

You're Fulfilling Every Order. But Are You Capturing Every Dollar?

Where Modern Monetization Starts to Break Down

Across industries, companies moving to subscription, usage-based, and digital services are running into the same challenge: their monetization strategy is evolving faster than their revenue platforms. The gap between the two doesn't announce itself. It accumulates quietly in revenue that leaks before it's recognized, in offers that take months to launch, and in cash that arrives slower than it should.



Most organizations don't know exactly what their monetization gap is costing them. That's the problem we built this assessment to solve.

The CFO who doesn't act on this isn't just leaving money on the table, they're financing the gap. Every quarter the architecture stays misaligned, the cost compounds: in leakage, in delayed cash, in commercial models that can't be executed.

Introducing the Monetization Gap Assessment

A structured 2–3 week assessment that gives leadership teams a fast, clear, and quantified picture of where their monetization gaps exist and what those gaps are worth. Lightweight by design. Tailored to what you're comfortable sharing. Built to deliver a number, not just a workshop.

What makes it different: Unlike strategy engagements that diagnose without quantifying, or system assessments that evaluate technology without framing commercial impact, the Monetization Gap Assessment delivers an executive readout in financial language; a quantified view of what your current gaps are costing you in revenue, cash flow, and leakage.

What We Assess

Seven dimensions that together form a complete picture of your monetization health:

Business Model & Strategy	Are you positioned for new revenue models? How ready are you to launch new offers at pace?
Pricing & Offer Management	Can pricing change quickly? How centralized and controlled are your pricing rules?
Quote-to-Cash Process	Where are manual steps and exceptions creating risk? Are every transaction, AR balance, and cash event fully auditable from order through collection?
Technology, Data & Integrations	How well are your ERP, CRM, and billing systems connected? Are you capturing usage data in real time and managing upstream and downstream system impacts?
Operations & Organization	Who owns monetization? How aligned are Finance, IT, and Product?
Finance & Reporting	How are you handling revenue recognition, tax, regulatory compliance, and billing accuracy?
Customer Experience & Portals	Do your customer-facing platforms provide the visibility, self-service, and billing transparency that drive retention and reduce disputes?



What You Receive and Why It's Different

At the end of the assessment, you walk away with **four concrete deliverables and a maturity model** that shows exactly where you stand and what to do next.



Monetization Gap Scorecard

A Red/Yellow/Green rating across all seven dimensions, with a maturity model that shows your current state against where you need to be. An instant visual of where you're strong and where you're exposed.



Value Impact View

Quantified revenue leakage, time-to-market delays, cash flow drag, and operational inefficiencies sized in financial terms. Not estimates. Grounded in your data.



Top 5 Prioritized Opportunities:

The five highest-impact fixes, ranked by financial value and feasibility. Not a list of everything, a focused action set that leadership can act on immediately.



Roadmap

A phased path from your current state to your target state, structured so that each phase is funded by the value captured before it.

From Assessment to Action



The assessment is scoped to what you're ready for. No long procurement cycle. No program commitment. The output is always a number, not just an observation, so you leave knowing exactly what the gap is costing, and exactly what to fix first.



This is the conversation that belongs with the CFO and the CIO. The CFO needs to know what the gap is costing. The CIO needs to know what's causing it. The Monetization Gap Assessment answers both questions in the same conversation and in financial terms.

Are You Confident You're Capturing Every Dollar You've Already Earned?

Let's find out. The Monetization Gap Assessment is complimentary. Two to three weeks. No program commitment required.

Designed to Monetize. Engineered to Evolve.

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