



5 BILLING TRENDS TO WATCH IN 2018



2017 was a dynamic year for the billing market. The 2018 billing forecast: continued growth and hastened change. Winners on both sides of the billing equation will be those who can quickly and effectively respond to evolving market dynamics.

Here's five trends to look out for in the coming year:

1.



THE MARCH TOWARD CLOUD SERVICES CONTINUES

According to the [latest data from research firm IDC¹](#), the public cloud services market grew 28.6 percent in the first half of 2017. Forbes notes that “74% of tech CFO’s say that cloud computing will have the most measurable impact on their business in 2017.”

2.



BUYERS DEMAND VARIABLE AND BETTER OPTIONS

Driven by Millennial expectations, increased selection and low switching costs, buyers will demand better and more customized payment options that suits their lifestyle and pocket book.

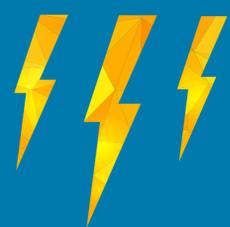
3.



BILLING COMPLEXITY INCREASES

With new regulations in Europe, IoT changing the way automotive and medical generate revenue, per-second pricing taking hold at Amazon, monetizing one time and recurring revenue blasts beyond a simple single payment.

4.



BILLING BECOMES COMPETITIVE DIFFERENTIATOR

Because buyers will demand choice and flexibility; sellers will increasingly deliver varied payment models and plans as the way to differentiate their offerings. Successful companies will energize and retain customers over longer periods of time.

5.



CLOUD BILLING REVENUES JUMP

A harbinger of growth across categories, [Research and Markets](#) projects that the Global Telecom Cloud Billing market is poised to grow at a CAGR of around 27.9% over the next decade to reach approximately \$22.84 billion by 2025.

¹ IDC Press Release, Worldwide Public Cloud Services Revenue Growth Remains Strong Through the First Half of 2017, According to IDC, November 2017

