

Overview

Aria for Salesforce is a managed application that combines the power of Aria with the familiarity of Salesforce. Leverage Aria's #1 ranked cloud billing platform within Salesforce to maximize your sales and grow your recurring revenue business faster. Bi-directional updates, a plan wizard for guided selling, and full customer account history means what your teams need is always right at their fingertips in Salesforce.

Benefits

- Accelerate recurring revenue growth
- Streamline selling opportunities
- Maximize customer support experience
- Manage complete subscriber lifecycle
- Simplify selling and support with rule-based guidance from product catalog
- Eliminate need for a separate CPQ tool
- Mitigate Salesforce API limitations
- Mitigate Salesforce storage costs

Features

- Bi-directional automatic synchronization
- Full 360° view of customers/activity
- Up-to-date info on account status, purchases, payments, promos
- On-demand synchronization of new plans from Aria Catalog
- Plan Wizard for guided selling, quoting, and booking
- Apply payments, credits, and refunds in Salesforce
- Graphical account Quick Views
- To-do reminders created from account activity
- Lightning ready
- Managed package built on Force.com
- Data Loader: +1M datapoints/24hr

Aria for Salesforce App

Grow Recurring Revenue in Salesforce.com

Supporting the entire customer or subscriber lifecycle is easy with Aria for Salesforce. Aria is the #1 ranked cloud billing provider and supports sophisticated business-to-business (B2B) and business-to-consumer (B2C) recurring revenue models, multi-tiered distribution models, discounts and promotions, custom fields, quoting, multiple currencies and languages, and more. Aria for Salesforce connects our Cloud Billing and Active Monetization Platform directly to salesforce.com.

Aria for Salesforce enables your Sales and Customer Service teams to work exclusively within Salesforce to grow recurring revenue. Graphical account quick views provide the 360-degree view of customer activity your teams need to do their jobs. Plan Wizard provides the guided selling, quoting, and booking capabilities you need to make offering multiple plans and options a snap. Aria for Salesforce can even eliminate the need for a separate CPQ solution.

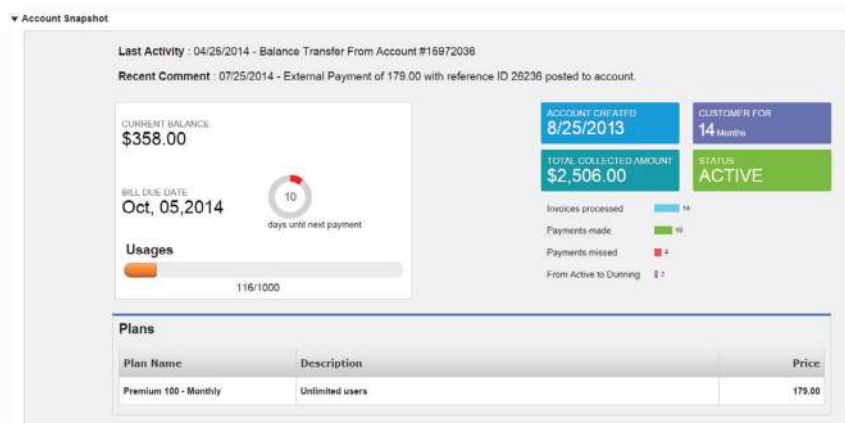


Figure 1 Account Snapshot Quick View

Maximize Selling Opportunities

To retire quota, your sales team needs the most current products, services, promotions, and customer account information right at their fingertips. They always need to be up to date on customers, from account status and recent payments to current promotions and to-do reminder actions. Aria for Salesforce keeps all this information in Salesforce in an up to date, accurate, and easy to consume manner. The Plan Wizard drives higher conversions and improves buying experiences by encapsulating best practices. You can configure which plans and options to offer and how they are offered, leveraging Aria's hierarchical product catalog. The catalog reduces the SKU proliferation that drives sales teams crazy, often forcing complex CPQ solutions to be used.

Quotes and Opportunities are easy to prepare, save, and book with any combination of one-time, subscription-based, or consumption/usage-based plans from simple flat-rate subscriptions to sophisticated tiered consumption/usage-based models.

Maximize the Support Experience

Aria for Salesforce gives your Customer Support team the information they need to quickly answer questions and process transactions without having to leave Salesforce. At a glance, they have insight into your customers' current activity and account history, including plans and plan usage, payments, renewals, changes, and outstanding balances.

With Aria for Salesforce, you control what your Support team members can view, enter, or update from payments, refunds, credits, and write-offs within Salesforce. Your customers and support teams will appreciate the superior experience they enjoy when the data and functionality they need is at their fingertips and always up-to-date.

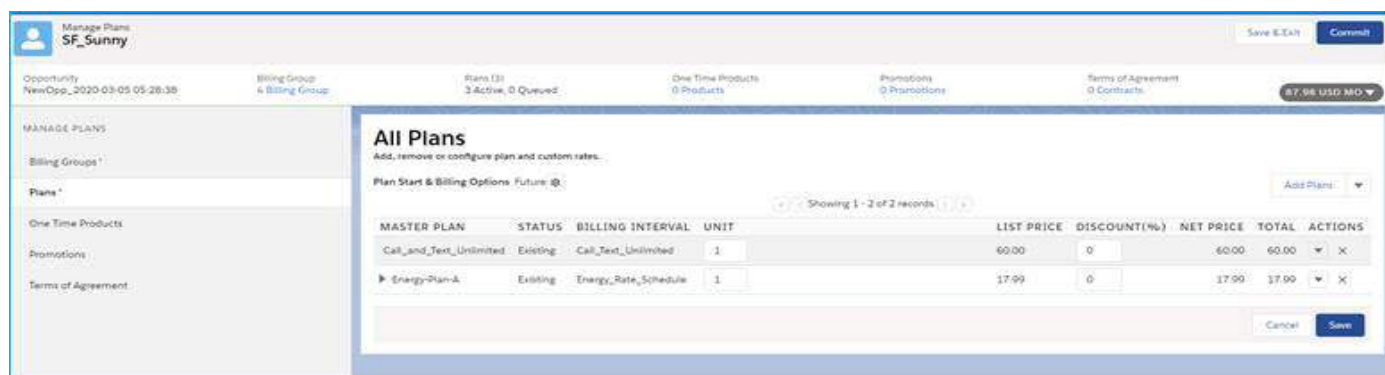


Figure 2 Salesforce Opportunity using Plan Wizard

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Enterprise-Grade, Hassle Free

Aria for Salesforce is designed for the enterprise. Built 100% on Force.com using visualforce and lightning technologies to provide modern, dynamic and highly customizable user interface. Aria Salesforce loader synchronizes over million data points within 24 hours from Aria to the Aria for Salesforce app.

To-do reminders in Salesforce are easy to automatically generate as Aria workflows can listen for events then post messages to Salesforce. For example, alerts to call a customer because a renewal is coming up or usage has crossed a predefined threshold can be handled this way and used to grow recurring revenue.

How it Works

As a managed package, Aria for Salesforce updates information in four ways: bi-directionally with 2-way SSL security, on-demand, scheduled batch and Aria Salesforce loader. Transactional data (i.e. payments, invoices, etc.) can be accessed using Aria APIs to reduce Salesforce storage costs. Account related data such as account plans, one-time orders, contracts, coupons are stored in Salesforce so that clients can utilize them in their reporting and out of the box metrics (i.e. MRR, ARR, ACV, TCV).

Subscription Plans: Promo-codes are used to identify which plans to synchronize via nightly batch jobs or on-demand.

Customer/Accounts: Updates are synchronized bi-directionally in near real-time. Accounts added in Salesforce are added to Aria and vice-versa.

Billing and Customer Transactions: As the owner of the billing transactions, Aria updates Salesforce in near real-time whenever data in Aria changes.

Product Catalog: Updates synchronize to Salesforce via nightly batch jobs or on-demand, so Salesforce holds a subset of available plans.

Orders, Contacts, Assets, and Purchased Plans: Updates synchronize bi-directionally in near real-time.

Plan Wizard: Streamline the quoting process and sales flow, improving the buying experience for customers and the selling experience

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.