

Beyond Billing

Before your company considers using a billing system to manage recurring revenue these are important questions to ask:

How will your company track marketing campaigns?

How will you automate the delivery of your company's products or services?

How will you fulfill channel requests?

How will you appropriately communicate with your customers?

How will you handle exceptions, such as credits, refunds, late payments and deactivations?

How will you scale your business logic?

Conclusion:

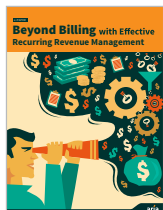
Your company must go beyond billing to effectively manage recurring revenue.

Source:

Beyond Billing with Effective Recurring Revenue Management [ePaper]

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