

Oracle  
Continues  
Subscription  
Leadership  
with  
Monetization  
Cloud  
Release 18C

Leading enterprises are shifting their business model from transaction-based product sales to subscription-based service delivery. This as-a-Service model provides the subscriber with flexibility and freedom from ownership, while the subscription provider enjoys predictable recurring revenues and deeper customer relationships. Pioneered by the communications industry, recurring services are now widely offered in areas including SaaS, cloud hosting, financial services, retail, digital learning, connected cars, digital media, manufacturing and more.

Yesterday's transaction-based systems and stop-gap solutions cannot handle the monetization requirements of today. Innovative businesses understand the need for true enterprise-grade solutions so they have the capabilities to differentiate their offerings in highly competitive markets. Businesses do not want to be constrained by a billing system's inability to grow to meet the demands of the future, nor challenged to deploy a subscription solution from a company without the resources to execute.

A longtime market leader, Oracle's monetization solution enables hundreds of businesses around the world to monetize digital and subscription services at scale. The latest release, **Oracle Monetization Cloud 18C**, is a cloud-native solution that delivers increased customer centricity, extreme pricing flexibility, seamless order-to-cash processes and powerful analytics, all of which enable our customers to be innovation leaders in subscription and digital commerce.

### INCREASED CUSTOMER CENTRICITY

Monetization Cloud empowers businesses to customize many subscription attributes to deliver a highly personalized experience. 18C provides the ability to configure account formats with custom attributes such as credit rating, tax ID or vehicle type. These deeper subscriber insights enable agents to provide better care and enable the business to understand subscriber segments and connect subscriber data across disparate systems. Invoice numbers and account number formats can also be customized with prefixes, suffixes and dates allowing for better company-specific management.

Agents are now empowered with persona-based permissions to take a number of actions to resolve customer issues. They can set threshold notifications at the individual subscriber level to accommodate preferences, override pricing within company-set limits, refund overpayments and credit balances, resolve disputes, and write off items or full bills. These capabilities, delivered with an improved user experience, increase customer satisfaction and loyalty by providing differentiated and personalized service.

### EXTREME PRICING FLEXIBILITY

Release 18C continues to lead in delivering robust monetization capabilities by providing offer design capabilities such as applying quantity-based metrics to rating and adding the ability to automate date effectiveness to pricing models. All offers

are designed in conformance with ASC606 and IFRS15, which can either be achieved natively through Monetization Cloud or through integration with an Enterprise Resource Planning revenue recognition component.

## SEAMLESS ORDER-TO-CASH

Businesses can achieve a seamless order-to-cash process with Oracle CX components for Commerce, Customer Engagement and CPQ. Leverage an enhanced set of REST APIs and best practice processes based on TM Forum to quickly integrate with existing commerce or point of sale applications. Take advantage of an expanded set of pre-integrations to leading payment and tax processors such as Paypal, Chase Orbital and Vertex.

## POWERFUL ANALYTICS

Make data-driven business decisions and monitor subscription KPIs like churn and ARR with robust pre-defined and custom reporting on financial, pricing, security, operations and subscriber data. Read / write access and well-defined roles and privileges ensure security. Integrate easily with Oracle Analytics Cloud for market-leading descriptive, predictive and prescriptive analytics, available from any device and accessible by touch or voice control.

## SCALE AND AVAILABILITY

This cloud-native release leverages Oracle's next-generation cloud infrastructure which was architected from the ground up for extreme performance, scalability and security. Monetization Cloud is implemented as a Kubernetes-managed microservices architecture that scales up and down according to demand. Customers are always on the latest Oracle technology as upgrades are delivered with no impact on service level agreements and release agility continues to increase.

## CONCLUSION

Managing billions of dollars in subscription revenue each month, Oracle continues to lead the market in subscription monetization for both the subscription-driven enterprise and the emerging communications industry standards for 5G. Oracle is the only company that brings the power and sophistication of a communications-grade billing engine to the cloud for all industries.

LEARN MORE AND REQUEST A LIVE DEMO AT [WWW.ORACLE.COM/MONETIZATION-CLOUD](http://WWW.ORACLE.COM/MONETIZATION-CLOUD).

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## Integrated Cloud Applications & Platform Services

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