

Leading Networking Company Uses Aria Systems to Drive IoT Success

Overview

Industry:

Networking Equipment

Challenges

- Had no experience launching IoT products or recurring revenue models
- Lacked existing billing systems or resources to maximize IoT revenues
- Needed to bring new product line to market quickly

Solution

- Scalable, future-proofed solution
- Additional flexibility to enable multiple billing models

Benefits

- Provides capabilities to quickly create and test new plans, offers, and promotions
- Cuts time-to-market for new products by 50%
- Scales to allow unrestricted growth
- Integrates with Vertex to simplify tax collection and payment

This leading global networking company delivers innovative networking products to consumers, businesses and service providers. The company’s products are built on a variety of proven technologies such as wireless, Ethernet, and power-line, with a focus on reliability and ease-of-use. Its products are sold in 27,000 retail locations around the globe, and through approximately 31,000 value-added resellers, as well as multiple major cable, mobile, and wireline service providers.

The Challenge

This company has long been a leader in networking equipment like routers, gateways, wireless access points, switches and other hardware. It has well-established markets in consumer retail, B2B, and in the communications industry. The company saw an opportunity on the horizon to capitalize on its competencies and enter the burgeoning IoT market to provide new revenue streams. [“This is the beginning of the age of the connected smart home, one in which Aria’s monetization capabilities will help us play a central role,”](#) said the president of IT.



The networking company entered the IoT market with a new home monitoring system, featuring the world’s first 100% wire-free smart camera. The innovative security system can be purchased in a variety of ways: as a stand-alone product with a “freemium” subscription for storing video in the cloud, or as a premium subscription service that allows customers to store up to 60 days of video from 15 cameras in the cloud.

While the stalwart company has a wealth of expertise in networking, the connected security camera was its first foray into the IoT and recurring revenue-based services. Since the it previously focused mainly on one-time sales, it did not have a platform in place that could handle subscription services, bundles, and promotions or the requisite resources and expertise to build one. To be successful, it needed to focus on delivering its core products while expanding into the IoT market and not spending precious time and resources on building a monetization platform to support its new efforts.

To help ensure the success of its new line of IoT-connected cameras, the company needed an agile partner to help take the product live in 40 countries with opportunities for rapid, exponential account expansion. The company was making a big move into IoT, and simplistic billing software just would not work.

The Solution

The company chose Aria's cloud-based monetization platform over other billing systems because Aria would cut their time to market in half. Aria Active Orchestration™ was also a big selling point, because it enables them to synchronize customer data with their existing provisioning system, track behavior, and then enable an exceptional self-service experience. With Aria, the company can also quickly launch and evolve its offerings without coding—whether order-based, usage-based, freemium, annual or monthly. The launch plan called for a roll out in 13 currencies, so Aria's ability to integrate with 3rd-party tax engines like Avalara and Vertex was key as well.

“The growth of Wi-Fi connected devices in the home will be exponential over the next five to ten years, and we are committed to being a market leader in this space. To do this, we simply couldn't afford to risk our results with a billing solution that isn't as flexible as Aria.”

Solution highlights:

- **Faster time to market.** Aria allowed this global leader in networking to go to market six months faster than they could with competing solutions.
- **Fully scalable.** Its IoT-connected camera subscriptions went from zero to hundreds of thousands of users in just a year, and they expect exponential growth. Aria is growing with them.
- **Ease of Integration.** Aria integrated easily with the company's provisioning system and Vertex tax engine, reducing implementation time.

The Benefits

With Aria, this company was able to get its new IoT-enabled security cameras and related subscription services to market in less than a year. Additionally, Aria integrates with its existing provisioning system, allowing end customers to add or modify services instantly, without manual intervention. Aria's API-based architecture allowed simple integration with their existing systems—including Salesforce CRM, Oracle ERP, Vertex Tax Engine allowing the company to get to market much faster.

Since deploying Aria, the number of accounts has tripled to almost 700,000, as has monthly processed revenue. They expect continued exponential growth. Aria will scale with them as they grow so they can quickly add new products, services, packages and bundles.

“The growth we are seeing has surpassed our expectations, and forms the cornerstone of our retail business going forward,” said the chairman and CEO of the company. “And Aria enables us to keep pace with this growth—whether it's 10, 20, or 1000 times over—we don't have to worry about the billing system creating a bottleneck,” he said.

Benefit highlights:

- **Rapid scalability to grow.** The new service went from hundreds to 695,000 accounts in less than two years, and expects to quickly grow to over 1,000,000.
- **Easy integration.** Aria allowed integration with existing CRM, ERP, Taxation, and provisioning systems without straining IT resources.
- **Lightning fast product launches.** It was able to go live in 40 countries in less than six months, and then quickly test new plans, offers, and promotions.

“Aria has allowed us to keep pace with the growth—whether it's 10, 20, or 1000 times over—we don't have to worry about the billing system creating a bottleneck.”

—Chairman and CEO

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