Overview

Aria provides the widest range of monetization models, allowing you to offer a variety of pricing options, from simple subscription to complex consumption and bundling strategies.

Benefits

- Expand your total addressable market
- Improve the customer experience
- Grow via expanded use of services
- Reduce churn
- Future-proof your investment

Features

- Full support for one-time, simple subscription and usage-based monetization models
- Flexible usage data loading
- Flexible rating and billing
- Automation of business processes
- Notification of clients and internal customer service agents

Aria Monetization Models

The evolution of recurring revenue business models began with the move from one-time purchases to subscriptions. The next evolution in this shift from ownership to access is in consumption or usage-based monetization models. A recent analyst study of subscription billing users found that 42.3% of subscription providers plan to offer consumption pricing in the next 2 years.[1]

"42.3% plan to offer consumption pricing in the next 2 years" - IDC

Usage/consumption-based pricing models are appealing to customers because they only pay for what they need. Anything-as-a-service and pay-as-you-go services are appearing in both B2B and B2C businesses across all industries including CPG, transportation/ride-share, fleet management, construction, medical imaging and more. Adopting usage-based monetization models can help expand your total addressable market, improve customer experience, and protect against competition.

But, not every enterprise has the technology infrastructure necessary to support usage-based monetization models. A recent analyst study of subscription billing users found that 35% of those with a consumption billing solution believe their current system is inadequate for future needs.[2] Aria Systems' consultative engagement process will help you configure a future-proof solution that supports your needs as your business expands.

ONE-TIME
- Hardware Device
- Activation fees
- Cancellation fees

BASIC SUBSCRIPTION
- Daily
- Weekly
- Monthly
- Quarterly
- Annually
- Custom
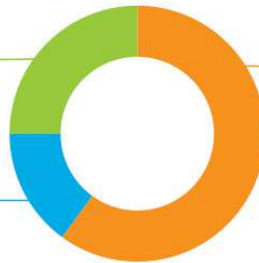
USAGE / CONSUMPTION
- Minimum
- Flat rate
- Standard tiered
- Volume tiered
- Flat rate tiered
- High water mark
- Accumulated pooling
- Threshold
- Rollover
- Family plans
- Overage
- Pay-as-you-go
- Time based
- Surcharge
- Rated / mediated
- Combinations

Aria's flexibility in usage data loading enables responsiveness to customers
Aria supports multiple sources of usage data, frequency for loading, level of detail, and level of account hierarchy where usage data is attached. These degrees of freedom enable you to offer services beyond the simple use case of loading mediated data and attaching it only to an account. Usage data at a finer granularity and loaded more frequently allows you to observe customers' consumption and trigger threshold-based notifications.

Aria's usage rating and billing supports sophisticated enterprise client structures
Aria provides flexibility to load pre-rated data, to rate data upon loading, or to rate at time of billing. Aria's flexibility of loading and rating enables services to be billed across your customer's organization, at a child-level or device-level, or rolled up at any point in the account hierarchy.

Aria's monitoring and notification enables improved customer satisfaction
Aria enables your customers to see their current usage-level and projected invoice. Aria monitoring and notifications can inform customers, account managers, customer success, and other systems of relevant changes in usage to improve customer satisfaction.

Select the Pricing Models that Fit with Your Business

Aria's comprehensive billing and monetization platform provides the widest variety of monetization models so you can experiment, iterate, and tailor pricing & packaging to meet the needs of your customers, stay ahead of competition, and expand the total addressable market of your products.

With Aria, you can select out-of-the box models like freemium, tiered usage, volume-based discount, flat rate per tier, high-water-mark, min-threshold, max-threshold, pay-as-you-go, allowance-plus-overage, or shared pool. You can combine models such as a freemium plan which moves into a fixed rate, then when volume grows, into a tiered usage plan.

Recurring Subscription
A single rate charged on a periodic basis.

Flat Rate per Tier
A flat rate is determined based upon what tier the total number of consumed units falls into.

Freemium
Provides a basic-level service for free, either for a fixed period of time or permanently.

High Water Mark
Pricing is applied based on the highest usage during a billing period.

Standard Tiered Usage
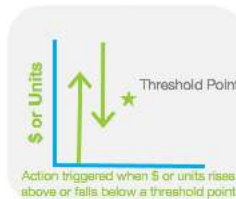The rate of a tier will be applied to all units that fall in that tier.

Combination
Combines Free, Fixed Rate Usage, and Standard Tiered Usage.

Volume Pricing
The rate of a tier will be applied to all units consumed based on the highest tier reached.

Threshold
Used in coordination with usage-based pricing to set a minimum or maximum usage level that will trigger automatic responses.

The flexibility and agility provided by Aria's platform enables you to rapidly iterate product pricing and packaging with the widest range of monetization models. Aria's customer-centric platform automates the customer lifecycle of planned and unplanned occurrences, listening to and responding to changes across usage thresholds, upgrades, plan changes, invoices, and payment events.

About Aria Systems

Aria Systems' cloud-based monetization platform is the analysts' choice, top ranked by leading research firms. Innovative enterprises like Adobe, Allstate, Comcast, Philips and Subaru depend on Aria to accelerate time to market and increase flexibility, enabling them to maximize customer value and grow recurring revenue through subscription and usage-based offerings.