



Tip Sheet

3 keys

Choosing a Intelligent Billing Platform

Complexity, volume and agility are the top considerations that drive business requirements when shopping for agile monetization and billing platforms.

volume

Be clear how many transactions will be handled by your billing system. If you handle hundreds or thousands of transactions, requirements will differ from those who process billions. Consider time frame for volume processing—must it occur daily or monthly? Do transactions need to be rated? Is real-time processing required? Revenue doesn't necessarily equal volume transacted. A 'billion-dollar' biz doesn't generate a billion \$1 invoices daily; they may only transact a thousand each month.

PROCESSING SPEED: What is processing time of the complete workflow for the volumes of data factored into the final invoice? Which 'events' are part of a service plan, provisioning system or other workflow that is ultimately translated into a detailed invoice?

complexity

What scale of complexity is required for B2C, B2B and B2B2C offerings? With direct business-to-consumer models, an agile billing platform should include monthly subscriptions services, one-time add-ons, and simple tiers for standard contracts.



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With B2B or B2B2C, complexity increases to include bundles, pricing schemas and dealer networks—all with one-time, subscription and usage-based purchasing options. For very large customers, one-off contracts with special pricing may be required. Frequency of invoicing, multi-currency, invoice customization and complex revenue recognition rules also impact complexity.

TRACKING AND USAGE: Complexity increases when billing needs to interface with other systems for provisioning, entitlements, tracking and usage. More data benefits from realtime mediation, client-side pre-processors, smart workflow triggers, as well as robust set libraries of APIs and web hooks.

agility

Being nimble gets you to market quickly, often disrupting incumbents. To rapidly deploy new products with new business models, it's paramount to avoid lengthy customizations by IT. Consider how easy it is to set up and make changes.

TIME TO VALUE: Traditional platform or application implementation takes anywhere from 9 to 18 months. Changes to workflow, products or pricing can require professional customization services. For agile innovators, being able to make business model changes, add or subtract products, offers, bundles, etc. without the need for specialized personnel is critical.

On your mark... Get set... Let's go



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