

# 3 KEYS TO SELECTING THE RIGHT BILLING SOLUTION

The billing system, once relegated to the back office, is making the move to the front office. As consumers continue to adopt subscription and usage-based services in their daily lives (ex: Netflix, connected cars, etc.), businesses are also adapting their models to support recurring revenue services and increase customer lifetime value. Today, nearly **50% of US businesses have adopted, or are considering adopting a recurring revenue model.**



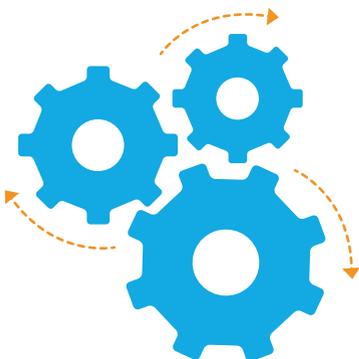
According to Andrew Dailey of MGI Research, “billing and monetization processes and solutions are becoming critical ingredients enabling corporate innovation.” The increasing demand for subscription and usage-based services requires a modern-day billing system – one that can process traditional billing and payments, but also supports the necessary capabilities to engage with customers at every revenue moment and gather insights to continuously better the customer experience.

In today’s hypercompetitive environment, the difference between being first- or late-to-market can be empowering or devastating to your business. If your billing system does not support the ability to simply and rapidly change pricing and offers or automate responses to maximize each revenue moment, it’s likely hindering your ability to quickly go-to-market, resulting in a loss of customers, market share, or both.

**Is your current billing system hindering your ability to quickly get to market with new offers?**

If you answered yes, you may want to consider a new billing system.

## Here are 3 Keys to Selecting the Right Billing Solution



### 1 Agility

How fast can the billing system enable you to respond to continuous change?

- If you don’t give customers what they want, when they want it, how they want it... your competitors will
- The right billing solution empowers you to quickly offer new products and services without complex code or IT intervention

#### EXPERT TIP

*“Look for a billing solution that supports the flexibility of product offers and accounts (plans).”*

– **Bob Feghali**,  
Billing Industry Advisor



## 2 Business Partnership

How easy is it to develop a long-term business relationship with the billing system vendor?

- Choosing a vendor that's easy to do business with is a critical decision that can help or hurt your bottom line
- The right billing vendor is willing to engage in a long-term partnership.

### EXPERT TIP

***“Look for a company that is a thought leader in the billing and monetization space.”***

– Tom Stergios,  
VP Quote-to-Cash,  
Advanced Technology Group

## 3 Security

How secure is personal and confidential information?



- Data breaches and hacks are a threat across all industries – finance, education, healthcare, business, government, etc.
- At 62% of breached information, credit and debit cards are among the most commonly breached credentials. (CSID, 2015)
- The right billing solution prioritizes security and protecting customer information.

### EXPERT TIP

***“A platform provider must be truly enterprise-grade with stringent security standards around the Payment Card Industry (PCI), EU Safe Harbor, HIPAA, etc.”***

– Brendan O'Brien,  
Co-founder and Chief  
Evangelist, Aria Systems

The move from one-time sales to subscription and usage business models spans nearly every industry. From consumer retailers offering subscription music services to healthcare providers charging per use, the need for more sophisticated and proven billing systems has never been greater. Choosing the right billing solution can help you get, and stay, ahead for years.

**For more information on selecting the right billing system, visit [www.ariasystems.com](http://www.ariasystems.com) and learn more about its number one ranked cloud billing and monetization platform.**



### About Aria Systems, Inc

Aria, the number 1 ranked cloud billing provider, helps enterprises monetize and grow recurring revenue at scale. Proven by the world's most demanding businesses, including AAA NCNU, Constant Contact, Falck, Hootsuite, Pitney Bowes, Telekom Denmark, and VMware, Aria's billing and active monetization platform helps enterprises modernize their revenue operations with a better way to manage offers, customer accounts, billing and financial processes. With Aria, enterprises get to market faster with a wider variety of products and services, retaining more customers and maximizing lifetime value. To learn more, visit [www.ariasystems.com](http://www.ariasystems.com).

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