

Product & Pricing Leader Solution Sheet

Meter Anything, Launch Faster

BillingPlatform gives product and pricing leaders the flexibility to respond to the market, and the billing infrastructure to back it up at scale.



THE CHALLENGE

Pricing ideas move fast. Billing infrastructure usually doesn't.

The tension product and pricing leaders face: pricing and packaging can't keep pace with the market.

- Testing a new pricing model can cost a quarter of engineering time, so most ideas never get tried.
- A competitor's price cut or new packaging can force a wait for the next planning cycle before you can respond.
- A pricing experiment that doesn't work can turn into a support queue explaining a billing mistake to angry customers.
- A new unit of value your product creates can mean waiting on a re-architecture just to charge for it.

CORE CAPABILITIES

Strategic pricing oversight, dynamic packaging, and the infrastructure to scale, without waiting on a roadmap.



Meter Anything, Price It Your Way

Develop flexible, usage-based, or hybrid pricing models to capture new revenue opportunities as they emerge.



Test Pricing Without Betting the Roadmap

Configure a new pricing model, test it against real usage data, and scale it the moment it proves out, without a quarter of engineering time or a rebuild of your billing stack.



Automation That Keeps Up with Launch Speed

Automate the operational workflow behind every new offer, so launch speed isn't limited by manual process.

WHAT IT MEANS FOR YOUR PRODUCT & PRICING TEAM

Test Pricing Like a Hypothesis, Not a Bet

✓ Run More Pricing Experiments, Not Fewer

When testing a new model doesn't cost a quarter of engineering time, you can try five ideas a year instead of defending the one you already picked.

✓ Roll Back a Pricing Miss Before It Costs You Customers

Not every pricing experiment works. When one doesn't, you adjust or reverse it in the platform, not in a support queue explaining a billing mistake to angry customers.

✓ Match a Competitor's Move as Quickly as They Make It

When a competitor cuts price or launches new packaging, your response doesn't wait for the next planning cycle.

✓ Meter Whatever Your Product Becomes Next

Usage-based, outcome-based, or agent-based, whatever unit of value your product creates next, you're not stuck waiting on a re-architecture to charge for it.

MORE THAN A BILLING ENGINE

BillingPlatform	Traditional Billing Engine
Launch new pricing models without an engineering project — Configure usage-based, tiered, or hybrid pricing directly in the platform.	New models often mean an engineering request — Traditional billing engines may need custom development for anything beyond standard subscription tiers.
Test before you commit the roadmap — Validate a new pricing model against real usage data before rolling it out company-wide.	Testing means building it first — Without native experimentation, testing a new model can mean building and provisioning it in full before you know if it works.
Meter any unit of value — API calls, seats, outcomes, or consumption. If it's measurable, BillingPlatform can price it.	Metering is often limited to a few billing units — Traditional billing engines may support standard units well but struggle with novel or hybrid usage models.
One shared source of truth for every offer — Product, sales, and finance work from the same pricing and packaging data, not separate spreadsheets.	Pricing details live in multiple places — Sales, product, and finance may each maintain their own version of what a new offer actually includes.
Launch operations are automated, not manual — Provisioning, invoicing, and adjustments happen automatically behind every new offer.	Launch operations can require manual setup — New offers may need manual configuration across multiple systems before they can bill.
AI-assisted pricing configuration — Describe a new pricing model in plain language with BP AI and get it configured and tested, not specified in a ticket.	AI, where it exists, is bolted on — Traditional billing engines weren't built with AI-native configuration at the core.