

- CASE STUDY -

The Billing Platform for **CONFERRNSING** **SERVICES**



Case Study for



1.

Company profile

Express Virtual Meetings has grown to be one of Australia's leading virtual meeting providers offering high quality, simple to use, Virtual Meeting services which enable organizations to exchange essential information between parties in different locations. Express Virtual Meetings offers a range of Virtual Meeting services including:

- Audio Conferencing – connecting people to discuss over the telephone
- Web Conferencing – connecting computers to share information over the internet
- Video Conferencing – connecting meeting rooms with video to see the other parties.

2.

Problem

Express Virtual Meetings had outgrown its in-house, proprietary, conferencing billing solution. As the company began to grow and acquire new customers and purchase other subsidiary companies, it became more and more difficult to extend their ridged, installed, legacy system and customize it to fit their evolving pricing, charging and integration requirements.

Express needed to support several conferencing brands simultaneously from recent acquisitions to preserve the customer experience not only in the invoice logo, grouping and layout, but also in their product catalog such that the transition for the end customer would be as seamless and painless as possible.

The Company also needed to streamline their ordering and provisioning process by integrating bridge and billing provisioning with their CRM system, SalesLogix, so that sales and support reps could immediately and accurately enable new customers to start using the service and receive bills.

The invoicing and rating requirements had evolved as well. Express needed to utilize specific credit card gateway providers based on client branding as well as partner and subsidiary affiliation. Mediation, billing and rating needed to happen in real-time via direct integration with their Compunetix bridges and support local taxation requirements. Other specific rating needs included location-based rates and dialing plans that were impossible with their existing, legacy billing software.

3.

Solution

In a few months, Express Virtual Meetings launched a fully functioning, automated, cloud-based enterprise billing system that integrates seamlessly with their CRM application; Conferencing Bridges; and Payment Gateway providers. The Implementation included a complete migration of all customers, products, plans and balances from their legacy system into BillingPlatform. The new system now includes the following:



Usage Collection and Mediation

The new recurring billing solution includes an automated integration with Teleconference bridging equipment to retrieve raw conferencing usage data that is then mediated and routed toward specific products, users and customer rate plans. The conferencing usage is collected, mediated and rated in real time so that up-to-the-minute usage and revenue reporting is available 24 hours a day. Complex location-based mediation and rating is now configurable at the system as well as customer

rate plan level with easy to use, on-line tools accessible from anywhere on the planet.



Custom Product Catalog and Rate Plans

The completely customized, product catalog includes an array of communications services and fees structured to rate on a usage as well as subscription basis with tiered overage rating based on thresholds configurable at the account-level. The configurable product catalog also includes brand-specific implementations that support multiple currencies as well as diverse rating structures and billing components.

To support future growth, any product or service can now be developed in the new system within minutes and made available to customers through individualized rate plans or global rate classes. Their enterprise billing platform also supports any language and automatically converts usage to the individual account's time zone making billing easier than ever for customers to understand.



Invoicing, AR and Dunning

Their recurring billing software produces invoices in an unlimited number of customer-specific invoice template configurations, custom billing cycles and payment terms. It is also integrated with multiple gateway providers to automatically charge the customer once invoices close using the gateway provider aligned with the customer-specific brand.

Express Virtual Meetings is also able to automate their dunning process by assigning customized communication templates and actions to a specific aging interval based on each customer's net terms. Any number of dunning flows can be defined and individually assigned to each customer on an individual basis.



Accounting and Taxation Integration

Express leveraged built-in, simple tax configuration to comply

with the Australian tax authority. It also utilizes customized, scheduled reports to align balances with their internal accounting system.



CRM and Provisioning Integration

The new enterprise billing system integrates with their SalesLogix CRM software using the Platform's built-in web service APIs allowing Express to close the loop from Quote to cash by provisioning new accounts and moderators as soon as deals are closed.

The integration with the recurring billing system also makes it possible for sales representatives and account managers to access revenue data at a glance directly from the CRM UI to assess fluctuations in usage and determine where to focus sales and support efforts.



Back-office Reporting and Customer Care

Because their enterprise billing system is native to the cloud, it is accessible from anywhere giving Express the flexibility to support their customers around the globe and maintain a global work-force. Everything that is customized within the system is done so through its metadata layer making custom data elements accessible seamlessly for data entry and custom searches as well as customizable reports and dashboards.

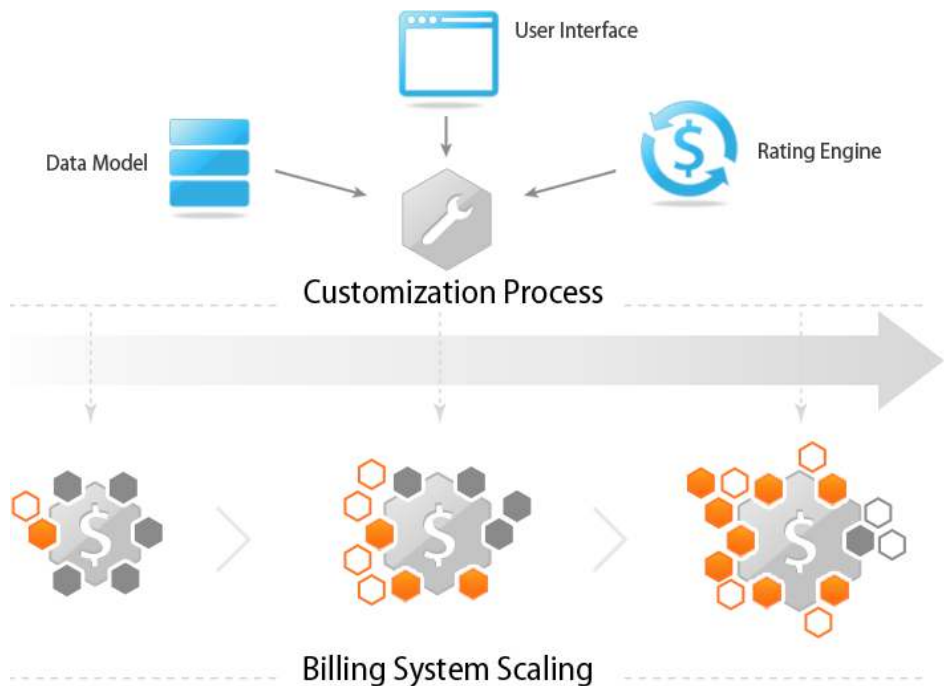
A robust, role-based security and accessibility model makes it possible to limit what end users can see and do through an unlimited number of customizable user roles. This model also provides the ability to expose certain elements of the system to a branded, on-line customer portal for customer self-service in billing presentment, on-line bill payment and account self-management.

Express leverages BillingPlatform's customizable reporting function to configure custom, scheduled reports of daily revenue; customer and product summaries as well as detailed usage reports that are automatically delivered to partners. Custom dashboards provide the ability to see the overall health of the company from any perspective derived from information captured via standard and custom fields.

4.

Benefits

The rapid rollout of the initial implementation eliminated any bottlenecks to progress allowing Express to produce bills and charge customers within the first month of the production rollout and data conversion. The customizable, metadata-driven, data model; rating engine; and user interface will significantly reduce the time to market of any new product or service ensuring that the system seamlessly scales to meet new demands; accommodate future acquisitions and support evolving opportunities and market trends.



BillingPlatform provides Express Virtual Meetings with a flexible and complete set of back-office, customer management and reporting tools that will allow them to proactively manage, understand and improve customer relationships; business processes and product offerings across multiple subsidiaries and partners without compromise today and into the future without any additional investment in software, hardware, or human resources.

Express CEO, Simon Ross commented, “With BillingPlatform our company is

able streamline our entire billing operation and provide our customers with billing options that were not possible before. Billing in multiple currencies, combinations of usage and subscription charges, multiple billing cycles and invoice formats have provided us with the flexibility we need to focus on growing our business”.