



Technology Brief

Active Orchestration™  
and Foundation APIs

# Synchronize Data Across Systems

The requirements to power recurring revenue stretch far beyond invoicing and payments—it's about creating high-quality customer experiences that turn into profitable lifetime relationships. Aria's Cloud-based Monetization Platform enables enterprises to do just this—delight customers, master markets, and gain operational efficiency while doing it. A core capability, Aria Active Orchestration™ leverages platform foundation APIs and makes it easy for enterprises to synchronize data across systems, automate custom business processes, and optimize core Aria service behavior.

Aria Active Orchestration™ takes changes to accounts, orders, payments, usage—any of over 130 events that matter to recurring revenue—and sends a data-rich payload to synchronize the data without custom coding or manual processes. Examples of these 130+ events include adding a new customer, changing a service plan, changing an account or account relationship, paying an invoice, changing a payment method, or a credit card expiring. Event payloads are pushed in near real-time and include enough actionable data for external systems like CRM, GL, service provisioning, or payment processors to complete their task.

Configuration settings determine which events go where instead of custom coding. Exception handling is configured as well, so only one exchange is needed between Aria and the receiving system. When a payload is sent and the expected response is not received, exception processing starts, which can resend the payload and send it to an alternate destination after an attempt threshold is reached. Other billing vendors require custom coding to keep data synchronized and provision services. Multiple calls to determine entitlements. Multiple calls to add accounts. Multiple calls to ensure delivery. Their custom coding increases costs, delays implementation, and creates an ongoing support challenge not present with Aria.

## How Active Orchestration™ events align external systems to delight customers

- A customer visits your company website and upgrades from the “silver package” to the “gold package”. A short while later, that customer has a problem with their service and they contact customer support. That customer wants the customer support representative to know who they are and what level service they have. They do not want to repeat themselves over and over.
- Imagine the time and expense to build a solution that synchronizes each system separately—order management, billing system, CRM system, GL system, provisioning system. With Active Orchestration™, your business is aligned, and your customer service representative can better serve the customer.

## SECRET SAUCE: EVENT PAYLOADS

Event payloads contain all the information third party systems need to make updates. If the data payload were too abbreviated, multiple API calls would be needed. For example, “a customer has upgraded to gold plan...”, “which customer?”, “what was their old plan?”, “should we prorate their payments to silver plan toward gold plan?” Aria Active Orchestration™ event payloads mean fewer API calls, less CPU, less bandwidth, and a less complex system where business processes are flexible and agile.

## AUTOMATE CUSTOM BUSINESS PROCESSES

Aria workflow is used to codelessly define and automate custom business logic within Aria, between Aria and users, and between Aria and third party systems. An event happens—what should be done next? Aria helps determine the correct next step.

Aria workflow offers complete business process automation capabilities with drag and drop form creation, flow modeling and rules tables for making complex evaluations simple.

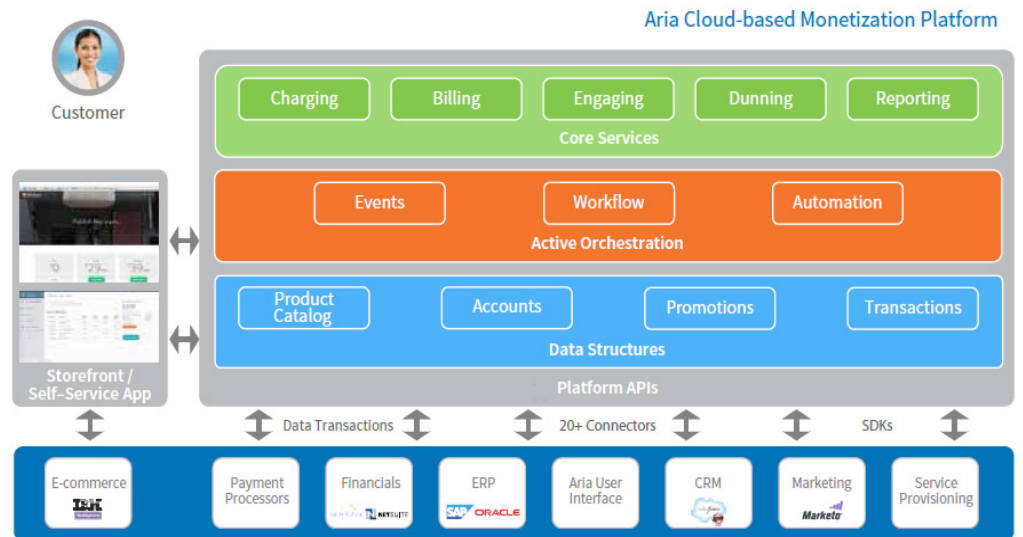
It offers pre- and post-processing capabilities, captures approvals, has a flexible dashboard for status and analysis, and keeps a full audit trail. Aria workflow can also be called as a Web Service, effectively creating custom business APIs that do more than just add an account. For example, the call can add the account, assign it to a partner, and establish joint billing responsibility based on the assigned plan. Workflow can also trigger Aria events, be triggered by events, and trigger core services like billing. This is a case where 1 + 1 + 1 = 10.

### How workflow simplifies growing your business

For example, as your customer crosses 70% of their “silver package” usage for a period, Aria workflow picks up the usage event. It calculates based on number of days left in the billing period and the rate of use of the service, and whether it would be beneficial for the customer to upgrade to the “gold package”. If so, Workflow will trigger another event and have an upgrade offer sent to the customer. With Aria, you can expand your book of business without extensive programming and without manual workarounds.

### OPTIMIZE CORE SERVICES

Aria Active Orchestration™ is also used to configure and optimize core Aria services including billing, charging, rating, and dunning. Timing can be set, dependencies changed, and data imported, processed and exported.



### PLATFORM APIs—APPLICATION PROGRAMMING INTERFACES

Aria Platform APIs provide access to all Aria functionality and data. In contrast to an application, where APIs expose only a subset of functionality, Aria allows access to everything through a rich and robust set of over 340 APIs. With Aria APIs you can access any piece of functionality exposed in the GUI and even functionality not available in the GUI. Aria APIs are REST and SOAP based. The 340+ APIs are both coarse grained and fine grained, which allows the appropriate level of detail of data to be accessed, avoiding the pitfall of many APIs which can be “chatty” due to the number of API calls required to complete business processes. Aria offers three types of APIs—configuration, service and reporting APIs with custom Web Services creatable using workflow.

### Configuration APIs

These APIs provide access to configure core information objects including plans, pricing, promotions, accounts, and discount rules. By analogy, these APIs build your “Web store” and self-service applications and portals. These APIs are available in REST.

### Core Service APIs

These APIs provide access to Aria services that interact with or use Aria data. These are transactional calls triggered by events or “moments” between you and your customer. Most of these APIs are used to access information on an account-by-account basis, for example: billing a customer, charging a credit card, sending a welcome email, or activating the service to which the customer has subscribed. The APIs are accessible in REST and SOAP.

### Reporting APIs

There is also a set of APIs for mass data retrieval, used to pull summaries or lists of things from the database. These are accessible in REST and SOAP.

### Custom Web Services

As discussed previously, workflows can be accessed as Web Services and combine pre- and post-processing with one or more API calls.

## ABOUT ARIA SYSTEMS

Aria Systems’ cloud-based monetization platform is the consensus analyst choice, top ranked by leading research firms. Innovative enterprises like Adobe, Phillips and Zipcar depend on Aria to accelerate time to market and increase flexibility, enabling them to maximize customer value and grow recurring revenue through subscription and usage-based offerings.

### ARIA SYSTEMS

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## PRE-BUILT BI-DIRECTIONAL CONNECTORS AND SDKs

Aria offers pre-built connectors to systems such as salesforce.com, NetSuite, Boomi, SAP, and Oracle. The connectors are bi-directional with updates transmitted both ways based on changes in either system. For example, Aria’s salesforce.com connector transmits object changes in both directions and doesn’t have to wait for a record threshold to be met before transmitting those changes.

Aria enables our clients to deliver a superior customer experience by connecting customer data to any system, using a client’s choice of language. Aria provides SDKs for PHP, .NET, Java, and Ruby on Rails, and salesforce.com to empower a client to create a rich user experience, driven by configured business processes and minimal coding. Configurability means what clients build will be portable and extendible as new business needs evolve.

## SUMMARY

Aria Active Orchestration™ and Platform APIs provide the most powerful enterprise-grade solution for delivering the superior customer experience your customers demand. By combining events, workflow, and APIs together you easily synchronize data across your systems and automate your custom business processes today and tomorrow without coding. The results are faster time to market, lower costs, and the impeccably executed buying experience and engagement you need to maximize customer lifetime value.