

Customer and Channel Insight Shapes Business Decisions

Learn how a leading communications company turned to Aria Systems to better manage its complex reseller community, boost the security of online sales and drive new revenue.

Founded in 1999, IMN (<http://www.imninc.com>) is a Software as a Service (SaaS) provider specializing in content-driven e-communications services. IMN enables companies to communicate with their customers through multimedia email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN services more than 3,000 accounts globally, including MetLife, Volvo Cars North America, Medifast, Gold Canyon and Sage.

The Challenge

IMN's multi-tier distribution strategy – including direct and channel sales – was rapidly expanding and the company found that its existing billing system could simply not keep pace. As sales grew, IMN needed a comprehensive solution that could be closely tied to four major business activities: account provisioning, online marketing, client support and channel management.



“We needed a billing system capable of representing complex channel relationships, with rich API integration and highly customized reporting capabilities out of the box,” said Philip Werner, Vice President of Products at IMN. “We wanted to fully outsource a major production system and enable our software engineers to focus on product development and customer satisfaction.”

In addition to supporting business growth, IMN needed a system that could aid in compliance with evolving industry regulations, including PCI-DSS, and help keep customers’ confidential data secure. Under PCI, IMN was responsible for the security of all stored information from on demand transactions, including credit card numbers, expiration dates, and card verification values, and wanted to boost existing data security processes to ensure compliance.

“Finding a solution that stored sensitive data in a PCI-compliant service provider platform was a must have for us,” said Werner.

The Solution

IMN evaluated several billing platforms and was impressed with the openness of the Aria Subscription Billing Platform. In addition, the Platform provided an extensive array of off-the-shelf capabilities, which includes a report scheduling engine, business intelligence and an executive dashboard. Ultimately, the company made a decision to implement the Aria Systems solution to support its enterprise-wide billing and customer management needs.

The Aria Platform’s robust billing and customer management functionality, combined with infinite scalability, means that IMN has the monetization platform needed to capture more revenue as it launches new products and its business continues to expand. The Platform supports a multitude of billing scenarios, giving IMN the flexibility to easily introduce new pricing and promotions without modifying the underlying billing platform.

Plus, IMN’s products and billing infrastructure is now 100 percent PCI compliant and sensitive payment information is fully protected.

The Results

As a result of partnering with Aria Systems in 2008, IMN has experienced improved operational efficiencies in four key areas: 1) The company’s online marketing and channel managers have greater visibility into program performance and are able to quickly refine and optimize future programs; 2) IMN has improved its customer support with more personalized external interactions; 3) By taking advantage of Aria’s audit trail capabilities, potential billing issues are easier to flag and diagnose; and 4) IMN has gained strategic insight into customer usage and activities and has used that knowledge drive business decisions across the board.

“Most importantly, billing has become a strategic enabler for us. We now have incredible insight about our customers’ purchasing activities and the impact has been profound.”

—Philip Werner, Vice President of Products, IMN

For more information go to www.ariasystems.com
or contact Aria at info@ariasystems.com or 1-877-755-2370.