

SaaS Business Process Architecture

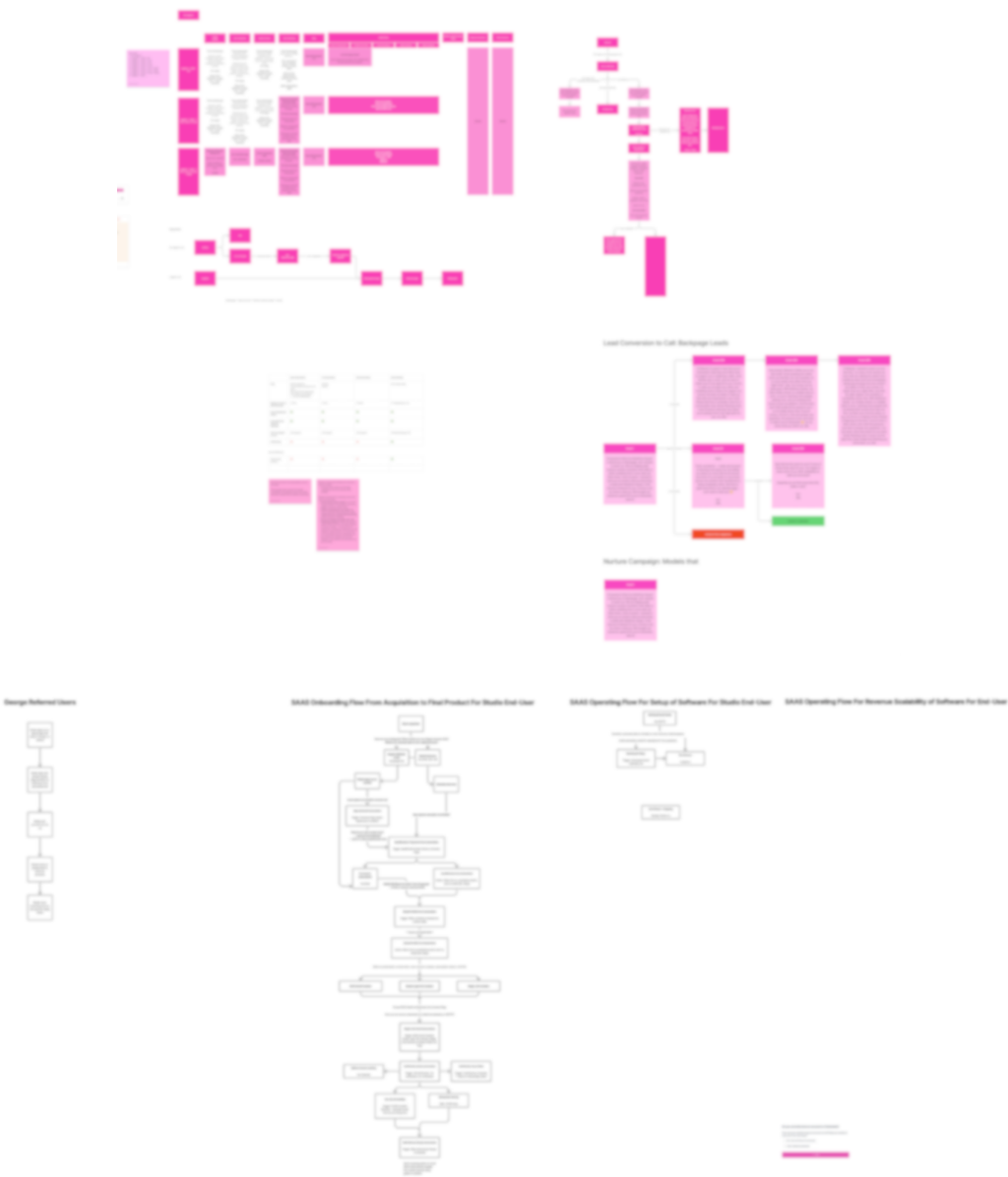
Advanced Workflow Design & Revenue Optimization Systems

Project Scope

Lead Operational Architect - End-to-End SaaS Infrastructure Design

Project Overview

Designed and implemented comprehensive business process architecture for a subscription-based SaaS platform. Created sophisticated multi-tier workflows spanning customer acquisition, onboarding, service delivery, revenue optimization, and retention management. Built enterprise-level automation systems supporting complex business logic and scalable revenue generation.



Workflow Architecture Components

Customer Acquisition System

- Multi-channel lead capture workflows
- Automated lead scoring and qualification
- Dynamic conversion funnel optimization
- A/B testing framework integration
- Real-time analytics and reporting

User Onboarding Automation

- Progressive disclosure onboarding flows
- Role-based access control systems
- Automated account setup and configuration
- Interactive tutorial and guidance systems
- Completion tracking and optimization

Revenue Optimization Engine

- Dynamic pricing and subscription management
- Automated upselling and cross-selling workflows
- Churn prediction and prevention systems
- Payment processing and billing automation
- Revenue recognition and reporting

Customer Lifecycle Management

- Behavioral trigger-based communication
- Automated nurture campaign sequences
- Customer health scoring algorithms
- Retention and re-engagement workflows
- Customer success automation

Technical Implementation

Built complete operational infrastructure supporting multi-tier service delivery with sophisticated business rule engines. Implemented real-time data processing systems enabling dynamic workflow optimization based on user behavior, conversion metrics, and revenue performance. Created scalable architecture supporting concurrent user management across multiple service tiers with automated quality assurance and performance monitoring.

- Advanced business process automation with conditional logic and decision trees
- Real-time event-driven workflow triggers and automated response systems
- Integrated CRM and payment processing with subscription lifecycle management
- Multi-currency transaction processing with international compliance features
- Comprehensive analytics dashboard with predictive modeling capabilities
- Automated customer communication systems with personalization engines

Performance Metrics & Results

Revenue & Growth Analysis	
Total Revenue Generated:	CAD \$22,767 (10 months)
Peak Monthly Revenue:	CAD \$6,754 (April 2025)
Total Transactions Processed:	116 automated transactions
International Market Penetration:	US & Canadian customer base
Payment Method Integration:	Multiple payment processors
Revenue Model Sustainability:	42% growth Q4 2024 to Q1 2025

Workflow Design Methodology

Employed systematic approach to business process architecture, beginning with comprehensive user journey mapping and stakeholder requirement analysis. Designed modular workflow components enabling flexible configuration and rapid iteration based on performance data. Implemented continuous optimization frameworks with automated A/B testing and performance monitoring to ensure maximum conversion efficiency and revenue generation.

Strategic Impact

Created comprehensive SaaS operational foundation enabling sustainable revenue growth and scalable customer acquisition. The workflow architecture supported successful business operations across international markets while maintaining high automation levels and minimal manual intervention requirements.

Michelle Ackers | Operations Architect & Systems Designer

ackers.ml@gmail.com | 647-482-6433