BillingPlatform

CASE STUDY

peerless network

Peerless Network, Inc.
Powering Business Communications

Innovative provider of global VoIP services enhances customer service by automating and streamlining invoicing with cloud-based billing

As its wholesale business continues to expand into new geographic markets and add more interconnection partners and end customers, Peerless Network was looking to digitally transform aspects of its business to scale operations in line with its growth. One area was the need to automate its manual billing processes to support its expanding portfolio of services. By implementing BillingPlatform, Peerless Network was able to:

- **Reduce billing time** and get 95% of bills out in one day
- Configure the system to **support new products and services**
- **Connect to existing CRM** and tax systems

> "By having all the usage and billing info in one source, BillingPlatform accelerates our time-to-revenue as now 95% of our invoices go out the same day every month versus before when it could take a week or more to get all the data needed to generate an invoice, which for a customer-focused organization like Peerless was too long."
>
> *Patty McGuire*
> *Billing manager, Peerless Network*

Background

Peerless Network is an innovative and global VoIP provider focused on customized, scalable, and high-quality business communications that gives customers better quality, rates and control for their voice, SD-WAN (SASE), UCaaS, SIP, Messaging, APIs, Microsoft Teams integration, and other collaboration products and services.

With its own nationwide voice network, Peerless Network is trusted by enterprises, Fortune 500 companies, world-leading MVNOs and IXCs, and the nation's largest CLECs.

The company serves more than 200+ markets and 4500+ interconnections to other network providers enabling it to cover 98% of the U.S. population.
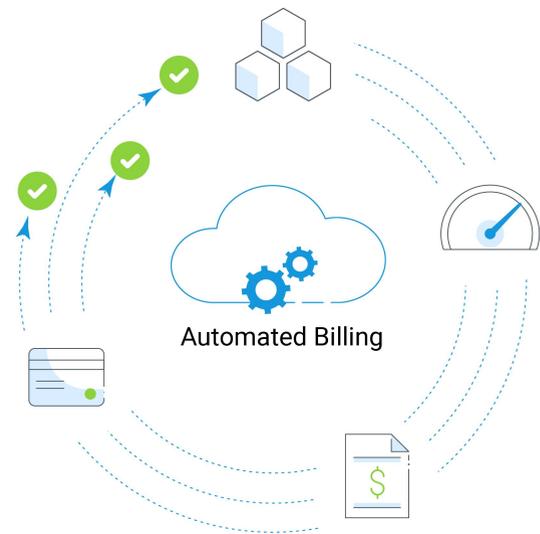
For more than a decade, Peerless Network has been delivering the most agile, cost-effective, simple-to-deploy voice solutions, and unmatched customer service to meet your work-from anywhere business needs.

BillingPlatform

The Challenge

Manual Processes

Overtime, Peerless Network has seen its market coverage and customer base rapidly accelerate as more businesses turn to IP-based communications services from a provider that offers high-quality, cost-effective services with a better customer experience than the legacy telco companies.

In the early years with only a small number of wholesale customers, the company's finance team managed billing and invoicing manually. At the time, this was manageable, but with the rapid growth this manual process delayed invoices going out on time and was not scalable.

Automated Billing

The Solution

A Modern Cloud-based Architecture

The Peerless Network team recognized it needed to automate billing and mediation for its wholesale division and turned to BillingPlatform based on its modern, cloud-based architecture. The solution offered integrations to its other enterprise systems, an intuitive end user portal and the flexibility to configure and adapt the system to their evolving portfolio of services and customer needs.

Peerless Network leverages BillingPlatform's extensive rating capabilities for metered usage rating and subscriptions with full support for configurable, dependent charges for items like overages and late fees. And with product configuration and charge routing capabilities, Peerless has complete creative control over pricing and packaging, configurable at the wholesale and retail customer level, for things like bulk discounts, promotional pricing or overrides based on the total bill amount, usage volume or other criteria.

In addition, BillingPlatform provides tight integrations to other Peerless Network enterprise systems, including Salesforce for synching customer accounts as well as Avalara for comprehensive US telecom and sales taxation data, simplifying and automating compliance with complex federal, state or other jurisdictional tax rules.

The Results

A Single Solution to Help Grow Customers and Revenue

Since deploying BillingPlatform in 2014, Peerless Network has grown its customer accounts from a few hundred to more than 1,500 today – all overseen by a single billing manager.

"BillingPlatform gives us tremendous operating leverage. Creating invoices in our early days required a lot of time for me and others to manually pull customer data from various systems to create an invoice, a process that could take a week after a cycle closes. Now, all our billing data is in one source so I basically push a button and nearly all our invoices go out in one day," said Patty McGuire, billing manager for Peerless Network.

Increased efficiency:

- With 95% of invoices going out on the same day, **overall collections are improved**

- Using built-in, configurable mediation and usage collections, **a broad and growing variety of metered products and services can be offered**

- Streamlined connections with CRM and tax partners **support the end-to-end customer lifecycle**

- Since deploying BillingPlatform, Peerless has been able to **grow the business without increasing billing staff**