

BillingPlatform Mediation

The Pricing Options Your Customers Want



Transform your data into real-time revenue with built-in mediation

Today more than ever before businesses are looking beyond simple subscription or fixed-fee pricing to let customers pay for only what they use. While this has been the norm in the telecom space, it's now happening on everything from on-demand cloud computing, online gaming, food delivery services, streaming media, and bicycle and car-sharing.

As businesses transition from simple subscription pricing to more sophisticated usage based pricing, they are faced with both a challenge and an opportunity:

- The challenge - the inability to accurately capture and monetize usage
- The opportunity - turning customer behavior into revenue

When it comes to usage or metered rating, the challenge is having the flexibility to map and monetize any kind of data - regardless of source or format. To do that you need a platform that lets you define the details to support service usage on the fly, and then routes that usage data into the platform to determine:

- Who the usage events belong to
- What products were used
- How much or the quantity of the service used
- When the service was used

This process of automating the collection of data, metering the data and rating the data is known as mediation.

To reap the benefits of this opportunity, businesses are realizing that mediation has become a critical requirement for adding sophisticated pricing strategies. Whether that's adding usage based pricing, outcome-based pricing or dynamic pricing models, with mediation, your revenue potential knows no bounds.

Combining robust billing with built-in mediation from BillingPlatform, you can easily take advantage of usage based pricing and discover new revenue opportunities.

- ✓ Gather, analyze, and transform usage data from any source
- ✓ Configure workflow and automation to enable programmable and repeatable data conversion processes
- ✓ Create accurate and chargeable items for billing, invoicing, and reporting
- ✓ Scale with your growth and support hyper-volumes of data

Unlock new business opportunities and offer compelling pricing to customers with the powerful mediation engine from BillingPlatform.

Designed to enable innovative usage based pricing that meets the unique needs of end-users in any industry, BillingPlatform will support your fast-growing business without adding complexity to your billing operations.



Set yourself apart from the competition and deliver the pricing models customers want, powered by the automation of built-in mediation from BillingPlatform.