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Enterprise Guide to
BILLING FOR SaaS

DISCOVER NEW MONETIZATION STRATEGIES
FOR YOUR SOFTWARE AS A SERVICE BUSINESS

-WHITE PAPER-

billingplatform.com

Executive Summary:
Evolving Solutions for SaaS Billing

It's undeniable that SaaS (Software as a Service) has grown rapidly. In fact, Forbes cites that SaaS will account for 45% of all application software spend in 2021.[1] These statistics, along with Adobe's profitable shift and Salesforce's continued dominance, have many entrepreneurs and enterprises asking "how can we deliver as SaaS?"

Despite the market trends, many SaaS businesses fail to take off. Competition or lack of market space are known downfalls for any business. More commonly for SaaS, however, companies suffer from a kind of operational blindness. Many people run SaaS like any other online venture and within no time, realize they are not breaking even or getting traction. Meeting customer expectations for pricing, packaging, and payment methods can be critical to SaaS success.

Gone are the days when recurring, or flat-rate subscription, billing was the only option for a SaaS business. In addition to recurring billing, companies are now deploying highly complex, usage-based and hybrid monetization models. These models give customers options when it comes to purchasing services. As a result, many SaaS businesses are now looking for billing solutions that can adapt to any pricing model.

Without a capable billing solution, SaaS providers can't implement innovative pricing strategies, such as managing different levels of service, providing unique price points to individual customers, or metering customer use of various products.

If you are contemplating a replacement or a supplement for your organization's billing system to support SaaS products, it's important to evaluate your options carefully. You can't risk your enterprise's revenue on a less-than-capable billing management platform.

In the five chapters that follow, you'll discover key trends in the SaaS billing space and how to determine the best path forward for monetizing your SaaS products. By the end of this eBook, you will know what to look for in a billing solution and understand what questions you need to ask before committing to a next-gen platform.

[1] https://www.forbes.com/sites/forbestechcouncil/2018/12/13/reach-digital-transformation-goals-with-saas/# 44f47c877bf1

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Billing Solutions for SaaS Companies:
Must Be Agile and Adaptable

Billing operations need to integrate seamlessly with essential enterprise applications, such as the general ledger and CRM. SaaS businesses require the ability to configure billing and deploy highly complex pricing models with relative ease.

Without this level of functionality, you can't optimize SaaS billing for your organization.

Flexibility, extensibility, and configuration are the priorities for SaaS billing.

CONTENTS

1

Billing Solution Innovation
Facilitated by the SaaS Economy

Consumer preferences & technological improvements driving SaaS growth

Much of the innovation we are seeing in the billing space is a direct result of growth in the SaaS economy. Driven by several trends, SaaS business models are proliferating and, in the process, are changing how companies and consumers approach many of the services they use.

One of the biggest trends impacting SaaS growth is a shift in end-user preferences. In today's customer-centric world, providing options and quickly responding to consumer demand is a huge advantage. For years, innovative powerhouses like Salesforce, Workday and Adobe have been deploying SaaS business models that enable corporate and individual customers to "rent" software-based products without committing to intimidating contracts.

Consumers now have choice and power that they didn't have before and are voting for the types services they want with their wallets. As a result, companies are turning to SaaS models that help them deliver popular pricing. Spurred on by technological advancements, cloud-based applications can handle this level of functionality with ease, presenting a viable, cost-efficient option for organizations.

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Declining ownership

A closely related trend contributing to SaaS growth is a general decline in ownership. Without having to make big up-front investments in on-premises software installed in company-leased data centers, you can now rent software products and solutions that offer the same functionality as on premise installations. Many of the advantages of ownership, including the ability to customize and manage applications, can now be found in cloud-based solutions.

SaaS platforms also provide scalability and shorter procurement cycles for critical functionality. Companies no longer need to own their systems to develop and deploy products that meet the specific needs of their customers. Additionally, SaaS providers are also offering "a la carte" features, so that customers can choose the functionality that they actually want with their SaaS solutions.

Next-gen enterprise functionality & billing

Pushed forward by shifting consumer preferences and technological advances, transferring core functions, like billing, over to cloud-based platforms makes sense. These solutions can support innovation and displace rigid legacy systems.

While many companies and trends may lead you to believe that recurring pricing is the only model for SaaS products, there are more enriching options that could fit your product. SaaS business models demand more than one-time purchase billing systems. You need a solution that can evolve with your organization over time and supportany pricing strategy that you implement along the way.

In the following chapter, we highlight the different types of pricing models that SaaS providers can deploy with next-gen billing solutions.

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2

Common SaaS
Pricing Models

Today, there are seven common pricing models that SaaS companies deploy. Across these models, there is a wide degree of complexity and functionality that combines to impact consumers in unique ways.
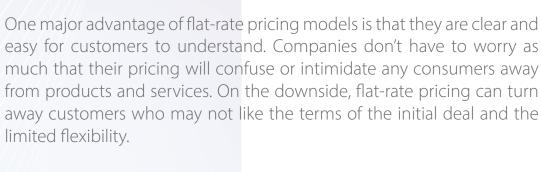
It's important to know that many SaaS companies employ a mix of pricing models. For example, some companies charge by the number of users who have access and offer pricing tiers that provide increasing levels of functionality or volume-based discount to those users. You and your business should fully understand each of these pricing models to determine which one best suits the needs of your organization. Then, you can begin your search for a capable billing solution that will support your pricing strategy.

Flat-rate subscription pricing

One of the more simple ways for companies to sell SaaS solutions is through flat-rate subscription (also known as recurring) pricing in which customers pay a fixed price for a fixed service or product. With this model, there is no relationship between pricing and utilization, and payments are typically rendered on a recurring monthly or annual basis.

In the early days of cloud computing, flat-rate subscription pricing was how many tech companies sold access to their software products. Netflix, for example, used this this pricing model to provide customers with a fixed number of DVDs per month for a single monthly price.

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One major advantage of flat-rate pricing models is that they are clear and easy for customers to understand. Companies don't have to worry as much that their pricing will confuse or intimidate any consumers away from products and services. On the downside, flat-rate pricing can turn away customers who may not like the terms of the initial deal and the limited flexibility.

Usage-based pricing

With usage-based pricing, the amount that customers pay to use a product or service scales with utilization. Also sometimes known as "pay-as-you-go," this pricing model can be adapted and tied to different types of customer activities. In public cloud or infrastructure-as-a-service type companies (e.g. Amazon Web Services), customers are charged based on the compute capacity used by hour (or even second) or the number of GBs stored.

SaaS companies are finding ways to adapt this model. An example might be for social media tools that charge for the number of scheduled posts. Ultimately, usage-based pricing ensures that the cost of a service or product always follows consumer demand. Using this information, you can create tiered pricing that allow customers to buy into more complex features or usage based on the volume they need.

One of the main benefits of this pricing model is that it sidesteps subscription abuse, a concern for many service companies. With usage-based pricing, those who use more of a product or service pay more. Additionally, customers who are wary of the value they may get out of a particular service can slowly dip their toe into the water without having to pay a heavy up-front fee or recurring monthly payment.

A key disadvantage of usage-based pricing is that revenues can be hard to predict. Usage can easily differ from month-to-month, thereby creating volatility in billing amounts.

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Pricing tiers

Today, most software companies deploy pricing tiers, which offer customers several predetermined product packages at various price points. This is a bit like volume pricing. Many marketing automation platforms use this model as they want to offer access to certain features, or widgets, but only up until a predefined activity threshold is reached. At this point, users have to upgrade to the next tier.

For example, Zendesk uses two pricing tiers for their software: Professional and Enterprise

The Zendesk Suite

	PROFESIONAL	ENTERPRISE
Per agent / per month over 30% off	$89*	$149*
Omnichannel support with email, chat, phone, social media and messaging	✓	✓
Knowledge base for self-service	✓	✓
Reporting and analytics	✓	✓
Platform extensibility with private and public apps	✓	✓
	–	✓
Roles and permissions, skllis- based routing, and team publishing	–	✓
Chat widget unbranding an chat web SDK	–	✓
AI-powered satisfaction prediction	–	✓
24/7 support via phone and chat, monthly diagnostics, and launch guidance	–	✓

With pricing tiers, it's easy to upsell customers and upgrade their services once they have outgrown their initial package. Additionally, organizations can attract various types of buyers with pricing tiers because pricing offers more options and values at different price points.
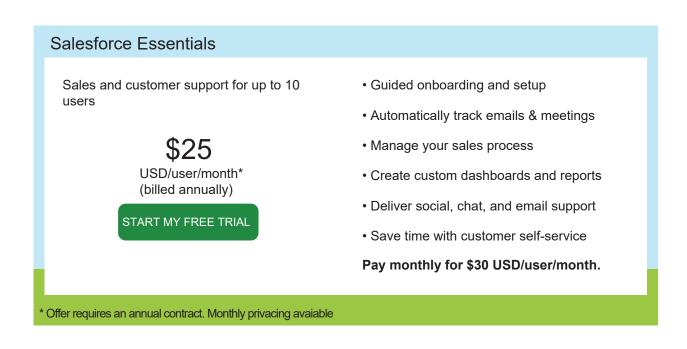
One negative aspect of pricing tiers is that it can convolute the buying experience. Some customers may find the multiple service options and price points to be intimidating, thus choosing to go with another provider with simpler pricing.

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Per-user pricing

Per-user pricing is exactly how it sounds - the amount organizations pay for access to a SaaS solution depends on the number of users. As companies add additional users to a product or service, they pay more. Some providers may offer per-head discounts as the number of users increases.

Per-user pricing is easy to deploy and understand. Organizations that implement per user pricing models benefit from predictable revenue generation and an easy upsell pitch. There is no need for complex backend calculations or a robust billing function as pricing is based on a simple formula - users X cost per user. An example from Salesforce Essentials is provided below for up to 10 users. (Essentials is an example of a pricing tier.)

Salesforce Essentials

Sales and customer support for up to 10 users

$25
USD/user/month*
(billed annually)

START MY FREE TRIAL

• Guided onboarding and setup

• Automatically track emails & meetings

• Manage your sales process

• Create custom dashboards and reports

• Deliver social, chat, and email support

• Save time with customer self-service

Pay monthly for $30 USD/user/month.

* Offer requires an annual contract. Monthly privacing avaiable

On the downside, per-user pricing models can be manipulated by customers that share individual logins credentials across many users. It's difficult for companies to control this kind of access sharing and know when they aren't extracting the full value that they should be from a given client.

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Per-active-user pricing

Per-active-user pricing, a variation on per-user pricing, allows organizations to only pay for those who actually utilize a service or platform. As with usage-based pricing models, up-front fees are minimal, creating an easy entry point for client organizations.

A major advantage of per-active-user pricing is that the model attracts high volumes of users initially and encourages them to increase service utilization over time. These models are also easy to deploy but slightly more complex as they depend on usage-based calculations.

Hybrid pricing model

Hybrid pricing models combine any of the pricing outlined on previous pages. Many SaaS providers combine flat-rate recurring with usage-based pricing to create attractive product packages for different types of users.

As an example, a small business subscriber of a SaaS product would be charged for a certain level of use, and then usage above the small business threshold is billed as additional fees. Additional features or services can be added onto standard packaging in bundles. SaaS providers may bundle support services in this way.

Hybrid pricing can be an attractive means of bundling additional charges once a customer has subscribed. This model also provides opportunities for upsell.

Freemium-pricing model

Many SaaS providers deploy freemium-pricing models in which users gain access to a limited set of features for free. Customers only pay for a product if they decide they want functionality that is only available through priced tiers. Many of the top SaaS companies started with a freemium model or still have a free pricing tier. In addition, this pricing model is very common among applications and games for smartphones.

With freemium-pricing models, there is virtually no barrier to entry as users can begin extracting value without incurring any costs. This gives organizations the chance to market their value to a broad range of users and draw in those who are most interested in upgrading their memberships. One obvious disadvantage for companies, however, is that they don't generate revenue on a large proportion of their customers who do cost money to support and maintain.

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Which is best for your organization?

The pricing strategy that best suits your organization depends on the types of services or products you are offering, as well as the preferences of your customers. With some of today's billing systems, it's possible to deploy one or several pricing models in a capital-efficient manner. In Chapter 3, we discuss how you should think about the crucial build vs. buy decision, which determines the type of billing system you deploy for your SaaS pricing models.

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3

Should I Build Or Buy
My Billing Solution?

When it comes to replacing your revenue management system, or choosing a new system to support SaaS products, one of the difficult questions you will face is whether to buy or build your billing solution. Both approaches have their advantages, however, they are oriented towards different end goals.

There are a variety of factors you should consider in making the build vs. buy decision. In this chapter, we flesh these out in more detail and help you determine the right path for your organization.

The benefits of building your billing solution in-house

One of the biggest advantages of building a billing solution in-house is that you can design your solution to do exactly what you want it to do. Your team has complete control over every element of your billing system's functionality, from invoicing to integration. Going this route enables you to customize the billing experience to address the specific needs of your customer base, therefore enhancing their connection to your products or services.

With an in-house build, you maintain oversight over your solution's testing, development, and deployment. You can be confident it will integrate well with existing applications and systems. You can also ensure that billing operations meet the necessary regulatory requirements for your specific industry.

This path may makesense for companies that have large teams of dedicated and talented developers and IT operations personnel with revenue management system expertise. It may also be a smart choice for smaller organizations that only need a simple billing system to execute relatively basic activities.

On the downside, developing an in-house billing solution will take a significant amount of time to develop and support - a clear disadvantage in today's fast-paced world. In-house systems require in-house expertise to maintain. IT teams may need to shift focus to the billing solution for lifecycle changes, upgrades or any problems that arise. Any changes to billing operations become a tax on your IT team and may slow the business's ability to react to market needs. Additionally, as with any home-grown products, you run the real risk of overlooking important considerations that an experienced commercial vendor would have already vetted and validated.

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The benefits of buying your billing solution

Purchasing a commercial, off-the-shelf billing system can save your organization a lot of development time and money. Rather than allocating resources and expertise towards an in-house build, you can rely instead on the experience of a third-party vendor.

When you buy a billing solution, you are purchasing a pre-built, pre-tested, purpose-driven system. Some billing solutions on the market are plug-and-play systems that don't require major changes to existing IT infrastructure. They can often integrate with some internal applications without causing any issues to billing operations or the front-end experience. When the time comes for you to deploy a new pricing model, you have to rely on the solution provider to already have the structure in place to support that new pricing approach.

One major downside of buying an off-the-shelf billing system is that it may not be flexible enough to conform to exactly what your organization needs. These solutions often have rigid designs and data models that aren't well suited for complex pricing models or structures. Overall, you retain little control over the design of your system once it's implemented, instead depending heavily on vendor support.

Cloud-based platforms: the best of both worlds

By choosing a cloud-based billing platform with a metadata- driven application model, organizations get the best aspects of the buy and build approaches. These metadata-driven billing management platforms offer the customization of an in-house built solution with the plug-and-play convenience of an off-the-shelf system.

You can modify cloud-based platforms to meet the unique needs of your organization and support complex pricing, such as usage-based models. Without having to commit internal resources into an internal build or compromise your business preferences with a vendor's rigid system. With a true billing platform, organizations can have a robust billing solution that is also highly extensible and flexible.

Companies that choose a cloud-based billing platform, with powerful metadata, maintain control over a core enterprise function that is, ultimately, much more powerful and agile. The metadata architecture provides tools and resources that allow you to create automated workflows, deploy innovative pricing models, and easily manage all aspects of a comprehensive billing system. Given how fast the world moves today, this level of sophistication is a worthwhile investment for any organizations in need of a robust billing capability.

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4

10 Questions for
Assessing Billing Vendors

With a quick glance, most billing solutions look the same. They can usually calculate what is owed, create invoices, and bill customers. However, when you dig beneath the surface, you find that not every billing system can meet every customer need or company goal. There are significant differences between solutions, from how they handle complex pricing models to how they support customized invoicing.

Decision makers need to know how to evaluate billing solutions for their specific SaaS product or service needs. By asking the right questions, you can identify the major differences between billing systems and determine which one best aligns with your organization's goals.

> Below are 10 questions everyone should ask to assess potential billing management platforms.

1 Can the billing system support pricing, rating, and bundling without custom code?

There is wide variation across billing systems in terms of what pricing models they can actually support. Some are built to deploy simple, subscription/recurring payments while others can handle highly complex rating schemes, based on multiple variables and market conditions.

Additionally, many billing systems are optimized for specific industries and come with pre-designed sequences that are only relevant for certain customer segments. A few can flex and adapt to serve organizations that deploy many different SaaS product/service pricing models and serve several segments of end users simultaneously.

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For companies that only need a simple billing solution that can execute ad-hoc and recurring payments, less powerful billing systems may make the most sense. A plug-and-play solution that doesn't require much reconfiguration is great for younger or smaller organizations that don't already have well-defined billing processes.

On the other hand, SaaS companies with rating and bundling needs may need robust billing platforms that support higher degrees of complexity and customization. The key here is in identifying billing management platforms that don't require custom code or programming expertise to implement specific SaaS pricing models. Again, flexibility and adaptability are incredibly important for SaaS companies, and you can't afford to waste time when it comes to delivering pricing mechanisms to customers.

2 Does the billing system support event- or user-driven invoice cycles?

Like pricing strategies, invoicing cycles also differ drastically between SaaS organizations. For some, invoicing is limited to manual, ad-hoc billing. For others, invoicing may involve automation built around specific triggering events or user activities. This is particularly true for SaaS companies that employ usage-based billing. In these cases, billing solutions must be able to access contractual data and initiate invoicing cycles that can also separate charges in cases where multiple invoices are sent to customers.

Most billing systems support ad-hoc invoicing, but fewer can execute complex event or consumption-based charging cycles without ongoing professional support. Billing systems that only provide manual or subscription invoicing are generally effective for smaller companies and those with simple requirements.

SaaS organizations that require event-based or user-driven invoice cycles need billing solutions that can extract system data and access object attributes that affect pricing. Rather than work in isolation, these billing solutions must be able engage with other enterprise applications and pull out the right level of data to carry out invoicing appropriately.

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3 Does the billing system include configurable usage collection and data mediation capabilities?

Because billing systems for SaaS products depend on data generated by other enterprise applications, it's essential that they can interpret structured data, calculate amounts owed, and invoice in a timely manner. However, billing solutions differ in their abilities to configure usage collection and perform mediation.

The most sophisticated billing solutions come with modern integration frameworks as well as robust APIs and data manipulation language capabilities. Data mediation, the process of converting data from one format to another, is not something that all systems can execute effectively. Less robust systems require that data be prepared prior to entering the billing application. Sophisticated billing solutions, on the other hand, can be configured to ingest any kind of organizational data and convert it to the right structure for billing operations.

4 Does the billing system support multiple currencies and languages?

Geographic variability plays a major role in how SaaS organizations bill their customers. Companies invoice users in the U.S. very differently than how they invoice in Latin America or Europe. Language, currency, time zone, and tax laws are all important variables to consider when evaluating potential billing solutions.

Many billing systems only support a few currencies and languages. These tend to be designed more for companies with narrow geographic footprints. Others can effectively manage billing across many countries, accommodating tax regulations, multiple payment gateways, and various payment methods.

Organizations that have global operations or intentions to expand into new countries must have a billing system that is highly extensible and capable of supporting billing operations anywhere. Otherwise, they risk deploying pricing models that can't actually be monetized effectively in their markets.

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5 Is the billing system built with change in mind? separating product and rating method?

Billing for SaaS companies need to adapt quickly to changing business approaches. The way in which a product catalog is organized impacts the type of billing system that enterprises need. Companies with only a few offerings are much easier for billing systems to support than SaaS companies with large catalogs, add-on features, and complex invoicing cycles.

Billing systems have different approaches when it comes to packaging and rating products. Some solutions create unique SKUs for every product and price combination offered by a company, adding complexity and cost to billing operations. Organizations also have a limited ability to understand how their offerings are performing when a billing system can't separate product, rating method, and price.

A limited number of billing solutions can rate products based on a number of variables within one consolidated SKU. These billing systems are best suited for organizations with complex pricing models and large catalogs that want to be able to truly study performance metrics by product.

6 Can the billing system's structure be easily configured to support varying business processes and data models?

At the core of every billing system is its data model that dictates the logical interrelationships between elements within the application. The data model is what enables solutions to perform certain actions, such as defining customer accounts, structuring product catalogs, and recording customer payments.

When it comes to data models, some billing systems are more rigid than others, forcing organizations to fit their data and processes into the billing system's data model. More flexible solutions can conform their data models to their client's processes and pricing.

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Less flexible billing solutions tend to work for early-stage or small companies that don't have their own billing processes and would prefer for the vendor to prescribe their own. Larger organizations interested in restructuring their billing operations completely might also choose to go with a more rigid solution.

On the other hand, billing systems with flexible data models make sense for SaaS companies with complex organizational structures. When various groups within a company all participate in the billing process, flexible data models are essential for aligning inputs effectively. In general, organizations with highly complex pricing models should consider the adaptability of their potential system's data model.

7 Can workflow and approval rules be built for any object in the billing system?

SaaS organizations that can successfully automate billing processes are able to collect revenues more quickly and accurately than those that don't. Although manual billing gives personnel the opportunity to review every activity, it also introduces human error into the equation. When implemented effectively, automation saves time and facilitates a higher level of precision into the billing process.

Workflow capabilities differ drastically across billing systems. Although most offer basic functionality, such as implementing final approval before invoices go out or issuing late payment notifications, fewer offer complete flexibility over workflow customization. Organizations with complex pricing models, such as those found in SaaS companies, may want to implement unique workflows depending on the circumstances surrounding an invoice. For example, a certain level of sophistication is required in order for a billing system to execute multiple actions within a workflow that would apply different discount levels depending on when clients paid their invoices.

SaaS organizations with many products, accounts, pricing models, and billing terms should consider billing solutions that can support highly granular workflows and approvals. The more enterprises are able to successfully automate, the higher their efficiency and accuracy will be when it comes to billing operations.

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8 Can the billing system support different access levels based on user role to allow business users and customers to easily view different reports, applications, and records?

According to their nature, billing systems collect and house high volumes of sensitive personal and financial data. It's important for stakeholders within organizations to be able to both access this data and protect it from falling into the wrong hands.

There is a wide range of variability amongst billing systems in terms of how much they allow organizations to manage user access and permissions. Some vendors don't offer much flexibility on this front, which may work for smaller organizations. Others possess robust capabilities that allow companies to manage read, create, update, and delete access for every object.

Larger organizations that have wide geographic footprints, small business unit P&Ls, and channel partners need powerful billing solutions that offer heavy control access that can be customized as needed.

9 Can business users directly modify the application without the support of a programmer?

It's inevitable that billing systems need to be updated to reflect changes in customer preferences, pricing model innovation and organizational change. Ideally, billing systems are able to support companies over the long term, evolving and adapting as necessary. The question to consider is how these changes are actually made.

All billing vendors have expert resources available that can directly modify billing applications for a fee. In many cases, organizations defer to their vendors to make all configuration changes. On the other hand, some companies would rather make changes themselves in order to save time and money. There are billing solutions that enable SaaS companies to easily build out and extend their billing systems through configuration, easy-to-use interfaces and workflow engines.

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It's important for organizations to consider how often they might require updates or enhancements to their billing systems. Vendor-led approaches to application administration may make more sense for enterprises that need only minor updates from year to year. SaaS organizations often need a billing solution that empowers them to make significant changes themselves without requiring the help of the vendor. In this case, companies must make sure that their potential billing solution offers intuitive interfaces through which to manage and administer core infrastructure updates.

10 Can the billing system handle flexible configuration of invoice automation to produce customer-specific templates, delivery preferences, and frequency?

On the surface, invoicing seems like a routine billing activity intended only to provide customers with information. However, in reality, the look, feel, layout, and structure of invoices can dramatically impact business operations and customer experiences. Invoicing that is executed effectively reduces customer support calls, improves accounts receivable efficiencies, and reduces errors. Invoices are also a means for building lasting relationships with customers by simplifying how they pay for goods and services.

A vast majority of billing systems will allow companies to apply their own branding to invoices. However, vendor solutions that rise above the rest enable organizations to create custom invoice templates that clearly communicate information to specific groups and individual customers. Only a few systems allow companies to attach supporting documentation in various formats, which is helpful for those supporting internal auditing or fulfilling contract requirements.

Basic invoicing layouts may work well for smaller organizations with limited product portfolios. Billing solutions that offer highly customized invoicing are much more important to organizations that must create branded invoicing experiences across a number of subsidiaries or invoice for complex usage-based pricing models.

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Understanding your needs

Answering these questions will give you a much clearer understanding of your potential billing vendor's capabilities. Ultimately, you need to find the solution that will support your organization's goals and ensure you can deliver a positive billing experience to customers.

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What Should You Look For In A
Cloud-based Billing Solution?

After you've vetted the capabilities of a potential billing solution, you still need to ensure that a certain baseline set of features are available to you. As a SaaS solution provider, your organization's goals and pricing strategy may change over time, which is why you need access to a comprehensive toolkit starting day one.

Below, we've provided a checklist of pertinent features that your billing solution should offer now and in the future.

☑ Recurring billing

Your billing system should support billing, invoicing, and collection for recurring payments.

☑ Usage-based billing

Your billing system should be able to deploy complex, usage-based pricing models for businesses and individual customers.

☑ Price & rating

Your billing system should support functionality related to both fixed-price and rating-based payment models.

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Usage collection & mediation

Your billing system should be able to collect usage-based payments and convert data types as necessary.

Configure, price, quote

Your billing system should be able to automatically configure, price, and quote customers based on their unique needs.

Customer portal

Your billing system should come with a self-service portal in which customers can manage their own subscriptions to services and products.

Invoicing

Your billing system should automate invoicing and send clear communications to customers at relevant milestones that are easy to understand.

Event-based invoicing

Your billing system should allow you to set specific events that can automatically trigger invoicing to clients.

Customer messaging

Your billing system should include a customer messaging capability that can help you proactively address any potential billing barriers that may arise, such as an expired credit card.

Support for multiple payment gateways

Your billing system should support multiple payment gateways and offer customers options around how they pay for the goods and services that they use.

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☑ Integrations

Your billing system should integrate seamlessly with third-party providers without causing any disruption to existing billing operations.

☑ APIs

Your billing system should come with APIs that can easily integrate with other core functions and applications.

☑ Extensible data & user interface

Your billing system should be extensible and come with an easy-to-navigate user interface.

☑ Web toolkit

Your billing system should contain advanced ability to customize data quickly to accommodate specific UI preferences.

☑ Workflow & automation

Your billing system should allow you to set predefined workflows and automate activities that would otherwise take significant time and energy to execute.

☑ Localization

Your billing system should allow you to customize outgoing communications and invoices to customers based on their location or other unique characteristics.

☑ Configurability & flexibility

Your billing system should be highly configurable and flexible in order to adapt to rapidly changing consumer preferences and disruptive payment models.

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✅ Compliance & security

Your billing system must comply with all regulatory requirements relevant to your business and come with a robust security capability.

✅ User roles & access

Your billing system should support role-based access that allows unique customers to manage their own accounts.

✅ Reports & dashboards

Your billing system should support in-depth reporting and provide customizable dashboards that clearly communicate important metrics about your customers.

Choosing The Right Billing Solution for Your Saas Products or Services

Selecting your organization's billing function is a major decision with significant near-term and long-term implications. Choosing the right billing solution for your SaaS products requires cautious evaluation of your potential vendor's capabilities, the feature set included with the application, and a deep understanding of your company's needs..

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Introducing
BillingPlatform

BillingPlatform is the only company that offers a truly comprehen-sive, agile, and configurable cloud-based platform that can meet every billing need. We help enterprises all over the world monetize SaaS business models within every industry. Our billing system enables clients to:

- Design dynamic product offerings
- Integrate critical applications
- Streamline communications
- Gain valuable business intelligence
- Develop automated workflows
- Support the entire financial ecosystem

There is no limit to the customizations and extensions organizations can create in our highly configurable, no-code environment.

BillingPlatform already supports multiple SaaS companies across several sectors. Our customers include software companies as well as media and transportation firms. We are the only billing solution that can simultaneously support 'As-a-Service' recurring billing and usage-based monetization models.

With BillingPlatform, enterprises have a flexible solution that's easily configured to support every aspect of SaaS billing operations. From simple subscription-based payment models to complex usage-models, BillingPlatform has the experience and expertise to transform your organization's billing function.

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Interested in
learning more?

Talk with a Billing System Expert

If you have questions about billing systems, let our experts talk with
you about them.
http://billingplatform.com/expert

Schedule a One-On-One Demo

Let us show you what BillingPlatform has to offer in a 1:1 demo.
https://billingplatform.com/demo

Download a Sample Billing System RFP

Spend 2 minutes to save 20 hours of work. Download our 13 page
billing system RFP so you don't have make a RFP from scratch.
https://billingplatform.com/RFP

BillingPlatform's monetization and billing software solution transforms enterprises to embrace digital transformation. This dynam-
ic, cloud-based platform adapts to every unique business model and pricing structure. BillingPlatform provides the most agile
and comprehensive solution available including billing, revenue recognition, reporting, and other critical financial functions. With
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