

# Is Your Current Billing Strategy Slowing Your Company's Growth?

## 3 Ways to Future-Proof Your Billing Solution to Plan for Scale

Whether it be mistakes due to human accounting errors, time lags in reporting revenue, or a lack of engineering resources to code out necessary customizations—billing challenges represent a major hurdle for Marketing & Ad Tech organizations.

**Especially when those challenges wind up affecting your company's ability to scale or roll out new product features within a competitive timeframe.**

At the heart of it, your billing platform is the engine that enables you to accurately handle the complex usage-based billing scenarios that prevail in Marketing & Ad Tech. Unfortunately for companies running on legacy billing or external systems that aren't designed to parse internet-scale volumes of data, the ability to manage such high volumes while navigating the extreme pace of innovation is nearly impossible.

---

**So how can finance leaders stay agile in the case of rapid company growth or unanticipated product-roadmap changes?**

---

## 1. Think Beyond Today's View of Your Product Roadmap

Time-to-market (TTM) can be the difference between success and failure in the rapidly evolving Marketing & Ad Tech landscape. In fact, with TTM expected to accelerate 40% by 2020, it may be the key to outmaneuvering your competition and disrupting incumbents. MGI Research found that 56% of companies surveyed would like to be able to introduce new pricing plans in less than four weeks, but only 29% can. In fact, 32% report experiencing “time-to-market challenges” when implementing new pricing paradigms.<sup>1</sup>

Traditional billing platforms can require 9 to 18 months of integration time, and beyond that, often necessitate professional customization services to make changes to workflows, products, or pricing. Don't get left behind. Opt for an intelligent billing platform that allows you to make business model changes, add or remove products, create offer bundles, address changes to your product catalog, handle new, unanticipated usage- or subscription-based pricing models, and more, quickly and without any custom code.

<sup>1</sup> MGI Research, State of Monetization Report, <https://www.mgiresearch.com/Billing-Solutions/state-of-monetization.html>

## 2. Proactively Anticipate Evolving Customer Expectations & Deliver on Them

In the rapidly proliferating Marketing & Ad Tech industry, delivering on customer expectations is essential to retaining market share. In fact, customer experience (CX) is predicted to overtake price and product as the key differentiator for companies like yours by 2020.<sup>2</sup> In the same year, customers will manage 85% of their relationship with an enterprise without a single human interaction.<sup>3</sup>

Such rapidly evolving expectations are one reason why proactive finance leaders are turning to intelligent billing platforms to empower them to handle high-volume and complex scenarios—and avoid unintended delays that hinder CX. Simplify your billing process with an intelligent billing platform engineered for internet-speed volumes, many types of account hierarchies and settlements, full transparency, and accuracy even in the face of complex scenarios. Parse, compare, and analyze customer data to provide standard reports, or customize reports to meet specific customer needs.

## 3. Lay the Foundation for Quick Moves into New Markets

Customers rely on you to help them maximize ROI for digital campaigns in markets worldwide. Facilitating delivery across borders means accommodating for multiple currencies, foreign exchange rates, and geography-based pricing differences. A process with this level of complexity can lead to mistakes that cost your customers unnecessary time and money—especially with today’s demand for accuracy at speed. In fact, one estimate found that companies leak 3% to 5% of revenue annually due to errors and process gaps.<sup>4</sup>

Empower your company to execute with agility on a global scale. Leverage an intelligent billing platform with dynamic and agile monetization solutions so that you can respond rapidly to emerging requirements and needs. What’s more, intelligent billing integrates with your existing tool sets, enabling on-the-fly product catalog changes without the need for proprietary buildouts or custom code.

Turn your billing into a competitive advantage with an intelligent billing platform listed by The Forrester Wave™ as a “leader in consumption-based rating and billing scenarios.”

Contact goTransverse today.

<sup>2</sup> Walker, <https://www.walkerinfo.com/knowledge-center/featured-research-reports/customers2020-1>

<sup>3</sup> SuperOffice, <https://www.superoffice.com/blog/customer-experience-statistics/>

<sup>4</sup> Read IT Quick, <https://www.readitquik.com/interviews/ai/helping-businesses-eliminate-revenue-leakage-with-artificial-intelligence-pe-dram-abrari-clo-pramata/>

