

Capture Untapped Markets with Usage-Based Billing



Do you (or could you) offer a service where usage or consumption could vary widely?



Are you leaving money on the table because you're not packaging and pricing your products and services in ways customers want to buy?

Try changing the way you price and package goods and services by offering usage-based options



According to Forrester Research*, "the move to subscription and consumption models is pervasive in almost every industry." Usage-based billing is increasingly popular because it allows customers to pay only when they receive benefit from the product or service.

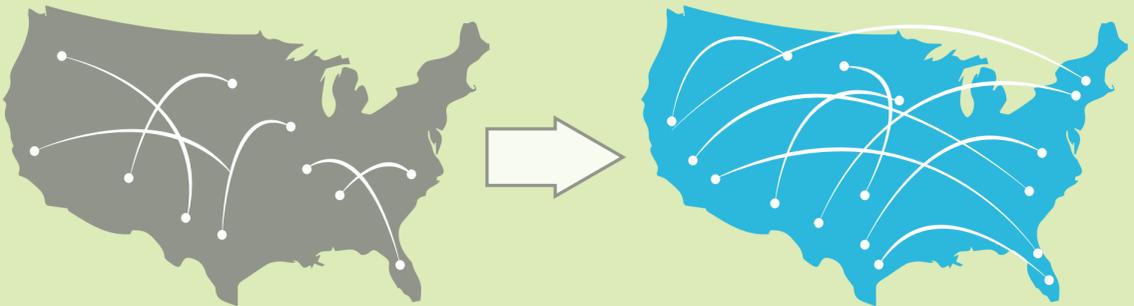
Yet the complexities of selling these models across industries require support for account hierarchies and sales channels*, resulting in a growing need for cloud providers that support complex usage-based billing options.



Here are 3 Benefits of Usage-Based Pricing and Packaging

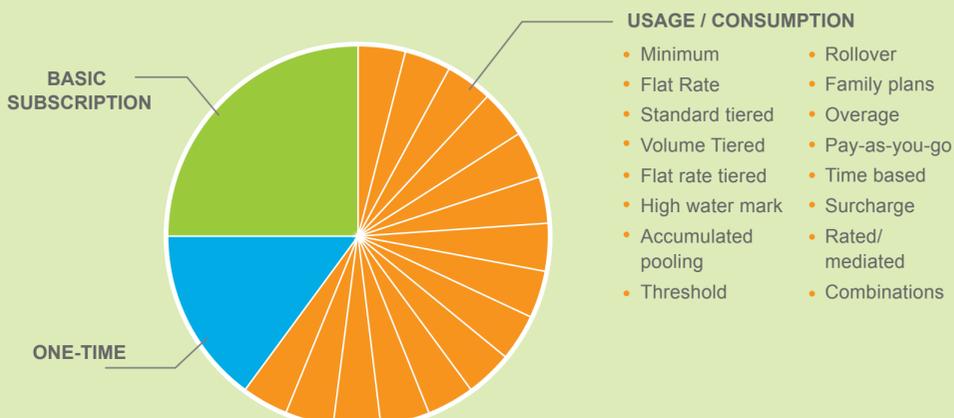
1 Encourages Market Expansion

Providing a usage-based service in place of a large, one-time capital expenditure can open untapped Tier 1 & Tier 2 markets which can pay-as-they-go without recording a capital expense.



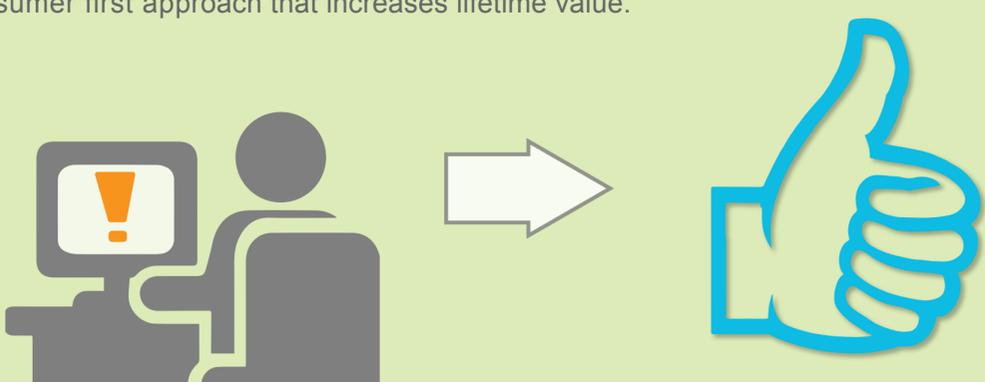
2 Supports Multiple Pricing Options

There's a plethora of pricing options that are usage-based. Great billing systems empower you to seamlessly change pricing offers to test and market innovative options and capture new market segments.



3 Promotes Improved Lifetime Value

Effectively tracking and managing the usage lifecycle allows companies to proactively service their customers by suggesting actions, like upgrading existing plans or limiting usage, which avoid potential usage charges. This promotes a consumer first approach that increases lifetime value.



Tip: Eliminate manual, error-prone processes. Find a solution that supports usage-based billing while integrating with existing legacy systems.



To learn more, download [Usage Processing for Usage-based Billing](#)

