

HERE Uses Aria to Monetize Location-based Services

Overview

Industry

Location Services

Headquarters

Eindhoven, Netherlands

Challenges

- Sought new recurring revenue stream by exposing usage-based subscriptions to a broader audience
- Handle sophisticated hybrid rate schedules
- Automate usage threshold notifications

Solution

- Flexible product catalog and pricing structures
- Advanced usage rating capabilities
- Customizable user notifications

Benefits

- Expand customer base with a wider variety of products and services
- Provides ability to use more advanced usage ratings for future products
- Improves operational efficiency by enabling automation of entitlement and billing

Looking at a digital map? There's a strong likelihood it was developed by HERE. The Netherlands-based company develops the maps used in most cars. It's also a provider of location-based services to many of the world's biggest enterprises, such as Microsoft, FedEx, and Samsung.

Backed by Audi, BMW, Daimler and Intel—with China's NavInfo and Tencent and Singapore's GIC also poised to become shareholders in 2017—HERE is targeting rapid growth in the years ahead. Increasingly, it's deploying cloud-based, real-time mapping to power, among other things, semi- and fully-autonomous cars, smarter logistics, and public-sector intelligent transportation initiatives.

Like its investors, HERE believes that location intelligence will fuel invention and expansion across different industries in all parts of the world—making our roads safer, the air cleaner, and businesses more efficient, as well as improving quality of life for people living in our rapidly expanding cities.

The Challenge



To broaden the reach of its location services, HERE created a usage-based subscription offering available on the [HERE Developer Portal](#). This initiative required a monetization platform that could charge a basic subscription fee, while also incorporating sophisticated rate schedules across a variety of plans and options. The platform also needed to track each API call to account for usage and overages and then charge accordingly. Additionally, HERE required automatic notifications for clients who were approaching usage thresholds, as the feedback is vital to maintaining quality customer relationships. Building on this implementation, HERE is currently broadening its use of Aria to automate entitlement and billing across additional sales channels.

The Solution

HERE needs the flexibility to package services and allow its customers to pay for them in a variety of ways, which introduces variables into the billing equation. Customers can pre-purchase a fixed number of API calls per billing period. They are charged per call when they exceed that amount. HERE also offers services billed as straight usage, high water mark rating, tiered pricing, and combinations of any number of these models. On top of this, it also operates in multiple currencies.

HERE chose Aria to monetize its products because it has the flexibility to handle the types of billing models that the business offers. With Aria, HERE can also support the large number of pricing and packaging models required by different groups across the business. In short, Aria can provide HERE a high level of scalability as its business continues to evolve.

Solution highlights:

- **Highly Flexible.** Product catalog and pricing structures accommodate complex billing structures in infinite combinations.
- **Customer-focused.** Customizable user notifications increase customer satisfaction and package upgrade sales.
- **Fully Scalable.** Billing capabilities work with small and large clients, and scale with the growth of the HERE's lines of business.

The Results

Thanks to Aria's unique hierarchical product catalog, HERE can now meet the needs of its varied customers by fully accounting for hundreds of different plans and services. Aria's advanced usage rating capabilities allow HERE to charge a subscription price along with complex models of over 40,000 rate tiers and over 2,500 rate schedules. HERE utilizes thresholding with different levels for different channels, while Aria's platform grants the ability to use other advanced usage ratings in the future.

"Aria helps us provide packaging and payment choices to fit the unique needs of each business unit and customer segment," says Jennifer Glen, Director of Product Management, Mobility.

"Aria's enterprise-strength product catalog and billing engine provides both the granularity and flexibility we require to support our existing pricing models, as well as the confidence that we'll be able to support our pipeline of new product launches," said Glen.

Benefit highlights:

- **Broadens customer base.** Meets the needs of SMB customers by offering online, electronic-payment-based subscriptions.
- **Improves operational efficiency.** Helps prevent revenue leakage by supporting customer product entitlement at the service level, and automating invoice calculation and payment collection.
- **Supports complex business models.** Enables a wider variety of product and service offerings via different, often highly complex, usage-based business models.

"With Aria we can provide packaging and payment choices that fit the unique needs of each business unit and customer segment."

—Jennifer Glen, Director of Product Management, Mobility

For more information go to www.ariasystems.com
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