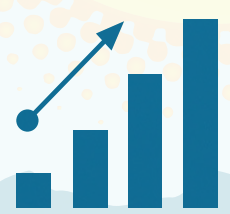


# 7 REASONS TO EVALUATE CLOUD BILLING

Recurring revenue business models can help grow business faster to master existing and create new markets. Is your company equipped to handle recurring revenue?

## BILLING MOVES UP TO THE CLOUD



Wall Street and investors give 8-12x higher valuations to solutions that enable successful recurring revenue models\*.



New cloud billing providers are more nimble than traditional on-premise solutions.

HERE ARE 7 REASONS WHY CLOUD BILLING MAY MAKE SENSE FOR YOUR BUSINESS

1



### The Cloud Advantage

- Affordable and easy-to-use
- No hardware purchases, upgrades, or hidden software licensing costs
- No maintenance or emergency patches for IT; backup recovery is included

2



### Faster Time To Market

- Sources indicate up to 40% acceleration in time-to-market\*
- Save money and IT resources
- Quickly roll out new subscription or usage/consumption-based offerings in weeks, not years

3



### More Offers, Faster

- Real-time data enables you to understand preferred offerings by customer, region, and market
- Respond to customers' needs and desires quickly with new offers
- Provide new offerings without lengthy coding changes

4



### Better Customer Experience

- Quickly iterate to respond to customers' changing wants and needs
- Designed with APIs and integration frameworks to provide a unified customer view

5



### Minimize Risk

- Built-in measures, standards, and processes reduce operational and security risk
- Datacenters offer reserve capacity to support traffic spikes
- PCI and other security compliances are covered by the vendor
- Full audit capabilities provide system visibility, including: who accessed it, when it was last used, and what changes were made

6



### A Single Customer View

- Better support retention, upsell, and cross-sells throughout the customer lifetime
- Built-in provisioning, account management, self-service, support, promotions, etc

7



### Monetization

- Go beyond traditional billing - quickly iterate and monetize your products, services, and assets in entirely new ways
- Manage all revenue operations in one place: offers, customers and entitlements, billing and electronic collections, customer engagement, and billing operations

“Two years ago, cloud-based systems were still viewed as exotic among mainstream organizations. Today, cloud billing is the preferred approach... In billing, the question of ‘Should we consider a cloud solution?’ has shifted to ‘Let’s consider cloud-based solutions first.’” – MGI Research



To learn more about Aria Systems **DOWNLOAD OUR WHITEPAPER**  
<http://info.ariasystems.com/evaluate-cloud-billing.html>

