BillingPlatform

CASE STUDY

Clear Channel

SmartBike
Turning Pedal Power and Data into Revenue

About SmartBike

Clear Channel International subsidiary, SmartBike, is a public transportation company that rents more than 25,000 bicycles in nine countries across Europe and Latin America. The company began over 20 years ago as one of the first public bike-sharing programs in the world and continues to innovate and expand its offering for tourists and subscribers.

SmartBike partners with cities to provide a healthy and sustainable addition to public transportation that can be run 24/7 with the aim of bringing riders closer to home or work. The first bike-sharing company to utilize radio-frequency identification (RFID), SmartBike is able to remotely track rides by time of use.

The Need

SmartBike needed a flexible billing system not only to manage different subscription options per city but also with advanced credit card management capabilities.

BillingPlatform allows SmartBike to:

- **Manage customer & transportation data**
- **Monetize data from rides**
- **Scale for multiple regions & countries**
- **Secure customer data**

The Problem

The Inability to Innovate and Scale Operations

SmartBike's billing function requires collecting, rating and billing detailed ride data. Across numerous international markets, the company's bicycles transmit status notifications and geolocation data in real-time so that the solution can track certain metrics, such as ride durations, current statuses, and overall usage.

SmartBike needed a billing system that could manage multiple subscription models per city, collect this data, track it for unique customers, apply rating, and monetize it all in one. This meant finding a sophisticated solution that could meter the data and create personal invoices for individual riders (subscribers).

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The Solution

Mastering Monetization

SmartBike 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, SmartBike selected BillingPlatform to modernize its billing 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 now monetizes SmartBike's innovative business models for its entire customer base including subscribers and one-time riders. Because of BillingPlatform's extensive integration capabilities coupled with an in-depth security and controls library, SmartBike has added new subscription and charge methods, such as automatic renewals, over-consumption charges, and credit on-record features.

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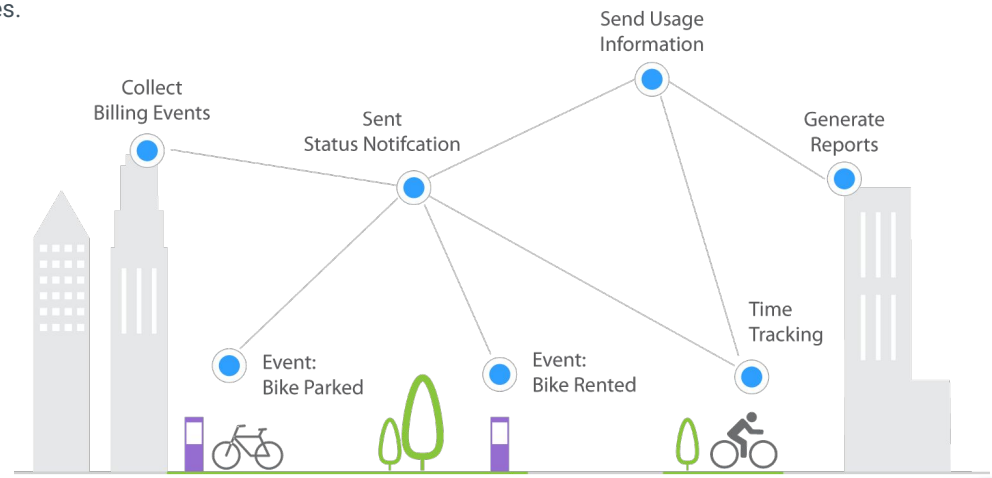
Magin Arias Colmenero
International IT Services Manager, SmartBike

BillingPlatform standardizes inputs from various international cities, taking into account local currencies, conversion rates, native languages, and payment gateway utilizations. On top of that, SmartBike found a centralized location through which it could manage customer accounts and billing activity.



The Results

BillingPlatform Enables SmartBike's Path to Success

In under four months, BillingPlatform consolidated SmartBike's global billing capability and enabled the company to efficiently monetize its unique ride-based business model. Now, SmartBike's finance team has an automated solution that can translate complex consumption data that is transmitted by internet-enabled bicycles and kiosks at all times.

SmartBike has scaled its business across multiple regions and time zones, enabled by BillingPlatform's flexibility. The company's finance team has automated revenue collection for multiple currencies and now has the ability to up-sell, cross-sell, and offer time-based discounts for specific user accounts. No other billing system was able to provide this level of functionality and optimization to SmartBike

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