**BillingPlatform**

## BillingPlatform
Monetizes IoT Data For Any Global Business Model

According to IoT Analytics, there were 7 billion IoT devices worldwide in 2018. By 2024, this figure is predicted to reach more than 18 billion.[1] More and more, companies will launch innovative pricing tactics built on everyday objects communicating with each other over the internet.

However, making money from Internet of Things (IoT) applications can be incredibly difficult. Monetizing these devices requires a billing system, or other

front-end rating engine, that can collect data from a wide variety of devices and translate that data into product cost. Without this critical capability, forward-thinking enterprises are not able to unlock the full value of their IoT applications.

BillingPlatform is a complete solution for monetizing IoT. This comprehensive, cloud-based platform currently enables the business models of multiple device-enabled companies.



**Finance executives and product teams** can leverage BillingPlatform to turn disruptive ideas into revenue quickly.

**Read on to discover how finance and product teams leverage BillingPlatform to mediate consumption-based data to monetize IoT devices.**

**BillingPlatform Monetizes Any Device**

BillingPlatform has helped several organizations monetize IoT devices. This proficiency is not because BillingPlatform specializes in internet-enabled device companies. Instead, this monetization capability stems from the solution's foundational architecture. Built as an open platform, BillingPlatform architecture supports integration, connection and extension with any system types. This flexible approach means that we can collect or mediate data from any sources.

Without any custom coding, i.e. costly custom development contracts, enterprises leverage BillingPlatform's automated mediation and usage data that is collected from diverse sources. This complete solution enriches, normalizes and routes any data type for the BillingPlatform pricing engine to easily digest. **This means that BillingPlatform was built to support disruption.**

**Finance and Product teams can use BillingPlatform's built-in capabilities to:**

- Mediate product and usage data from any device
- Convert manual processes into automated workflows
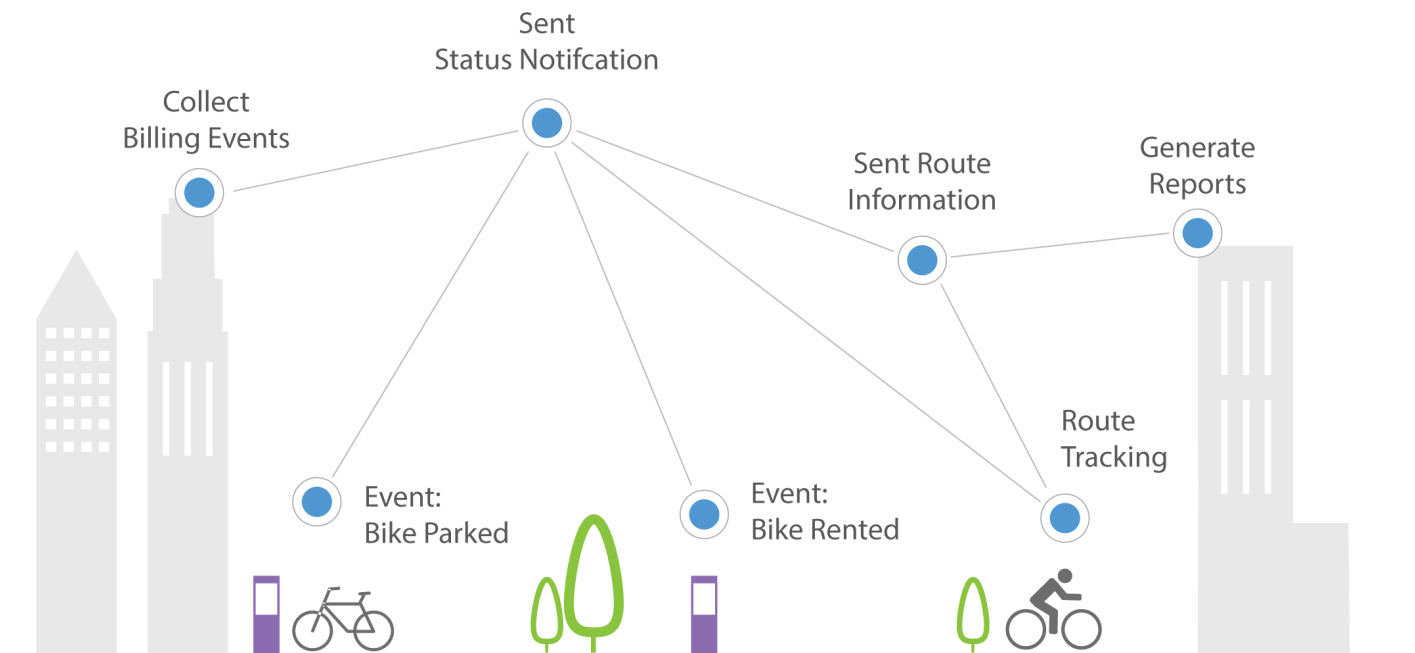- Configure custom usage rules that correspond to IoT device feeds

**With a powerful mediation capability, global companies are empowered to deploy disruptive, IoT-based pricing strategies and offer truly differentiated services to customers. What follows are a few examples of how BillingPlatform is helping modern businesses optimize IoT billing.**

**BillingPlatform**

## Monetizing SmartBike Rentals All Over The World

Clear Channel subsidiary, SmartBike, is a public transportation company that rents bicycles in nine countries. Due to its dependence on IoT technology, SmartBike needed a billing solution that could mediate a variety of data inputs from intelligent bicycles and convert that information into accurate customer invoices.

The company's bicycles transmit status notifications and geo-data in real time so that internal teams can track bike-specific metrics. For their business model, the rental company tracks ride duration, current status, current location and overall usage. SmartBike needed this information to be sent to a centralized billing and customer management platform that could process billing, credits, and charges based on live product usage. This led the team to search for a sophisticated billing solution that could mediate data inputs from the IoT devices on every smart bicycle all over the world. They also needed to invoice customers accurately and on time from open-air rental kiosks.

Sent
Status Notifcation

Collect
Billing Events

Sent Route
Information

Generate
Reports

Route
Tracking

Event:
Bike Parked

Event:
Bike Rented

**BillingPlatform enables SmartBike's IoT ecosystem, allowing the company to collect billing events and transmit them to rental kiosks where they become revenue for SmartBike.**
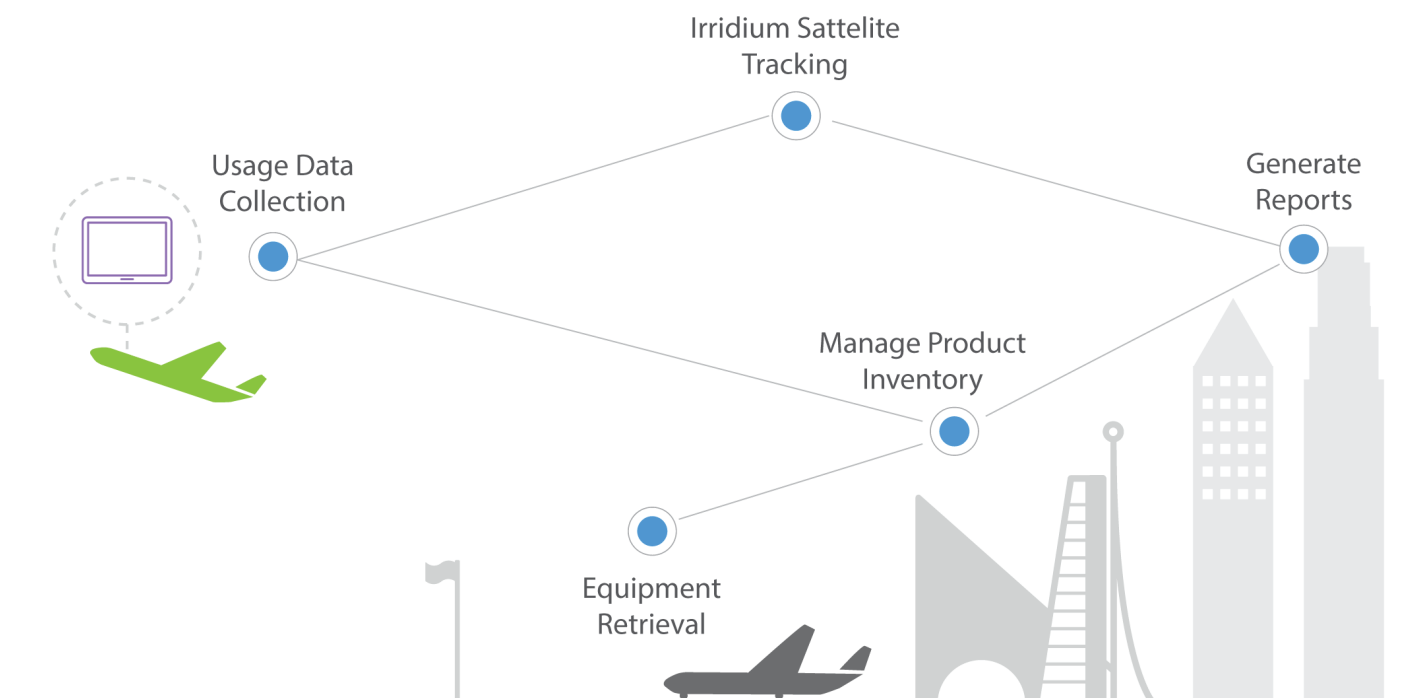
In under four months, BillingPlatform centralized SmartBike's global billing capability and enabled the company to efficiently monetize its IoT-based business model. Now, SmartBike's finance team has automated mediation that can translate complex consumption data sent from internet-enabled bicycles into local currency values.

**BillingPlatform**

## BillingPlatform Helps In-flight Entertainer Keep Track of Devices Scattered All Over The World

BillingPlatform was crucial in helping an in-flight entertainment provider monetize a complex business model involving satellites and a mobile equipment inventory. The provider needed to track usage for in-seat entertainment in commercial and private aircrafts that traveled all over the world. These in-seat screens, of course, are connected IoT devices. Being able to collect data from satellite relays and relate those inputs to specific customers required a sophisticated billing solution that could rate and invoice on several dimensions.

With BillingPlatform, the provider was able to customize its core data model and rate consumption data from its proprietary satellite usage feeds. The finance team automated mediation and invoicing so that the enterprise had a 360-degree view at all times of who was using their devices and when.

Irridium Sattelite
Tracking

Usage Data
Collection

Generate
Reports

Manage Product
Inventory

Equipment
Retrieval

**BillingPlatform supports In-Flight Entertainer's end-to-end IoT monetization eforts, allowing the company to track billing events, offer product options to customers, and turn entertainment into revenue.**

Now, the in-flight entertainment company has an end-to-end IoT monetization and device management solution that makes it easy to track usage across mobile satellite devices. On top of that, the finance team is able to quickly launch new pricing models without any IT intervention.

**BillingPlatform**

## BillingPlatform: Built with Disruption in Mind

The Internet of Things presents every business with a wealth of opportunity. But turning that opportunity into revenue can be a challenge. BillingPlatform offers a proven solution to help any business monetize IoT.

BillingPlatform includes a sophisticated mediation capability that allows global enterprises to monetize IoT applications involving diverse, usage-based data inputs. With BillingPlaform, financial executives, strategists, and product managers have the resources they need to deploy disruptive IoT pricing tactics and business models without any custom coding.

BillingPlatform's monetization and billing software solution transforms enterprises to embrace digital transformation. This dynamic, 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 global customers across multiple industries including communication, transportation, technology, utilities, and media, BillinqPlatform processes millions of transactions and billions of dollars every year enabling enterprises to grow revenue, reduce costs, and improve overall customer experience. To learn more visit **www.billingplatform.com**