

Commerce is changing.

# Subscription Commerce Is Here —Are You Ready?



Subscription-based pricing models are moving the concept of ownership from one-time transactions to long-term relationships, and digital products and services are quickly becoming the norm. How do you join the digital economy and create new revenue streams and deeper customer relationships? How can you monetize these new models?

## WHAT'S CHANGED?

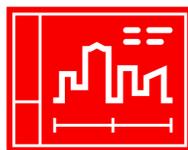
The **Internet of Things** is driving the digital economy...



...with connected devices outnumbering the world's population starting in 2017.<sup>1</sup>



People and businesses are embracing the flexibility and freedom of consuming everything **as-a-service**.



**Smart City services** are growing at more than 20% per year through 2023<sup>2</sup>.

More businesses are choosing to subscribe to **storage, analytics, and applications** as-a-service.

## 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

Yesterday's transaction-based solutions can't meet today's monetization requirements. New subscription services demand **new, smarter ways** to:



Price and bundle flexible offerings



Measure consumption in real time

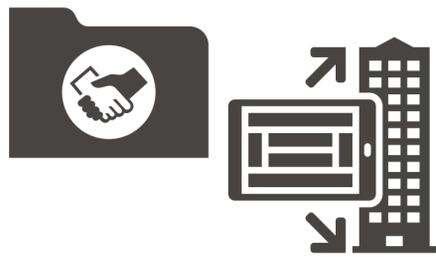


Manage revenue and analyze key performance indicators



And only **10%**

of surveyed executives are confident they can evolve their ERP or CRM systems to meet current or future monetization needs<sup>3</sup>.



while **51%**

lack the ability to offer highly individualized products and services<sup>3</sup>

## THE ANSWER

Today's progressive organizations are answering the challenge with robust, flexible monetization solutions.



will seriously consider cloud monetization to

- accelerate time to market
- facilitate integrations
- and manage operating expenses<sup>3</sup>

Powerful monetization capabilities can make it easy to:



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



Drive recurring revenues by shifting from selling products to selling as-a-service



Get a **real-time, consumption-based view** of your customers' behavior



Price based on **any measurable metric** – clicks, downloads, gigabytes and more

## POWERFUL. FLEXIBLE. COMPLETE.

Oracle Monetization Cloud combines the power of scalable monetization capabilities with the simplicity, agility, and security of Oracle Cloud.

- **Accelerate** time to market for new digital and subscription-based services
- **Innovate** with pricing capabilities to create strategic differentiation
- **Reduce** risk with a future-proof monetization provider
- **Power** your Concept to Cash to Care processes with market-leading monetization capabilities.
- **Enhance** customer experience with real-time notifications and personalized selections

# ORACLE® Monetization Cloud

## IT'S TIME TO ACT



The era of digital and subscription services commerce is here—don't be left behind. Monetize your digital services with Oracle today.

Modernize your monetization strategy for the digital economy. Request a demo and learn more at [www.oracle.com/monetization-cloud](http://www.oracle.com/monetization-cloud).

<sup>1</sup> Gartner <http://www.zdnet.com/article/iot-devices-will-outnumber-the-worlds-population-this-year-for-the-first-time/>  
<sup>2</sup> <https://globenewswire.com/news-release/2017/07/06/1039582/0/en/Smart-Cities-Market-to-Grow-at-20-CAGR-by-2023-P-S-Market-Research.html>.  
<sup>3</sup> "Monetization As A Competitive Advantage," Oracle, 2017