

Commerce is changing.



Subscription Commerce Is Here —Are You Ready?

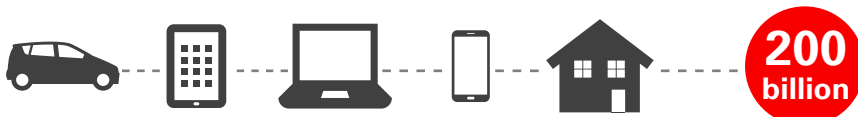
Subscription-based pricing models are moving the concept of ownership from one-off transactions to long-term relationships, and digital products and services are quickly becoming the norm. But how do you join the digital economy while creating financial benefits for your company? How can your billing systems handle these new products and delivery models? **The answer is in the cloud.**

WHAT'S CHANGED?

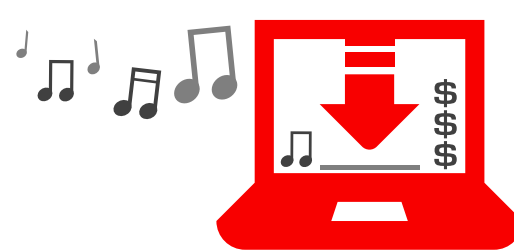
The Internet of Things is driving the digital economy...



...with nearly **200 billion connected devices**¹



And the IoT is changing how people and businesses consume.



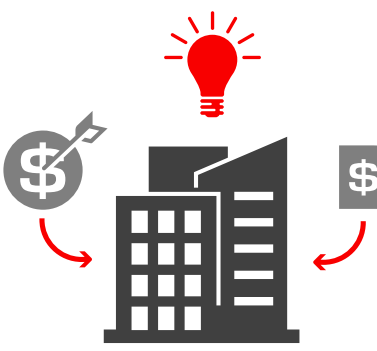
Today, **20 million**² consumers pay for music subscription services.

More businesses are choosing subscription **storage, accounting, analytics, and more.**

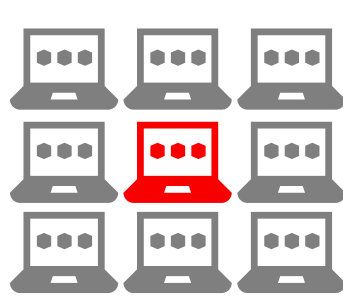
As the subscription model continues to rise, Gartner predicts that the **SaaS payment model for businesses will grow by 20.2% annually.**

THE OPPORTUNITY

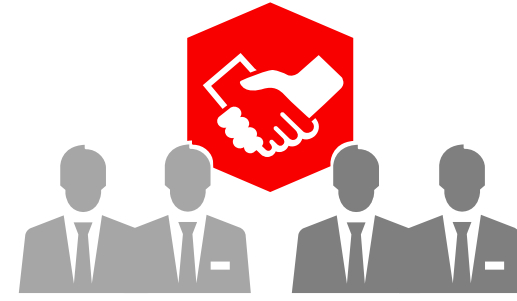
By transforming their business, smart organizations stand to:



Create recurring revenue streams



Differentiate their offerings in the marketplace



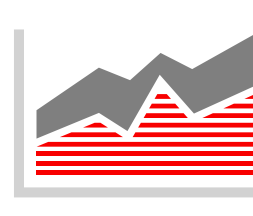
Create a lasting relationship with their customers

THE CHALLENGE

But new subscription services demand **new, smarter ways to:**



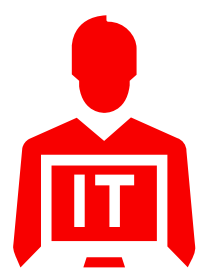
Price and bundle products



Measure usage



Manage revenue



And only **30%**

of core IT resources are available to support new services³,

while revenue recognition compliance and service are too important to ignore.

More than **200 organizations**⁵ have faced false-certification charges under Sarbanes-Oxley

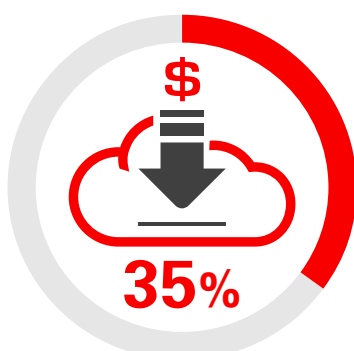


89%

of customers defect following a bad service experience⁴

THE ANSWER

Many organizations are finding the answer in the cloud. Oracle Billing and Revenue Management Cloud Service provides the solution. In recent surveys:

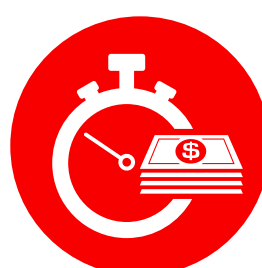


of respondents said they reduced costs with cloud solutions⁶



of CFOs said they had chosen the cloud to deploy a new solution or upgrade⁷

Cloud-based billing and revenue management can make it easy to:



Deliver new subscription services quickly and **cost-effectively**



Get a **real-time, usage-based view** of your customer base



Achieve Sarbanes-Oxley, GAAP, and PCI **compliance**

BUT NOT ALL CLOUD SOLUTIONS ARE EQUAL.

POWERFUL. SIMPLE. COMPLETE.

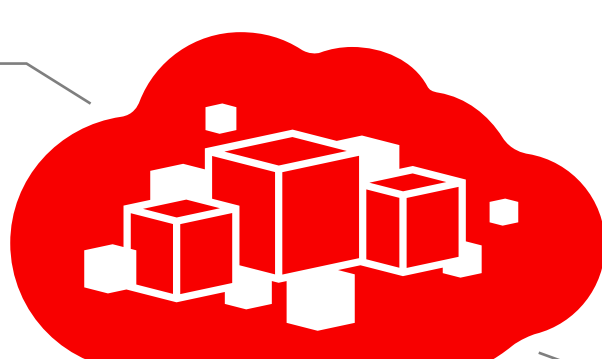
Oracle Billing and Revenue Management Cloud Service combines the power of Oracle's market-leading billing and revenue management solution with the simplicity and elasticity of Oracle Cloud.

Reduce risk with a future-proof cloud billing vendor

Globalize your business by billing in any language, currency, and metric

Deliver sophisticated pricing, discounting, and rating

Simplify integration with existing systems



IT'S TIME TO ACT



The era of subscription commerce is here—don't be left behind. Monetize your recurring revenue streams with Oracle today. Propel your business into the digital economy. Find out more.

¹ IDC, "The Internet of Things: Data from Embedded Systems Will Account for 10% of the Digital Universe by 2020," <http://www.emc.com/leadership/digital-universe/2014view/internet-of-things.htm>, 2014.

² Digital Stats, "20 Million People Pay for Music Subscription Services," <http://digital-stats.blogspot.co.uk/2013/02/20-million-people-pay-for-music.html>, 2013.

³ Gartner, "Eight of Ten Dollars Enterprises Spend on IT is 'Dead Money,'" <http://www.gartner.com/newsroom/id/497088>, 2006.

⁴ Oracle "Getting to the Heart of the Consumer and Brand Relationship," <http://www.oracle.com/us/products/applications/cust-exp-impact-report-epss-1560493.pdf>, 2011.

⁵ The Wall Street Journal, "Law's Big Weapon Sits Idle," <http://www.wsj.com/articles/SB10000872396390444130304577557190343517170>, 2012.

⁶ OAUG Survey on Application Delivery Strategies, "Cloud at the Crossroads," 2012.

⁷ Oracle and FSN, "The New Competitive Advantage: Strategic CFOs Embrace the Cloud," <http://www.oracle.com/us/solutions/ent-performance-bi/business-intelligence/cfos-embrace-cloud-wp-1851938.pdf>, 2012.