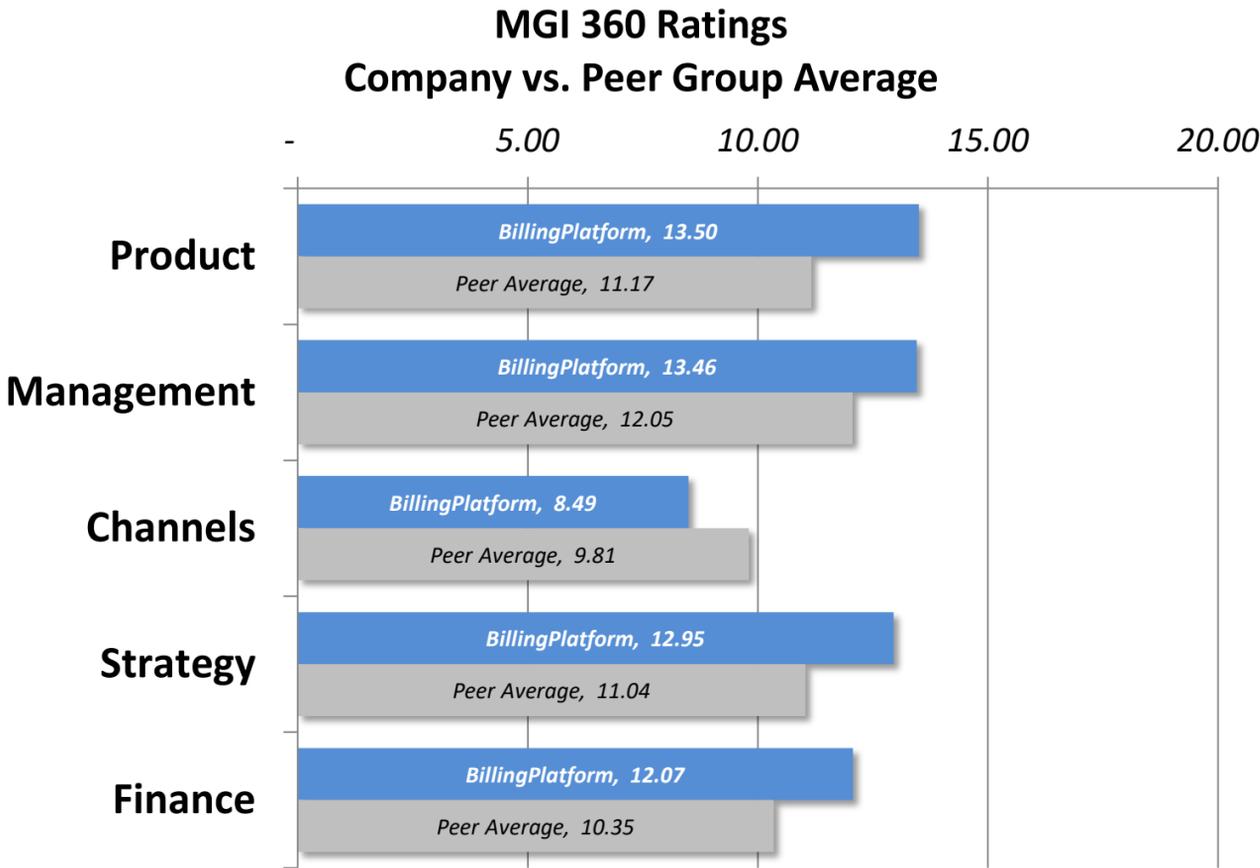


Company: **BillingPlatform** Market: **Billing Management** 8/17/2020 Outlook: **Positive** **60** out of 100

Summary: We are upgrading the MGI 360 Rating of BillingPlatform from 59 to 60 and maintain a POSITIVE outlook. Company continues steady progress across the board in its core product, introduction of additional components such as CollectionsCloud, competitive wins and production go-lives in large strategic accounts. The management team has expanded and execution has improved while brand visibility continues to grow. BillingPlatform maintains high double-digit growth while operating just below break-even. Use Case: BillingPlatform solution has a sweet spot in monetizing complex hybrid (physical and digital) assets across a spectrum of industries such as in high-tech, media, transportation and energy, often in large global companies with complex intersection of pricing, product and organizational complexity and requiring high agility.

Rating Detail	Actual	Peer Average
Product	68%	56%
Management	67%	60%
Channels	42%	49%
Strategy	65%	55%
Finance	60%	52%
Total Rating	60%	54%



Markets: Agile Monetization

Customers: PGi, Amadeus IT, SolarWinds, Xandr

Revenue: \$10+ Million MGI est
Profitable: No

Growth Rate: 75.00% MGI est

Market Cap: NA private

MGI 10K: N/A

Founded: 2012

HQ: Centennial, Colorado

Company Description:

Company ID: BILL

Market ID: BILL

BillingPlatform is an extensible and configurable meta-data-based platform for Agile Monetization. Company technology addresses many of the pillar disciplines of Agile Monetization Platforms such as billing, revenue management, collections, CPQ, catalog and pricing management among others. With roots in telecom billing, it has expanded into a broad set of industries such as high-tech, media, transportation, and energy. The firm is evolving from being a technology-focused start-up to a multi-faceted professionally-run organization. Since 2017 the company raised just under \$30 million of funding commitments from Columbia Capital.

Competitors:

Aria Systems, BluLogix, Gotransverse, LogiSense, Oracle, RecVue, SAP, Zuora

About MGI Research:

MGI Research is an independent industry research and advisory firm focused on disruptive trends in the technology industry.

Through subscription research, advisory engagements, industry studies and ratings, MGI Research helps clients identify opportunities for reducing IT costs and minimize technology risks. MGI Research analysts work closely with user organizations to create practical strategies for new technology initiatives such as mobile, virtualization, SaaS and cloud computing and make timely go/no-go IT investment decisions.

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About MGI 360 Ratings:

MGI 360 Ratings is a comprehensive system for evaluating technology companies. IT organizations use MGI 360 to track suppliers, assess purchasing risks and identify promising new vendors. Vendors utilize MGI 360 to track their markets and evaluate partners. Institutional Investors use MGI 360 for independent assessment of tech companies. MGI 360 ratings help lower costs, save time, reduce risks, and identify new opportunities.

The MGI 360 ratings are on a scale from **0 to 100** and reflect company opinions of MGI analysts in five key areas on a scale of **0 to 20**:

- PRODUCT:** How strong is the product competitive position
- MANAGEMENT:** How competent and experienced is the management team
- CHANNELS:** Does the company have a sales capability and channels needed to bring products to market
- STRATEGY:** Does the company have a realistic view of the opportunity and a compelling strategy for success
- FINANCE:** Is the company growing and profitable.

Each of these key criteria is subdivided into numerous sub-categories. In total, over 149 criteria are combined to generate an MGI 360 rating in each specific market space. Companies can have one or more MGI 360 rating - one for each market. MGI 360 ratings are revised as important developments occur. While the MGI 360 rating process is comprehensive, this scoring system is not meant to be a predictor of company solvency, liquidity, absence of accounting fraud or stock performance. Access to MGI 360 Ratings is by subscription.