

# RECURRING REVENUE MANAGEMENT



# 7

## REASONS WHY INTEGRATION MAKES SENSE...

CRM  
System

ERP  
System

CSR  
System

Fulfillment  
Platform

Billing

Reporting

### 1 MAXIMIZE CURRENT INVESTMENTS

Get the most from your big investment \$\$\$ in your infrastructure.

### 2 DRIVE INNOVATION

Less resources spent on infrastructure means more time and resources for growing your business.

### 3 ACCELERATE RESULTS

Fewer changes = faster time to market = quicker return on investment.

### 4 PERSONALIZED CUSTOMER EXPERIENCE

Provide what they want, the way they want it, when they want it.

### 5 REDUCE DEPLOYMENT COSTS

Integrating with your current environment costs less than replacing it.

### 6 MINIMIZE BUSINESS DISRUPTION

If it's not broken, why fix it?

### 7 PROVIDE A SINGLE CUSTOMER VIEW

Customer service starts with knowing your customer — who they are and what drives their behavior.

## NEW RECURRING REVENUE SYSTEM

CRM System ↔ CSR System ↔ Fulfillment Platform ↔ ERP System ↔ Billing ↔ Reporting

Source:  
Recurring Revenue: Why Integrating with Existing Systems is Key to Success [ePaper]

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