

**Overview**

Aria for Salesforce is a managed application that combines the power of Aria with the familiarity of Salesforce. Leverage Aria's #1 ranked cloud billing platform within Salesforce to maximize your sales and grow your recurring revenue business faster. Bi-directional updates, a plan wizard for guided selling, and full customer account history means what your teams need is always right at their fingertips in Salesforce.

**Benefits**

- Accelerate recurring revenue growth
- Manage complete subscriber lifecycle
- Full, 360-degree view of customers and activity
- Quote and book directly in Salesforce
- Apply payments, credits, and refunds in Salesforce
- Product pricing and billing data at your fingertips
- Increased productivity for sales and support teams
- Enterprise grade, multi-currency, multi-language
- Supports B2B and B2C recurring revenue models
- Can eliminate need for a separate CPQ solution

**Features**

- Bi-directional automatic synchronization
  - Purchased plans
  - Applied promotions
  - Invoices, statements, and usage
  - Account transactions and history
- On-demand synchronization of new plans
- Promo-codes identify plans to synchronize
- Plan Wizard for guided selling, quoting, and booking
- To-do reminders created from account activity
- Graphical account quick views
- Data stored in Salesforce or pulled real-time from Aria
- Map custom fields from Aria to Salesforce
- Supports mobile devices
- Built on Salesforce1

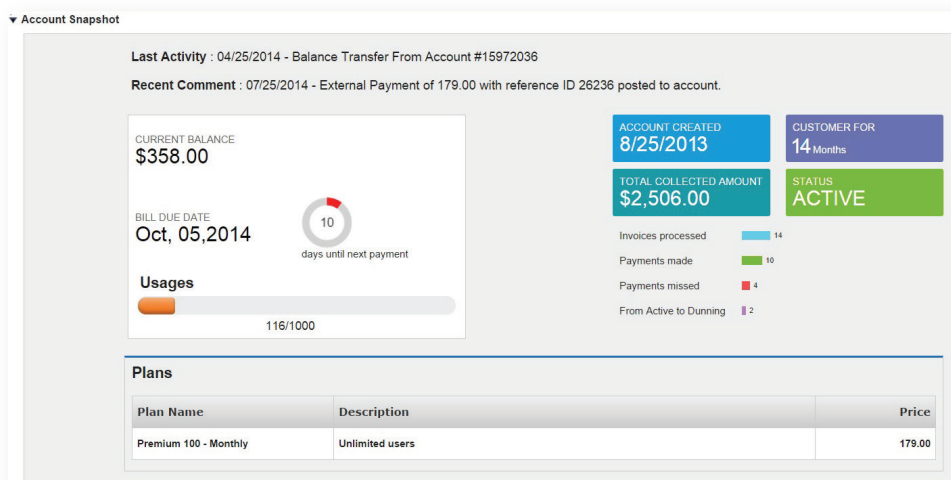
# Aria for Salesforce

## Grow Recurring Revenue in Salesforce.com

Supporting the entire customer or subscriber lifecycle is easy with Aria for Salesforce. Aria is the #1 ranked cloud billing provider and supports sophisticated business-to-business (B2B) and business-to-consumer (B2C) recurring revenue models, multi-tiered distribution models, discounts and promotions, custom fields, quoting, multiple currencies and languages, and more. Aria for Salesforce connects our Cloud Billing and Active Monetization Platform directly to salesforce.com.

Aria for Salesforce enables your Sales and Customer Service teams to work exclusively within Salesforce to grow recurring revenue. Graphical account quick views provide the 360-degree view of customer activity your teams need to do their jobs. Plan Wizard provides the guided selling, quoting, and booking capabilities you need to make offering multiple plans and options a snap. Aria for Salesforce can even eliminate the need for a separate CPQ solution.

**Figure 1** Account Snapshot Quick View



## Maximize Selling Opportunities

To retire quota, your sales team needs the most current products, services, promotions, and customer account information right at their fingertips. They need to know what is happening to your customers at all times, from account status and recent payments to current promotions and to-do reminder actions. Aria for Salesforce keeps all this information in Salesforce in an up-to-date, accurate, and easy to consume manner. The Plan Wizard drives higher conversions and improves buying experiences by encapsulating best practices. You can configure



which plans and options to offer and how they are offered, leveraging Aria's hierarchical product catalog. The catalog reduces the SKU proliferation that drives sales teams crazy, often forcing complex CPQ solutions to be used.

Quotes are easy to prepare, save, and book with any combination of one-time, subscription-based, or consumption/usage-based plans from simple flat-rate subscriptions to sophisticated tiered consumption/usage-based models.

Plan Name	Billing Interval	Unit	MR
Premium 10	Annual	1	USD 699.00
Premium 100	Monthly	1	USD 179.00

Services	Service Type	From	To	Rate	List Price	Discount(%)	Net price	
Monthly Fee	Recurring	1		179.00	179.00	0.00	179.00	
File Storage GBs	Usage-Based	1	100	0.00	0.00	0.00	0.00	Add Remove
Activation Fee	Activation	1		2.55	2.55	0.00	2.55	Add Remove

One Time Products	Description	Unit	Price
200001	Seasonal Activation Fee	0	25.00
100002	Partner Recertification Online	0	199.00

Figure 2 Salesforce Quote after using Plan Wizard

## Maximize the Support Experience

Aria for Salesforce gives your Customer Support team the information they need to quickly answer questions and process transactions without having to leave Salesforce. At a glance, they have insight into your customers' current activity and account history, including plans and plan usage, payments, renewals, changes, and outstanding balances.

With Aria for Salesforce, you control what your Support team members can view, enter, or update from payments, refunds, credits, and write-offs within Salesforce. Your customers and support teams will appreciate the superior experience they enjoy when the data and functionality they need is at their fingertips and always up-to-date.

## Enterprise-Grade, Hassle Free

Aria for Salesforce is designed for enterprises and mobile devices. Built on Salesforce1, Aria's integration makes it easy to rapidly roll out new products, plans, services, and promotions. A Force.com SDK is available to expand application functionality.

To-do reminders in Salesforce are easy to automatically generate as Aria workflows can listen for events then post messages to Salesforce. For example, alerts to call a customer because a renewal is coming up or usage has crossed a predefined threshold can be handled this way and used to grow recurring revenue.

## How it Works

As a Salesforce1 managed package, information is updated in three ways: bi-directionally with 2-way SSL security, on-demand, and scheduled batch. Data can be stored in Salesforce so Salesforce reports can include recurring revenue information, or data can be accessed in real-time using Aria APIs to avoid data storage costs in Salesforce.

**Subscription Plans:** Promo-codes are used to identify which plans to synchronize via nightly batch jobs or on-demand.

**Customer/Accounts:** Updates are synchronized bi-directionally in near real-time. Accounts added in Salesforce are added to Aria and vice-versa.

**Billing and Customer Transactions:** As the owner of the billing transactions, Aria updates Salesforce in real-time whenever data in Aria changes.

**Product Catalog:** Updates are synchronized to Salesforce via nightly batch jobs or on-demand, which enables Salesforce to hold a subset of available plans.

**Orders, Contacts, Assets, and Purchased Plans:** Updates are synchronized bi-directionally in near real-time.

**Plan Wizard:** Streamline the quoting process and sales flow, improving the buying experience for customers and the selling experience for reps so quota is retired faster.

## About Aria Systems

Aria, the number-one 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, TDC, and VMware, Aria's cloud 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 [ariasystems.com](http://ariasystems.com).**