



**NUCLEUS**  
RESEARCH

# **BILLINGPLATFORM ACCELERATES PAYMENTS TO DRIVE REVENUE**

ANALYST

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## **THE BOTTOM LINE**

Since the rise of e-commerce, hosting digital sales channels has become a top priority for many organizations. Following its Series B funding round in December 2019, BillingPlatform has developed additional capabilities to drive the adoption of its monetization software across virtually all industries. Customers leveraging the platform reported upwards of \$3M in annual savings by streamlining billing processes and expediting the development of new payment systems. Nucleus expects ample market opportunity for BillingPlatform to provide solutions that enable the adoption of all billing methods and business models.

## OVERVIEW

Business-to-consumer (B2C) companies jump-started the shift to online sales and quickly gained success. As ease and speed of transactions are major differentiators proven to win deals, business-to-business (B2B) companies are racing to adopt e-commerce platforms and establishing multiple selling methods to fit the needs of a broader consumer base. Enterprise application vendors now provide the technology to enable and support new business models and payment methods, such as self-service and online-reseller sales channels, as well as usage-based and subscription billing.

Given the unique nature of each businesses' product, sales process, and overarching objectives, the solutions required to modernize the pricing, billing, and revenue management are equally diverse. Monetization software has proliferated to cover a wide range of use cases, including configure price quote (CPQ), pricing and revenue optimization, and payment, billing, and invoicing management solutions. Vendors of these applications are often segmented along target industries, business sizes, as well as supported functionality and business models.

While there will always be a demand for best-of-breed point solutions due to the unique selling needs of niche markets, leading vendors are pursuing a platform approach to product development. Many vendors develop functionality to broaden their solution scope to attract businesses from other industry verticals and to assert themselves as a single software provider under which companies can consolidate all of their pricing solutions. For example, BillingPlatform hosts revenue management, account management, and self-service portal support, in addition to its payment and billing processing functions.

## BILLINGPLATFORM

Founded in 2012, BillingPlatform is rapidly growing to challenge larger vendors in the pricing and billing solutions marketplace. The vendor doubled its revenue and headcount in 2019 and received \$10M additional funds from Columbia Capital to secure its Series B funding round. Further, BillingPlatform secured multiple partner solutions to extend its platform scope, as well as a diverse range of enterprise-scale customers.

As it targets enterprises looking to modernize their enterprise application ecosystems, BillingPlatform is attracting increasingly larger clients in virtually all industries as it scales up its operations. Supported industries now include high technology, agriculture, media, travel, transportation, franchise, professional services, finance, and communication services. The vendor hosts multiple solutions on its PlatformCloud, including BillingCloud, Revenue Recognition, Collections, Portal, and Mediation. BillingPlatform aims to support a business's

entire billing process from both upstream and downstream perspectives. Managers and executives can leverage revenue recognition and management capabilities in addition to business intelligence functionality, while salespeople and accountants can utilize accounts receivable and billing management tools. Additionally, the vendor supports customer self-service portals for users to implement e-commerce channels.

## KEY BENEFIT AREAS

Nucleus interviewed BillingPlatform's customers to identify the three primary benefits: increased revenue, increased employee productivity, and improved organizational visibility.

### INCREASED REVENUE

BillingPlatform offers multiple solutions that directly impact the bottom line. Revenue management and business insight tools grant executives the ability to identify areas of revenue leakage and potential growth opportunities. Managers are also able to fine-tune the sales process to capitalize on cross-sell and up-sell opportunities. Leveraging the Portal solution, organizations can implement self-service portals for additional sales channels. Furthermore, billing and payment processing capabilities enable new business models as organizations can establish usage-based and recurring subscription payment systems, in addition to direct charges. New and improved sales channels directly increase the volume of sales and improve close rates to drive revenue growth.

**An organization reported that BillingPlatform helps it save \$3M-9M annually.**

### INCREASED EMPLOYEE PRODUCTIVITY

Organizations that leverage the BillingPlatform PlatformCloud increased the productivity of their employees through streamlined workflows, automated processes, and reduced workloads. Account management and an intuitive UI consolidates customer information to reduce information querying actions. BillingCloud and Collection streamline the billing and payment process as account data is automatically synchronized across the various solutions, alerting and guiding salespersons through the close. Additionally, BillingPlatform enabled e-commerce portals to generate revenue while reducing sales touchpoints and accounting, allowing employees to divert time-saved to other value add tasks, such as lead generation and priority client engagement.

## IMPROVED ORGANIZATIONAL VISIBILITY

BillingPlatform's users can improve their organizational visibility by leveraging multiple solutions. For example, a user leveraging both the billing engine and the Collections solution was granted a wholistic view into its financials as downstream payment data across its multiple business units were consolidated to enable analytics. The synchronization of data from the organization's ERP system and that generated by BillingPlatform grants salespersons, accountants, and management ease of access to vital information. Executives can track revenue and sales team performance with granular detail to evaluate trends and anomalies. Out-of-the-box connectors and robust external integration capabilities connect data from disparate solutions and departments to best inform on the most and least profitable channels and customers.

## CUSTOMER PROFILES

### DIGITAL MEDIA COMPANY

Generating over \$2B in annual revenue, this digital media company hosts a buying and selling platform for targeted advertising data. Storing and processing viewers' TV and online media data from a variety of sources, the company has a broad and diverse set of products associated with its digital ad brokerage platform. As a result, it had employed the services of various third-parties to handle billing and payment processes, including Zuora, Mediaocean, and Wide Orbit. Facing the growing inefficiencies of managing multiple disparate billing systems, the digital media company planned to consolidate billing, collections, accounts receivables, and credit management under a single solution. During the selection process, the company considered Zuora, Oracle, Evergent, Gotransverse, SAP, and BillingPlatform.

Citing BillingPlatform's cloud-native solution and agile framework, the company chose BillingPlatform in mid-2019 because the vendor would be able to migrate all of its billing and collections ledgers across its entire product portfolio onto one platform.

BillingPlatform's out-of-the-box customization capabilities and native-compatibility with Salesforce allowed for faster integration with the company's various accounting and payment systems to comply with its own and its parent company's general ledgers. One year after implementing BillingPlatform, the advertising company has shifted about \$1.7B of incoming revenue through to its new payment and billing platform, with the remaining funds to be transitioned by Q1, 2021. The company immediately realized employee productivity, revenue, and cost-saving benefits as the unified platform seamlessly integrated with upstream ordering and downstream financial systems. Through a close partnership with

BillingPlatform's professional services team, the company integrated CCH Suretax and established a collections system compatible with their account receivables sub-ledger.

BillingPlatform's flexibility and intuitive workflow management tools enable business analysts to make the vast majority of necessary configurations, and the company's IT team independently manages the platform, eliminating the costs of third-party or dedicated software developers. The platform is highly scalable, facilitating rapid go-to-market deployments of new revenue-generating units, whereas building the payment and billing engine is often the bottleneck for most business ventures. For example, the digital media company acquired an ad-tech organization and transitioned its billing processes to BillingPlatform within six weeks. Previously under Zuora and other vendors, similar tasks took between 90 to 120 days and were considered expensive customization efforts. In total, the company saves \$3-9M annually from eliminated contracting costs along with additional unquantified value in time savings from employees leveraging automated processes, and revenue generated from the accelerated deployment of new products.

## RIDE-SHARE COMPANY

The company provides a bike-sharing service with over 25,000 bikes in nine countries. The organization previously used in-house applications for billing and payment processing. The legacy system had grown too cumbersome to use due to years of patchwork upgrades from multiple development teams. The company was hamstrung by the solution's inflexibility and found it challenging to innovate and scale up operations. Through its partnership with Cognizant, the ride-share company selected BillingPlatform to modernize its billing management and payment methods. BillingPlatform was the primary choice because of its subscription and credit card management capabilities. Furthermore, the platform is Payment Card Industry Data Security Standard (PCI) compliant, granting the company confidence from a General Data Protection Regulation perspective.

BillingPlatform partnered with the company to develop a custom-built platform connected to BillingPlatform's subscription and billing engine. Since going live with the deployment in 2016, the ride-share company has migrated its entire customer base onto the new system, including subscribers and one-time users. Because of BillingPlatform's extensive integration capabilities coupled with an in-depth security and controls library, the company has added new subscription and charge methods, such as automatic renewals, over-consumption charges, and credit on-record features. The increased functionality of BillingPlatform enabled the company to develop a bike-sharing program for healthcare workers as it can implement multiple subscription plans on the platform. The company currently processes over 160,000 transactions every month and supports over 120,000 subscribers across various payment plans.