

# RATED A SUCCESS



How SaaS Disrupters are Winning the Game with **Usage-Based Billing and Rating Models**

Innovative SaaS companies are making the transition from traditional licensing models to usage-based paradigms—drawn by the opportunity to disrupt existing markets, and capture increased revenue share. By 2022, 30% of enterprise software companies<sup>1</sup> will be competing with SaaS businesses, offering comparable solutions with elastic, pay-as-you-go payment models.

## 3 REASONS

SaaS Companies are Switching to Usage-Based Models

Attract Customers

**41%**

of enterprise procurement professionals<sup>2</sup> cite cost containment as their top priority. Reduce barriers to entry with usage-based billing.

Increase Retention

**<30%**

of SaaS companies<sup>3</sup> are meeting customer retention goals. Eliminate churn when you align perceived value with cost.

Drive Revenue

**60%**

of SaaS providers<sup>4</sup> are developing subscription models that give customers more ways to buy. Test drive features with usage-based “add-ons.”

## 6 WAYS for SaaS Companies to Rate and Bill for Customer Usage

**Stored Value**

Give customers a value to draw from over a period



**Tiered &/or Tapered**

Establish levels of use &/or taper costs for higher tiers



**Allowance**

Set an amount and bill for less (or more) usage



**Time**

Charge for peak usage days & times



**Volume**

Provide discounts for high consumption



**Demand**

Capitalize on surges in demand with dynamic pricing



How to Avoid Becoming

## “SHELFWARE”

with an Intelligent Billing Platform

Only **20%**

of SaaS companies<sup>5</sup> have the right systems in place to implement a usage-based model.

Gotransverse’s intelligent billing platform, with its native rating engine, automates the process of rating events across multiple variables, matching them to customers, and applying the right charges to their accounts in near real-time.

Contact Gotransverse today to learn how to turn your billing into a competitive advantage.



“Gotransverse was invaluable in helping transition us to a new billing model for our existing products, and providing a platform that enabled us to introduce new product offerings in an expedited manner.”

Adam Ragauskis, CFO, Edgenet

<sup>1</sup> <https://www.gartner.com/doc/3612019/saas-activeusage-billing-provides-opportunity>

<sup>2</sup> <https://www.gartner.com/doc/3612019/saas-activeusage-billing-provides-opportunity>

<sup>3</sup> <https://www.key.com/corporate/industry-expertise/library-saas-resources.jsp>

<sup>4</sup> <https://www.gotransverse.com/resources/mgi-research-agile-monetization-platforms-state-of-monetization-2016/>

<sup>5</sup> <https://www.gotransverse.com/resources/mgi-research-agile-monetization-platforms-state-of-monetization-2016/>