

# GoCardless

## CASE STUDY

### Flexible, automated billing for a fast-growing business



#### THE NEED

Automate end-to-end revenue management to support growing business

#### THE CHALLENGE

Managing complex pricing, high volumes, growing customer base and key integrations

#### THE SOLUTION

BillingPlatform

#### THE RESULTS

Automation of billing, dunning and AR processes

## About GoCardless

GoCardless is a global bank payment company. They help more than 85,000 businesses, from start-ups to household names, collect both recurring and one-off payments, without the chasing, stress or expensive fees.

Each year GoCardless processes more than US\$35 billion of payments across 30+ countries.

Expanding through acquisitions, GoCardless has recently acquired Nordigen to help businesses make faster and more informed decisions through easy access to bank account data and more recently, Nuapay to create a full-service bank payment provider that will accelerate the execution of GoCardless' strategy.

GoCardless is headquartered in the UK, with additional offices in Australia, France, Latvia and the United States.



#### THE NEED

As GoCardless launched innovative new pricing models they quickly realized that the manual processes in place were no longer capable of supporting the business. In addition, with transaction volumes increasing substantially, so did the billing team.



## THE CHALLENGE

GoCardless was challenged by a number of issues:



**Complex pricing**, both in terms of multiple data points required to calculate bills and management of unique contracts per customer



**High transaction volumes** were crippling the ability to handle the calculation load



**Growing customer base** resulted in disjointed and error prone billing, dunning and AR processes



**Proprietary payment gateway** required integration to collect payments



## THE SOLUTION

With its cloud-native solution and agile framework, GoCardless choose BillingPlatform to automate billing, collections and dunning and AR activities in a single solution. With support for advanced formula-based pricing, ability to manage complex pricing scenarios as well as growing volumes, GoCardless is now able to manage new use cases not supported in the past without increasing the billing team



## THE RESULTS

Since implementing BillingPlatform, GoCardless is able to manage complex usage requirements throughout the entire payment process from billing and invoicing to payments and collections. In addition, the ability to manage customer preferences and regional compliance has allowed them to quickly deploy new pricing for services, without growing the billing team.

### Automated End-2-End Revenue Management



#### Decreased the need for manual billing activities

- New pricing is easily handled within BillingPlatform
- Dunning activities are automated for the first time



**Integrated with upstream systems** such as SalesForce and operational usage systems, thus moving towards a fully automated calculation set-up



**Integrated with NetSuite** to decrease the manual work require to close the month and removing errors in the process