

Off the Books

MGI

Research

What do customers really think about their Automated Revenue Management (ARM) vendors?

Inside this Research

You'll find:

- Candid Customer Quotes
- Spending Expectations
- Vendor Benefits & Pitfalls
- AI in ARM: What Customers Actually Want



95%

Of customers saw a **reduction in close times**



57%

Of customers expect to **spend more** on Rev Rec in 2026



7.8

Perceived **Value for Money** (on a scale of 1-10)

“ Scaling Rev Rec ”

Direct Quotes from Customer References

RightRev is the only vendor thinking about the most complex revenue scenarios and building their product to handle them. We tested Oracle and they couldn't do it.

As we've grown, we've had some pain points due to our increasing volume. If we send hundreds of thousands of records, there's just a lot of manual time with *Vendor A*. We're currently evaluating other vendors.

As we went public, NetSuite was creating a lot of rev rec issues, and we needed a product that could scale with us and handle our growing contract complexity. RightRev was the obvious choice.

MGI conducted in-depth 30-minute interviews with customers from:

20+

ARM Vendors

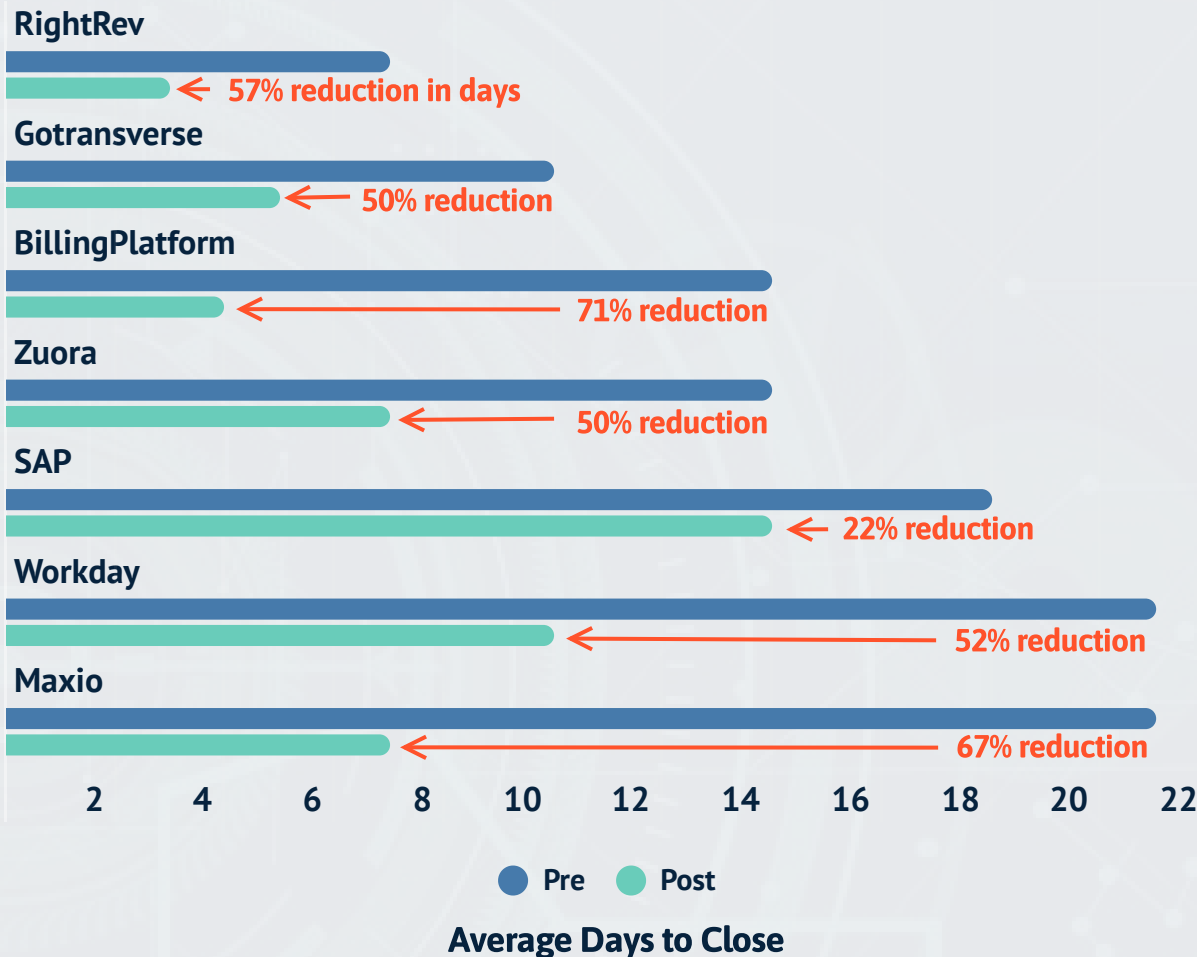
To learn more, MGI Research recently published the [Top 30 ARM Buyer's Guide](#). As part of the process, we spoke with customers from all 20 MGI 360 Rated™ vendors and more. This report includes aggregated data from all confidential customer reference calls conducted by MGI Analysts.

Off the Books

What do Rev Rec customers really think about their vendors?

The ROI of Rev Rec

Customer Testimonials on Reductions in Days to Close



“ **A Faster Close** ”
Direct Quotes from Customer References

RightRev was super easy to work with, and the product worked exactly as described, which is a bit of a surprise in this day and age.

Before *Vendor B* went live, it was 6 days. Now it's a 7-8 day close. Their product is great out of the box, but we have some complexity that they struggle with. We hope to get back to a 6-day close.

Can Rev Rec reduce close times?

The short answer - yes. A high majority of customers cited a significant reduction in close times as a major benefit. They attributed faster closes to streamlined workflows, fewer errors, and a reduction in manual reconciliations.

We close the books in half the time now thanks to RightRev!

Off the Books

What do Rev Rec customers really think about their vendors?

What do vendors get right and wrong?

Top Positive Surprises

1. Faster Time to Value

Within months of going live, customers were surprised to see immediate efficiency gains, faster close times, and increased business visibility.

2. White Glove Support

High customer satisfaction is often correlated with strong customer support. Vendors offering ultra premium support tend to have higher customer satisfaction.

3. Customer Input

Customers want a business partner who listens and incorporates their feedback into the product roadmap. Vendors who do this well tend to have considerably lower churn.

Top Negative Surprises

1. Budget Predictability

Customers consistently flagged high prices and shared broader concerns regarding the potential budgetary impact of dynamic pricing and unpredictable, ever-increasing recurring fees.

2. Inability to Scale

Multiple customers were surprised their selected product struggled with revenue complexity and volumes. This underscores the importance of PoCs and testing of edge cases during the eval process.

3. Change Management

User adoption can stall due to unexpected system complexity and immature onboarding processes. Organizations who prioritize change management and product ease of use have higher user adoption success.



Average Customer Support Rating: 8.4

While 8.4 seems high, keep in mind these are vendor-supplied. A number of vendors received a 5 or 6 score on Customer Support from their "best references." Prospective buyers are encouraged to conduct detailed reference checks.

“ Customer Support ”

Direct Quotes from Customer References

RightRev's support is a 9 [out of 10] - we've had them since their early days and they always ask the right questions.

Customer support doesn't understand every product. We use *Vendor C's* Billing, CPQ, and Rev Rec. We think end-to-end, but it's hard to get a support person who knows multiple products. We usually know more than them.

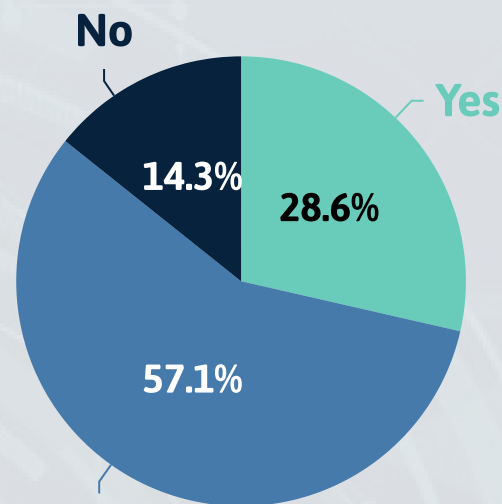
It's been really difficult connecting the data across their modules. *Vendor D's* support couldn't help us and we couldn't afford to re-implement it, so we have to manually reconcile the data every month.

***Vendor E's* third party support isn't very strong. We had to get an implementation partner and extra customer support on top of them. Those costs add up.**

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What do Rev Rec customers really think about their vendors?

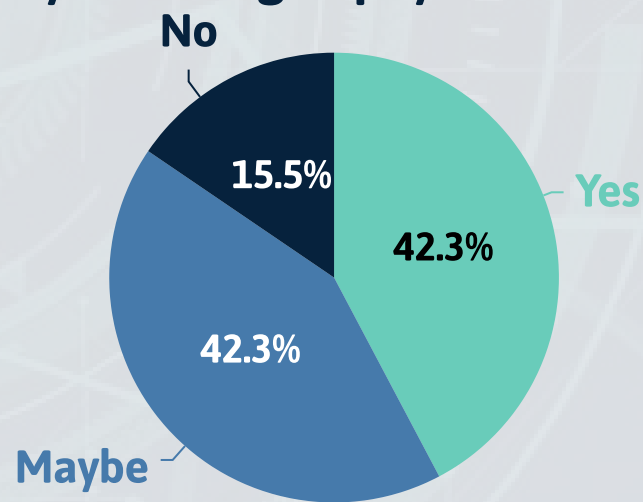
Are you using your Vendor's AI?



Not yet, but want to

Less than a third (29%) of customers are using their ARM vendor's AI capabilities. However, more than half (57%) want to.

Are you willing to pay more for AI?



Approximately 85% of customers are open to paying for AI capabilities if there is a demonstrable ROI. This indicates latent demand for AI-based functionality with clear business benefits.

“ AI in ARM ”

Direct Quotes from Customer References

I want AI to feed collections and cash data and trends to internal customers. Every Rev Rec vendor does similar things; the way they can stand out is AI.

We're price conscious about AI, so we haven't looked for AI on the finance side. Most AI companies can't even tell us how much it will cost next year [2026].

I want to use Agentic AI to understand customer usage and pull insights - the types of things that would take my team a week. We found one of our highest usage customers was one of our lowest paying customers.

We want to know how Agentic AI will be leveraged for adaptive forecasting. We also want AI best practices and to know how we compare to other customers.

They call some things AI that are really ML and create some slight efficiencies that aren't worth the investment. I would pay for Agentic but need a clear ROI to make the case for it. In our own products, AI is included as part of ongoing innovation.

About MGI Research's Top 30 ARM Buyer's Guide: While MGI Research tracks hundreds of ARM software suppliers, only 30 software vendors were selected for the Top 30 ARM Buyer's Guide. This report focuses on the top 30 vendors in ARM and provides comprehensive MGI 360 Ratings™ on the top 16. These vendors are among the most consequential rev rec suppliers in the market and merit the attention of buyers, partners, and investors. The MGI 360 Rating methodology is quantitative in nature, evaluating vendors on 5 pillars: Product, Finance, Management, Channel, and Strategy. As part of the process, MGI Research speaks with solicited and unsolicited customers for every vendor. These conversations are completely confidential to ensure the integrity of each reference.

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