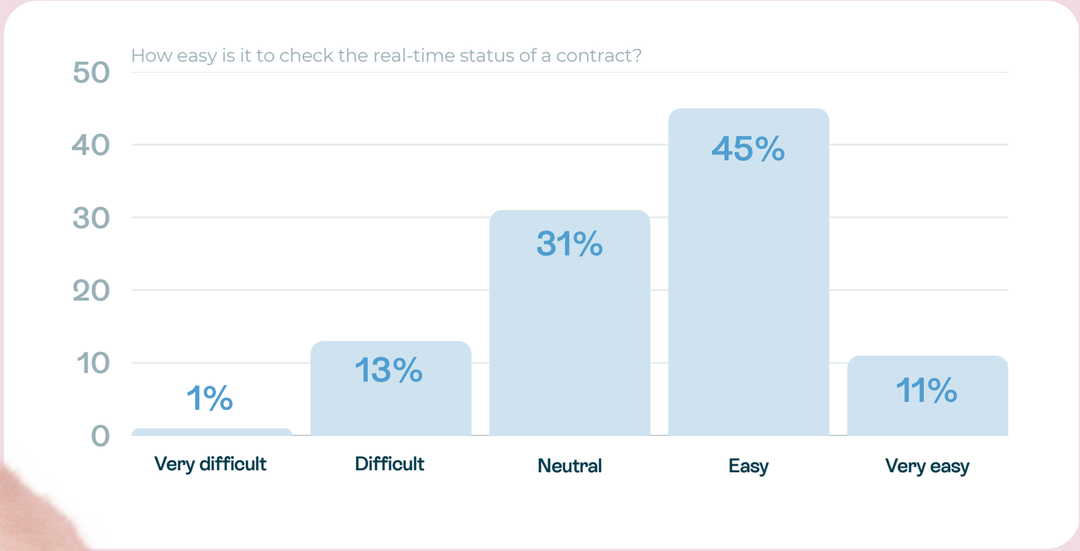
The largest information gaps appear where clarity is most critical: pricing (31%), approvals (45%), contract status (38%) and the handover to finance (34%). These gaps show that the organization's financial source of truth is not moving across teams. Structuring contract data and improving system connections is essential.

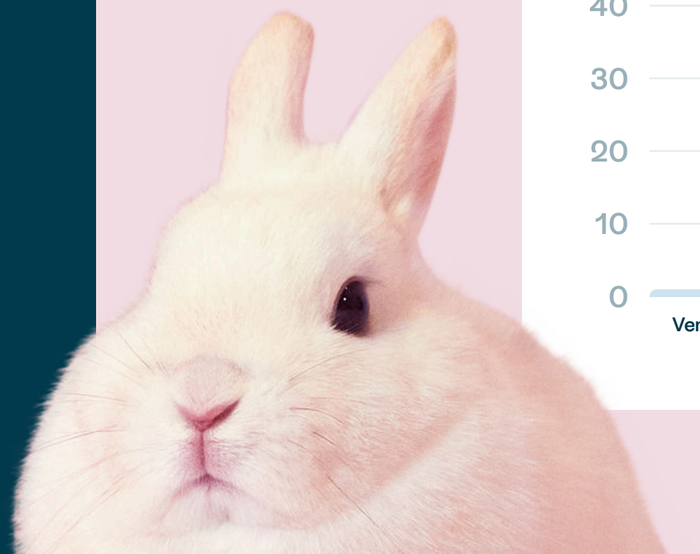
## 2. How easy is it to check the real-time status of a contract?

Only 10.67% can check contract status in real time. Many operate in a "sometimes visible" middle ground where data appears inconsistently. This undermines forecasting, slows billing and forces teams to work from outdated information.

Solving this requires structured contract data and real-time connections across CLM, CRM and ERP.



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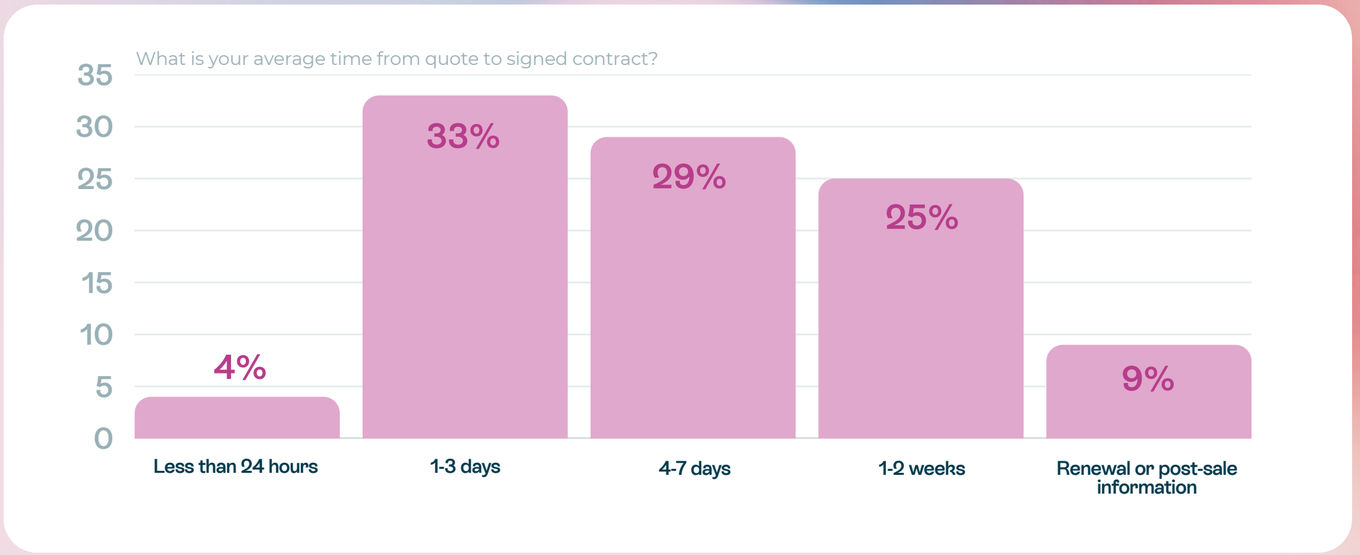
## What is your average time from quote to signed contract?

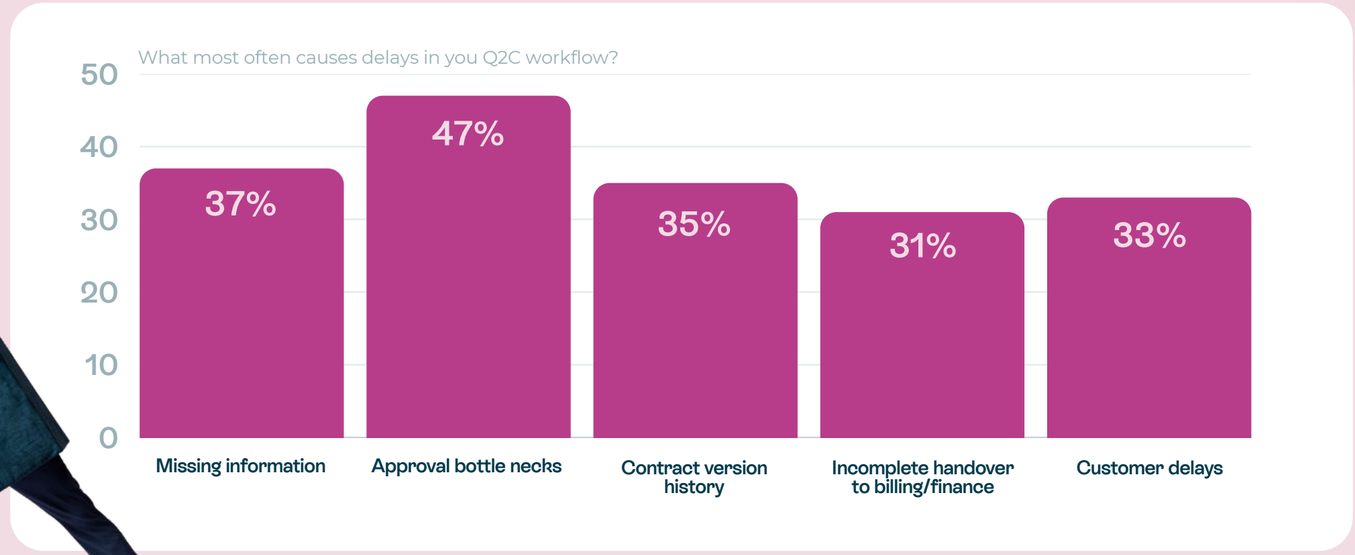
More than 60% complete Q2C in 4–14 days, which is normal for B2B organizations. The risk is not how long it takes - it is how unpredictable the timeline becomes when pricing, approvals or contract status are unclear. Even small delays can shift revenue into the next fiscal period.

## What most often causes delays in you Q2C workflow?

Most delays stem from internal issues, not customer behavior. Missing information (37.33%), approval bottlenecks (46.67%), version drift and incomplete handovers slow revenue long before invoicing.

The core issue is not people, it is inconsistent contract data and disconnected systems.



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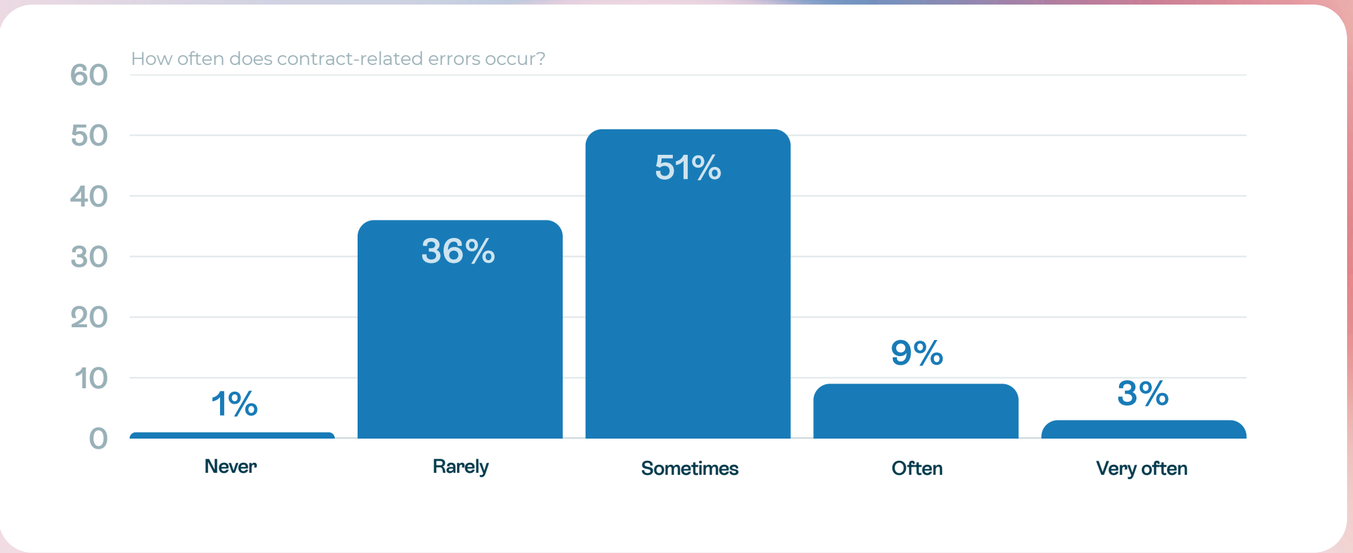
## How often does contract-related errors occur?

Contract errors are common. Over 63% experience them at least sometimes. Because contracts define revenue and obligations, errors directly affect billing, compliance and financial accuracy.

## Revenue impact of Q2C intelligence gaps

Only 6.67% report no revenue impact, while over half say the effect is moderate or severe. Gaps in contract data, approvals, visibility and system integration disrupt revenue long before invoicing begins and weaken forecasting.




A few answers to the question:

**"If you could fix one thing about your Q2C process today, what would it be?"**

**Anonymous respondent**
Oneflow Q2C Survey

**"Fix pricing accuracy and quote speed to streamline Q2C"**

**Anonymous respondent**
Oneflow Q2C Survey

**"Have better automation into the finance department so it speeds up the process"**

**Anonymous respondent**
Oneflow Q2C Survey

**"Better data transmission"**

# 5.0 How leading teams close the Q2C intelligence gap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## Across 150 open responses, teams consistently ask for:

Their message is consistent: simplify, connect, and make information flow.

## How the Q2C intelligence gap affects business

The data shows that internal information gaps create friction across Q2C. Manual pricing (62%), manual contracting (57%) and limited visibility (10.67%) slow cycles and reduce predictability. More than 60% report contract errors, and nearly a third have weak finance handovers. Organizations that structure contract data and connect their core systems achieve smoother processes and more reliable financial outcomes.

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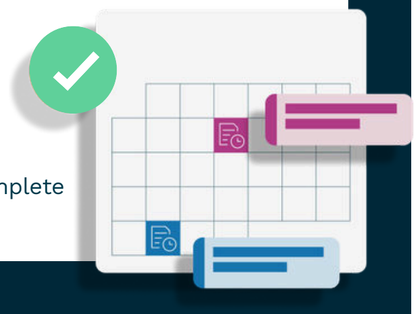
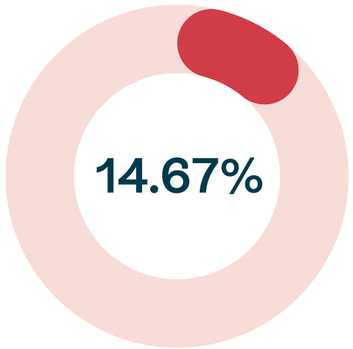
# How leading organizations reduce Q2C friction

## Billing and renewal automation

Automate billing and renewals to fix incomplete handovers (31%).



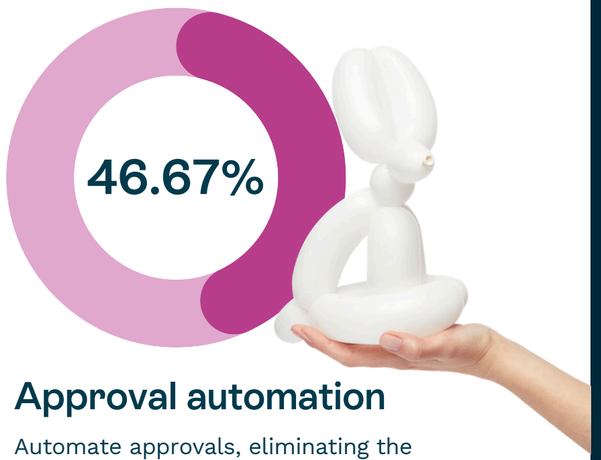



## Real-time system integration

Build real-time system connections, solving the 14.67% integration gap.

## Deal and contract visibility

Improve visibility with dashboards.




## Approval automation

Automate approvals, eliminating the 46.67% bottleneck.

## Structured contract data

Structure contract data to reduce the 60%+ error rate.

60%

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# The modern Q2C intelligence stack

## CRM

Starting point for products, pricing and pipeline

## CLM

Structured contract terms and approval workflows

## ERP

Invoicing, payments and revenue recognition

## Automations

Connects updates and handovers

## AI

Risk detection, document analysis and forecasting support

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# Five recommended steps to close the gap

1. Structure contract data and make it accessible across systems.
2. Automate approvals to remove delays.
3. Connect CRM, CPQ, CLM and ERP.
4. Standardise templates and terms.
5. Improve real-time visibility across Q2C.

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# Conclusion

Most Q2C challenges stem from internal information gaps rather than external delays. Manual work, limited visibility and disconnected systems slow deals and make revenue unpredictable. By structuring contract data and connecting key systems, organizations can reduce errors, speed up revenue processes and gain far more reliable financial insight.

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# About Oneflow

- Founded in 2012
- Publicly listed in 2022
- 150+ employees in 6 countries
- Users in 25+ countries
- Complete platform for the future of all contracts

**Get in the flow**
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