

EXECUTIVE BRIEF:

# Cost Comparison and Benefits of Migrating from Zuora



VS

zuora



If you are one of the many companies who have migrated to cloud-based solutions, you may have deployed Zuora only to find it lacks the flexibility to support more than simple subscriptions – adding significant services time and cost. It also begs the question – can Zuora effectively scale with your business?

If this were the only problem with Zuora, you might believe that you can work through those issues. However, the recent announcement that Zuora has been acquired by an outside investment firm may be cause for concern for their customers.

A significant change such as this certainly raises a lot of questions: Will my company continue to receive support? Will Zuora continue to invest in product development? Is my investment in Zuora at risk, and to what extent?

In contrast, BillingPlatform is committed to building our business, continuing to innovate our products and services, and provide top-notch customer service and support. All recent analyst reports have awarded us **their highest rankings**, supporting our actions and strategy.

BillingPlatform offers the flexibility you need to run your business your way. With our complete quote-to-cash solution we help organizations get up and running fast to support their specific needs:



A \$1.2 billion digital media company went live with their first usage-based rating product in **less than 12 weeks**



In **13 weeks**, a \$600 million global telecom organization went live supporting the entire monetization lifecycle



In **eight weeks**, a \$1.5 billion educational media company was able to immediately respond to competitive price shifts for its catalog containing thousands of products



A digital media company transitioned from Zuora to BillingPlatform in **six weeks**, and is saving upwards of \$9 million annually in its billing operations

In the next few pages you will see how BillingPlatform stacks up against Zuora on a few of the key capabilities that will help to better manage your business.

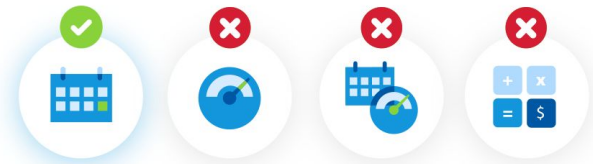
## BillingPlatform supports any business model you need, all from a single solution

Sure Zuora can process subscriptions with ease, but do you also sell usage-based products? If so, Zuora requires a third-party usage processing engine, adding additional cost.

BillingPlatform supports any business model you can imagine all from a single solution. You can easily design and deliver dynamic pricing for:

- One-time charges
- Usage/consumption-based pricing
- Tiered pricing
- Subscription services
- Overages
- Minimum commitments
- Formula-based pricing
- and more

### zuora



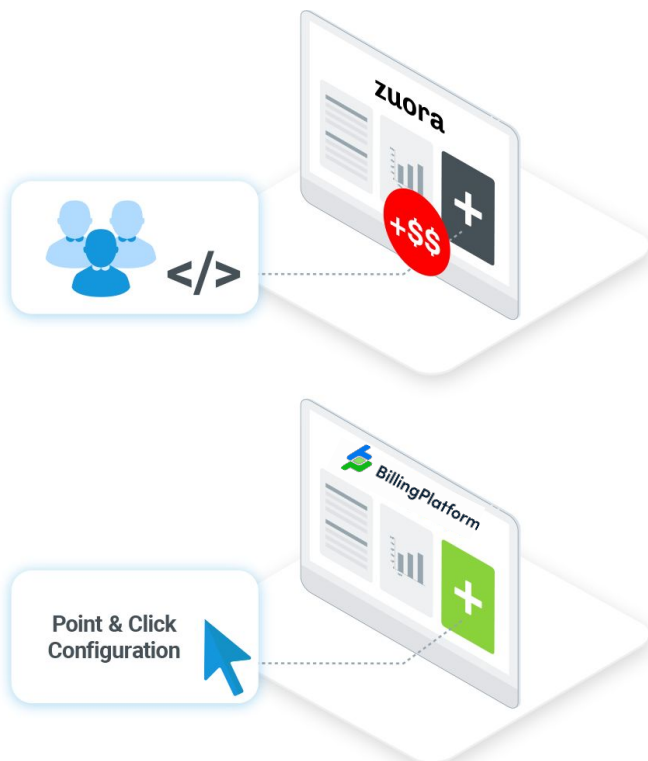
### BillingPlatform



## BillingPlatform puts the power of change in the hands of your business users with no-code, point and click configurability

With Zuora, you are forced into their way of doing business, and it may not be yours. Any changes that can be made to the system require resources from your IT department or outsourced professionals.

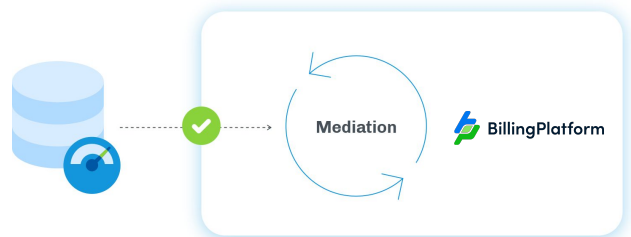
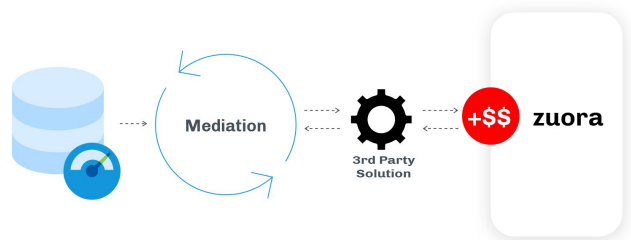
BillingPlatform was built with the business user in mind, allowing them to easily extend the solution to support the way you do business. Design and deliver new products faster than ever, customize the UI to make it easy for staff to manage your customers, create widgets to simplify business processes and seamlessly synchronize data with other crucial enterprise applications.



## BillingPlatform can scale to support massive volumes of data

With built-in data mediation, BillingPlatform can process high volumes of data without adding cost and risk to your operation. Zuora requires you subscribe and integrate to a third-party mediation solution (adding cost and risk).

Our mediation solution automates the process of gathering customer usage data from multiple sources, normalizing that data and then routing it to be rated and billed, allowing you to charge customers for what they use, quickly and accurately.



## BillingPlatform provides a cost-effective way to maintain your financial ecosystem

With Zuora, you have to synchronize customers, pricing, rules, security and compliance across their disparate products. Do you want your team focused on maintaining those integrations or do you want them focused on innovations?

With BillingPlatform you get mediation, rating, invoicing, collections, reporting, analytics, revenue recognition, A/R subledger and more, all in a single solution. With our advanced data model and API capabilities, you can connect all your key applications, enforce business rules and create workflow optimizing your entire financial ecosystem.

## BillingPlatform costs less to support your growing business:

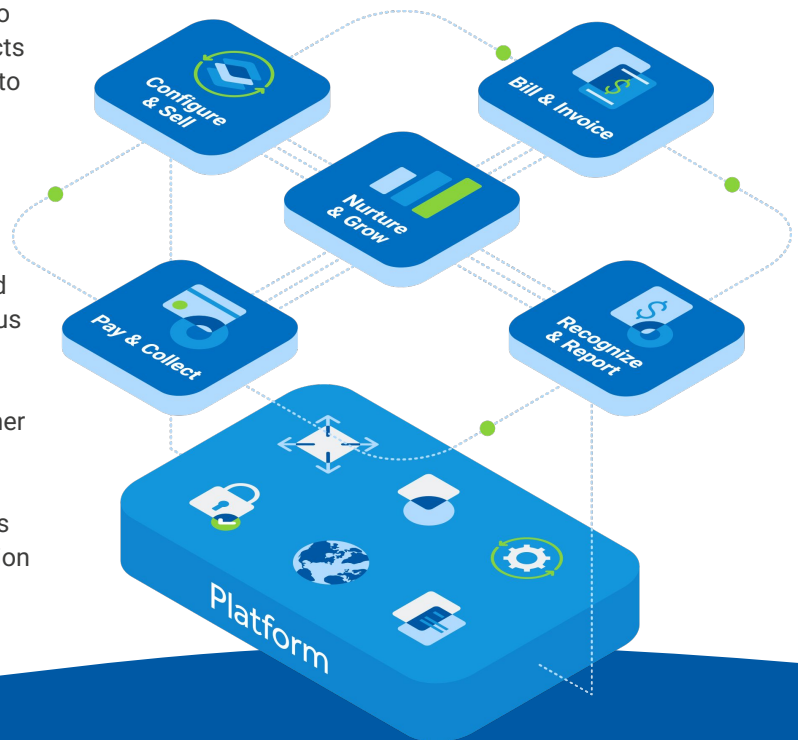
	BillingPlatform	Zuora
Process \$50m in annual billings	You pay ~\$100k/annually	You pay ~\$200k/annually
Process \$250m in annual billings	You pay ~\$250k/annually	You pay ~\$750k/annually
Process \$500m in annual billings	You pay ~\$450k/annually	You pay ~\$1.25m/annually

## BillingPlatform | A Complete and Flexible Cloud-based Billing Solution

Because no two businesses are exactly the same—and in most cases, how they monetize their goods and services vary greatly—it’s more important than ever to have a cloud-based solution to monetize your products and services. To do that efficiently, businesses need to be able to take your subscription services to the next level by incorporating usage or consumption-based pricing for their physical and digital products and services.

BillingPlatform is the most agile, cost-effective, cloud solution on the market. We enable companies to focus on solving business problems rapidly through configuration of the application instead of wading through a myriad of inflexible modules offered by other cloud-based systems.

Our approach is to eliminate the technical constraints that limit the ability to support any kind of monetization model so customers can focus on innovation and growth versus maintenance and development.



To learn more about how BillingPlatform can help you move beyond simple subscription billing, call us at 1-888-348-8868 or visit our website at <http://billingplatform.com>