

**Overview**

Global provider of secure content sharing, regulated communications and disclosure services.

**Industry:**

Content Location Services

**Headquarters:**

Minneapolis, MN

**Challenges**

- Streamline billing processes
- Increase customer engagement and satisfaction
- Accelerate delivery of innovation

**Solution**

- Modernize billing system
- Rapidly price and bundle a wider variety of products
- Automate entitlements, usage metering and billing
- Quickly generate accurate invoices

**Benefits**

- Automates previously manual processes increasing both efficiency and customer satisfaction
- Reduces FTEs required to manage recurring billing by 20%
- Speeds up revenue cycle and increases cash availability
- Improves ability to meet customers' changing requirements
- Expedites go-to-market for new, large-scale offerings
- Accelerates growth of DataSite business to meet corporate goals

# Merrill Leverages Aria Systems, Increasing Innovation and Profitability

Merrill Corporation provides secure, innovative solutions to complex content and communications requirements. From its origins as a financial printer nearly 50 years ago, Merrill has grown to over 3,000 employees in more than 34 locations worldwide, helping firms securely protect, share and collaborate on their most sensitive and confidential content. Its industry-leading virtual data room, Merrill DataSite, ensures the right information is shared with the right people, leading to successful mergers and acquisitions.

**The Challenge**

Last year, Merrill transformed its software development process from a waterfall methodology to an agile environment, requiring new talent, processes, technologies and a fresh approach toward billing.

Because Merrill enjoys a high level of customer engagement with its offerings, the company can rapidly develop a first-generation product, have customers use it and quickly provide feedback. Engineers then adjust features based on that feedback with a rapid turnaround to deploy the latest modifications. The goal to deliver the best customer experience is driving satisfaction and resulting in increased profits.



However, Merrill would not reap the full benefits of its technology revamp if its legacy billing systems continued to encumber its development resources. Rather than building code for customer-facing content, developers would be supporting outmoded internal systems, delaying innovation and hindering the timely release of new products to market. An inefficient quote-to-cash process also meant that capital would be unnecessarily tied up and non-productive. In such a scenario, services turn reactive, customers increasingly disengage, and product updates and innovation stall.

## The Solution

To improve agility and enhance the customer experience, Merrill embarked on a process to streamline its business operations end to end — from generating a quote to the timing of revenue recognition. Merrill selected Aria as its cloud-billing and monetization platform so it could quickly adapt to changing market needs.

Aria supported Merrill's new generational product platform with best-in-class cloud billing technology. The highly flexible entitlement management process matches Merrill's product metering needs, and it can now match usage data with commercial entitlements when needed. Merrill's superior customer service is also enhanced with actual consumption data that provides quicker and better understanding of how customers are using products. Customer success, product adoption and market feedback are all improved.

With this in place, Merrill quickly and accurately generates invoices, improving the overall customer experience and brand engagement. As a bonus, the timeliness of invoices shortens collection cycles, contributing to accelerated revenue and enabling a greater access to cash for product reinvestment.

### Solution highlights:

- **Highly Flexible.** Product catalog and pricing structures are accommodated by a billing system that adapts to all potential needs
- **Customer-focused.** Usage data increases product knowledge and customer satisfaction
- **Efficient.** Automated processes reduces the number of FTEs required to manage recurring billing and monetization
- **Fully Scalable.** Billing capabilities work with small and large clients, and scale with the growth of the business

"Aria has been a great partner providing cloud-billing software that is core to our business transformation," says Diane Vipond, Director, Financial Systems at Merrill.

## The Results

With Aria, Merrill has automated many previous manual processes, which has not only shortened the revenue cycle with faster access to cash, but also has enabled it to shift 20% of its development resources toward more strategic initiatives. With more cash on hand and superior, more relevant customer insight, Merrill can quickly innovate products that better meet customer demands to grow its bottom line.

"With Aria, Merrill can focus its efforts on its most profitable lines of business and innovate on those lines much faster," says Axel Kirstetter, Vice President, Pricing, Product Marketing, Field Marketing.

### Benefit highlights:

- Supports complex business models. Enables a wider variety of product and service offerings via different, often highly-complex, usage-based business models
- Increased customer engagement and satisfaction. Timely availability of usage data
- Quicker access to revenue. Greater accuracy of invoices means frictionless payment cycles
- Faster time to market and efficient innovation. Adoption data drives future roadmap prioritization
- Frees up 20% of development resources to work on customer innovation

"Aria provides technical expertise, which gives us the ability to meet customer requirements and bring new global offerings to market faster than before."

—Axel Kirstetter, Vice, President, Product Marketing, Merrill Corporation

For more information go to [www.ariasystems.com](http://www.ariasystems.com)  
or contact Aria at [info@ariasystems.com](mailto:info@ariasystems.com) or 1-877-755-2370.