



# Aria Systems Subscription Billing and Management Platform

## Overview

Recurring revenue models are transforming many industries, and a basic measure of a company is the degree to which it can generate recurring revenue in a predictable and on-going basis. From businesses as diverse as telecom providers to lock manufacturers, the ability to generate recurring revenue streams, and build and retain their existing customer base, is increasingly critical to the success of a company.

Manage your entire subscriber lifecycle, from customer acquisition to recurring billing to customer care. Aria's platform, the most feature-rich subscription billing and management platform available today, is revolutionizing how businesses develop their go-to-market strategy and manage their subscriber lifecycle.

The result? Our clients are more competitive because they know more about their customers and markets, and they can adjust their strategies quickly and efficiently. Our cloud-based platform shortens the time to bring new products and services to the market, optimizes your plan and pricing strategy, and maximizes revenue and customer loyalty.

## Aria Product Catalog

Aria's Product Catalog supports any type of price and plan. It's easy for companies to quickly create new products and price plans, or modify existing plans.

- Any combination of one time, subscription, and usage based charges as well as virtual goods and currencies
- Flexible billing periods, including monthly, quarterly, and annually
- Pre-paid or post-paid billing
- Proration by usage, partial months, or any time period
- Multi-language and multi-currency support
- ACH, credit card, check, cash and net-terms payment methods
- Direct customers to a particular payment processing service
- Create mutually exclusive plans for specific customers, enabling branding, billing options, and **currency exclusive to the customer**
- Group related plans to a unique promotion code and associate those plans to a unique set of customers
- Group related plans together so they can easily be administered as a "family"
- Pre-define an unlimited number of price lists across any currency for a given product, allowing single product to be used for different channels
- Communicate across multiple channels with channel-specific templates

## Aria Channel Management

Aria Channel Management fully supports any channel management approach by providing tools to allow companies to group customers, plans, prices and their associated activity into "buckets" that are meaningful.

- Segment customers into logical groupings for treatment in a common way

- Notifications fully describe the event or events that have occurred
- Target multiple receiving systems for any individual notification
- 100 pre-configured events: account events, order events, financial transaction events, notification events

## Aria Customer Acquisition

Aria Customer Acquisition accelerates your customer acquisition strategy and speeds time to market. With the Aria Storefront you can easily build your web-based presence and allow your customers to register and purchase products, all hosted on Aria's platform.

- Aria Storefront allows you to build your web presence without writing code
- APIs and tools which link to your existing website to support your customer acquisition strategy
- Easy-to-use registration, promotion, and coupon tools
- Integrated channel management allows you to market the right products and services to your customers and serve multiple brands/channels with Aria (can sell to completely different business lines with aria)
- Free trial periods, promotions, and coupons to generate interest in company offerings

## Aria Service Activation

In today's world, when a customer signs up for a product or service, they typically expect immediate access to it. The ordering system must act as the system of record, managing the entitlement information of the customer,

## Aria Event Notifications

Aria Event Notifications play an important role in ensuring your business is aligned across customers, suppliers, and other stakeholders.

- Event notifications are "pushed" to external systems in near real-time
- Outbound posts can use a variety of forms such as XML, name value pair, and SMTP, which can easily be consumed by the receiving systems



and notify the provisioning system in real-time to activate the service. Proven in large-scale production environments, Aria Service Activation offers:

- Support for complex service bundles
- Flexibility to handle notifications to any service in real-time
- Libraries of pre-built notifications
- Fully integrated with the rest of the Aria product suite

## Aria Usage Tracking

Whether you want to charge for usage, or just use usage data to better understand your subscribers, tracking and measuring usage is a requirement. Understanding customer usage is a key component to optimizing your business strategy.

- Track and measure any type of usage
- Load usage in real-time or batch mode
- Rate usage throughout the billing period in real-time
- Deactivate services based on usage if dollar thresholds are met
- Measure flexible tier-based pricing

## Aria Recurring Billing

Businesses must offer the right mix of services, to the right customers, at the right price, and at the right time. Billing is a critical step in this process, and that includes accurately determining what a given subscriber owes. There are many complexities to determine amount due, including the subscribed-to plan, usage, upgrades or downgrades mid-cycle, promotional discounts or credits, payment received, and more.

- Calculates bill based on activity for a particular time period
- Automated billing and statement delivery
- Proration for mid-cycle activity including service upgrades and downgrades
- Taxes automatically calculated by the system based on product types and customer location
- Statement presented for payment in either SMTP or XML format. If SMTP, then the options are plain text, HTML, or PDF
- Process payments from customers in multiple currencies (all ISO currencies supported)
- Partial payments can be applied to current balance, past balance, or late payment charges to support specific business needs
- Various payment modes accepted such as credit card, ACH, direct debit, PayPal, or any external or non-electronic pay methods defined using net-terms
- Payment processing on a real-time basis through integration with online gateways and payment processors
- Full and partial refunds
- Renewal Anniversary reports and Aging Analysis reports

## Aria Customer Care

Customer care involves putting processes and systems in place to maximize your customers' satisfaction with your business. In large part, your sales and profitability depends on keeping your customers happy. There are a number of factors that contribute to customer satisfaction, and one critical factor is the after-sales service you provide. Statistics show that if you can resolve a post-sale issue on the first try, you

build stronger loyalty than if no problems were experienced at all.

- Customer Service Representative (CSR) portal to investigate and resolve customer issues
- Self-service tools to allow customers to manage their account information
- Automated communication for many common events across the subscriber lifecycle
- Record payments, issue service credits, and reprint invoices
- Configurable "automated collections" (dunning) solution that is customizable for each customer
- Rich Audit Log allows you to see all the past history of your customers

## Aria Analytics

Today's markets are fast-moving and dynamic, and subscription businesses need to evolve to thrive. Business managers need access to a wide variety of information in order to thrive, and analytical information can help optimize your strategy.

- Subscriber Conversion Reports
- Subscriber Churn Reports
- Receivables Aging
- Dashboard of important metrics
- 50 standard reports available at the touch of a button
- Ad hoc reporting capabilities for unique business requirements
- Automated scheduling of reports in a variety of formats
- Delivery of reports in a variety of methods, including email, FTP, and SCP

## About Aria Systems

Aria Systems is the subscription billing and management market leader serving Global 2000 companies. The Aria Subscription Billing Platform is the industry's only enterprise-class solution that automates the entire subscriber life cycle for all recurring revenue models. Disney, Pitney Bowes, Ingersoll Rand, DreamWorks, EMC, Internap, Roku, VMware, Taleo, and HootSuite all rely on Aria for fast time-to-market, low operational costs, and monetization flexibility. For more information, visit [www.ariasystems.com](http://www.ariasystems.com).

### Aria Corporate Headquarters Silicon Valley

Aria Systems, Inc.  
274 Brannan Street, Suite 602  
San Francisco, CA 94107  
Phone: **415.852.7250**  
Fax: **415.852.7251**  
Sales — Toll Free: **1.877.755.2370**

### Aria Research & Development Suburban Philadelphia

Aria Systems, Inc.  
600 Reed Road, Suite 302  
Broomall, PA 19008  
Phone: **484.427.8200**  
Fax: **484.427.8201**  
Sales — Toll Free: **1.866.933.ARIA (2742)**



**Contact Aria Systems Today!**

**1.877.755.2370**

**[sales@ariasystems.com](mailto:sales@ariasystems.com)**

**[info@ariasystems.com](mailto:info@ariasystems.com)**

**[Twitter @betterbilling](https://twitter.com/betterbilling)**