

Overview

Aria Revenue Analytics is a set of out-of-the-box analytic and operational reporting capabilities included in the Aria Cloud Billing and Active Monetization Platform. Purpose-built for recurring revenue, Aria Revenue Analytics provides insight and context via dashboards and analytic, operational, and custom reports to accelerate growth while maximizing customer acquisition and retention. Built for enterprises, Aria Revenue Analytics runs in the Aria Cloud on best-of-breed, enterprise-grade technology.

Benefits

- Grow your recurring revenue business faster
- Validate recurring revenue strategies
- No additional cost—comes with the Aria Platform
- No extra work—managed in the Aria Cloud
- Current information—updated every 15 minutes
- Enterprise-grade scalability
- Supports corporate compliance with simple integration to existing data warehouses/systems

Features

- Pre-built, customizable dashboards
- Over 70 operational reports
- Local and master currencies
- Decile and time series trend data
- Conditional color formatting
- Full data drill down, across, and up
- Password protected reports
- Static and refreshable reports
- Schedule and distribute reports
- PDF, HTML, Excel, and character-delimited formats

Aria Revenue Analytics

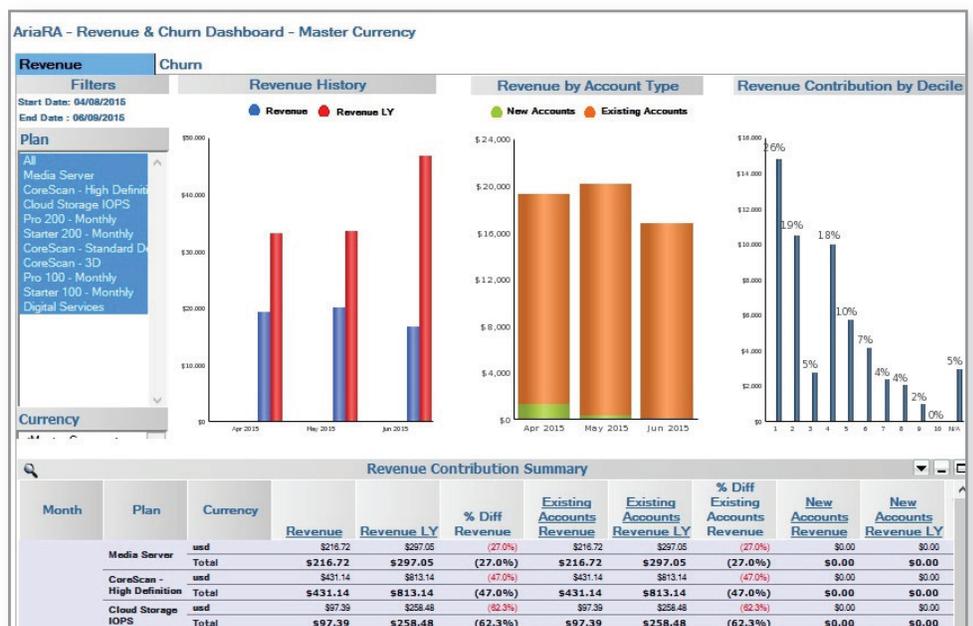
Grow Your Recurring Revenue Business Faster

Analytic tools are essential to the modern recurring revenue business. They guide day-to-day operations and decision making, help identify new opportunities, and improve customer acquisition and retention. Assembling and managing an effective analytics solution can be a major undertaking. Aria Revenue Analytics comes with the Aria Cloud Billing and Active Monetization Platform so you can grow your business faster.

Recurring Revenue by Design

Aria Revenue Analytics is purpose-built for recurring revenue, providing the information you need to design the high-performing recurring revenue business you want. Out-of-the-box dynamic dashboards and reports provide interactive views into your business performance—recurring revenue, customer usage and churn, promotion effectiveness, payments, and more in one place. Dashboards use time-based snapshots to show historical performance trends and include panels with customizable sections to display the data you want to make better business decisions. Analytic reports focus on specific business process areas, like finance or marketing, and 70+ operational reports provide detailed or summary data however you need it. Customize reports with your unique data elements and custom groupings to further extend reporting capabilities.

Figure 1 Revenue and Churn Dashboard





Deeper Insight from Context

Aria Revenue Analytics provides deeper insight into your recurring revenue business through context. Compare current performance against historical trends or by customer decile. Overlay promotional data to find out what works and what doesn't. Include time-series trend data, complex calculations, custom attribute groupings, and conditional formatting that highlights out-of-range attributes and metrics in color. Share data using both grid and graphical visualizations. Drill down, across, and up to get the insights necessary to maximize customer acquisition and retention and grow your business faster.

Enterprise-Grade, Hassle Free



Aria has done all the hard work for immediate impact. No waiting for a data warehouse to be designed, configured, and deployed. No managing multiple solutions from different vendors. Aria Revenue Analytics uses enterprise-grade components from Amazon Web Services and MicroStrategy for maximum performance, security, and scalability.

Managed by Aria, Revenue Analytics eliminates the hassle, delay, and overhead of accessing multiple systems with heterogeneous data metrics. Aria Revenue Analytics supports corporate compliance with customizable bulk export files for simple data integration into your corporate data warehouses or other systems.

How it Works

We deliver Aria Revenue Analytics from our Cloud datacenters with information updated every 15 minutes. All features are accessible through your web browser, including:

Dynamic Dashboards: Display information to support specific business processes including revenue and churn, finance, marketing, payment, and usage. Dashboards are interactive and customizable with panels, sections, filters, and visualization options.

Analytic Reports: Retrieve summarized and time-series trend data that can incorporate complex calculations and custom attribute groupings such as usage and revenue, cohorts, plan supplemental fields, and other configurable attributes.

Operational Reports: Provide users with the ability to report on operational data. There are over 70 pre-configured operational reports including invoice detail, payment detail, transaction detail, and usage detail.

Data Integration Reports: Extract large volumes of Aria data in character-delimited files for external systems use. Both operational and data integration reports are customizable by adding or removing attributes or metrics, modifying one or more filters and/or visualization options, and renaming report objects or changing sort order. Customized reports are easy to save for reuse.

Custom Reports: Are easy to build with our interactive Report Wizard. The Report Wizard allows you to select filter criteria not limited to calendar, dunning, plan, account, service, invoice, or usage; then select which invoice, payment, transaction, or usage metrics you wish to include in the report as well as which attributes to group them by. Custom combinations of reporting attributes can be saved as custom groups for easier reuse and banding.

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.**