# goTransverse

Give Them What They Want to Pay For:
## 5 Reasons **Usage-Based Billing** is a Smart Choice for You and Your Customers

Enterprise organizations across industries are realizing "one size doesn't fit all" when it comes to billing—abandoning traditional paradigms for more sophisticated models that include usage-based strategies.

Gartner Research confirms that "the next generation of business/pricing models will offer a combination of subscription and pay-as-you-go, where providers will have the ability to charge for additional features."
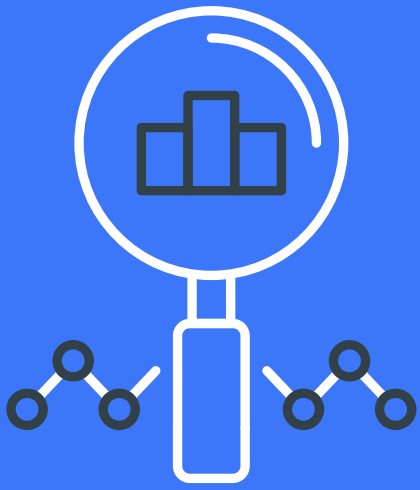
1 Drive Revenue

Keep your revenue stable, while creating fertile ground to grow your next generation of products or services. Pairing subscriptions with "add-on" usage-based items gives existing customers the flexibility to try new features at low risk while providing points of differentiation to help you win net-new business.
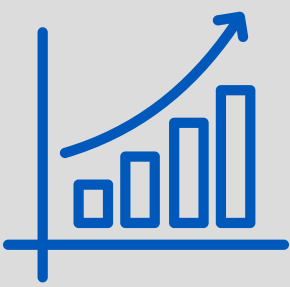
86% of companies cite "time to revenue" as a driver in evaluating agile monetization platforms.

https://www.gotransverse.com/resources/mgi-research-agile-monetization-platforms-state-of-monetization-2016/

2 Disrupt Competitors

Innovate to elevate, taking notes from digital natives and start-up unicorns that are shifting customer expectations for experience, service, convenience, and value. Customer experience (CX) can be the deciding factor when prospects are evaluating solutions. Position your business to win deals and market share.

89% of companies believe CX will be their primary basis for competition.

http://www.gartner.com/smarterwithgartner/test/

3 Attract New Customers

Appeal to your next generation of buyers, giving them the option to "rent or own" products and services. Trends indicate that pay-as-you-go models are rising in popularity, particularly with millennials and those right behind them. Don't let your customers age out, take action to cultivate your prospect pool.

62% of millennials say value/price is their top criteria for trying out a new brand.

http://www.adroitdigital.com/files/research/1395184557.pdf

4 Experiment with Digital Solutions

Test drive transformative digital products and services. Charging customers only for what they use encourages them to "try and buy" new solutions—proving out product value while creating incremental upside for your business.

80% of software vendors will adopt hybrid pricing models by 2020.

http://www.gartner.com/smarterwithgartner/moving-to-a-software-subscription-model/

5 Stay Ahead of the Market

Stay nimble and stay ahead. MGI Research predicts that one-time fixed and simple subscription billing models will decline by 50% and 17% by 2018. Over the same period, hybrid subscription/usage and even more sophisticated models that add in tier and volume discounts will climb 33% and 27%.

33% Hybrid Billing ↑

50% Fixed Billing ↓

Ready to join the ranks of market leaders like Mediaocean, Current, powered by GE, Snowflake, and more? goTransverse's cloud-based intelligent billing and agile monetization platform gives you what you need to turn your billing into a competitive advantage.

goTransverse was cited as a leader in The Forrester Wave™: Recurring Customer and Billing Management, Q32017, receiving among the highest scores for recurring billing and payments management, partner ecosystem, product vision, and corporate focus, adding "goTransverse shines in usage- or consumption-based rating and billing scenarios." Contact goTransverse today to explore what's next.

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