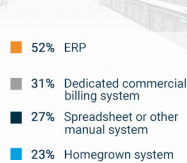


# Approaches to Subscription Billing

100 executives\* participated in a survey: *Approaches to Subscription Billing*

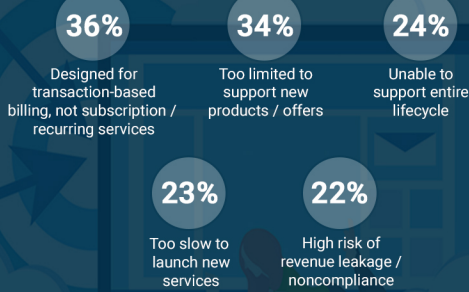
52% of respondents still rely on ERP-based billing, and nearly as many rely on spreadsheets, manual systems, and/or built their own system. Less than a third have invested in a dedicated commercial billing system.

## Types of systems used for billing

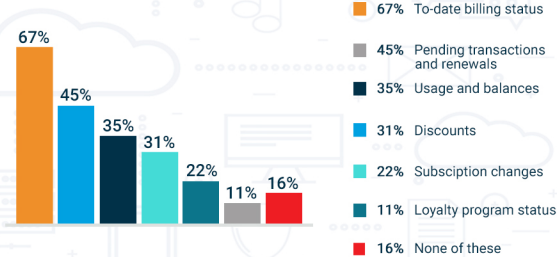


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## Billing platform and system challenges

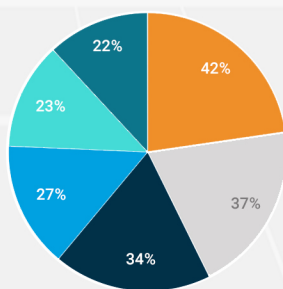


## What aspects of customer accounts can you see in real time?



## Today's billing platform requirements

- 42% Real-time usage processing / balance management
- 37% Accommodate rating across any metric or combination of metrics, e.g., time, volume, transactions, events, etc.
- 34% Discount across different subscriptions, services, bundles, and user groups
- 27% Provide subscriber self-care tools
- 23% Bill on first usage after a free trial period ends
- 22% Manage loyalty programs automatically



Respondents demand capabilities that enable them to provide a superior customer experience and differentiate them from their competitors. Real-time balance management tops the wish list, followed by a number of flexible monetization features like rating on any metric, robust discounting, self-care, free trials, and loyalty points.

## Oracle Monetization Cloud

Oracle Monetization Cloud accelerates time to market for digital, subscription and consumption-based services. Service providers can innovate with flexible pricing capabilities and deliver a compelling customer experience with real-time notifications and personalized offers.

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\*6% CxO  
37% VP  
56% Director  
1% Manager

Survey participants represent a wide variety of industries: business and consumer services, financial services, healthcare, media, manufacturing (primary and high tech), public administration, retail and wholesale trade, telecom services, and transportation.

23% Fortune 1000 companies (revenues over \$1.5 billion)  
13% Large firms (revenues between \$500 million and \$1.5 billion)  
11% Mid-Market firms (\$250 million to \$500 million in revenues)  
53% Small companies (less than \$250 million in revenues)

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