Oracle Monetization Cloud

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MONETIZATION CLOUD

"Subscriptions, demand-based price models, pay-per-use, and increasingly complex agreements with a litany of unique entitlements are now the norm."

ANDREW DAILEY
MANAGING DIRECTOR
MGI RESEARCH

KEY BUSINESS BENEFITS

- Accelerates time to market for new subscription and consumption-based products and services
- Enables growth of new recurring revenue streams with flexible, future-proof features
- Lowers cost and minimizes the need for in-house expertise
- Reduces risk with robust security and best-practice cloud deployment

The era of subscription commerce has arrived. Companies are increasingly focused on generating recurring revenues and developing lasting customer relationships by offering subscription-based services. Customers are demanding the power to purchase the products and services that they want, when they want them, at a price point that they can afford.

The marketplace is seeing an exponential increase in the complexity of product mixes. Existing transaction-based systems are unable to support the move from physical goods to digital services and the transition from simple charging to hybrid charging models including usage-based, one-time and recurring in any combination. Flexible billing and revenue management capabilities are critical for enterprises to succeed in the digital economy.

Oracle has combined the power of sophisticated monetization capabilities with the simplicity, agility, and security of Oracle Cloud to accelerate time to market for digital services.

Oracle Monetization Cloud Overview

Across industries and in scenarios ranging from high tech hosting to digital media to Internet of Things, enterprises and digital service providers are looking to quickly launch new business models to compete in the digital economy.

Oracle Monetization Cloud enables companies to monetize a new business model to create flexible service offerings, generate and recognize new revenue streams, and deliver a superior customer experience.

Robust functionality supports usage-based rating, discounting, non-currency credits, spend controls, real-time consumption billing, bill on first usage, and multiple currencies. The service is readily integrated with Oracle and third party applications including payment gateways, ERP and Customer Relationship Management systems through industry-standard web interfaces.

This affordable SaaS offering lowers capital expenses and offers pricing options starting from a basic subscription fee model for emerging digital service providers and expanding to a premium usage-based model.

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Functional Overview

Oracle Monetization Cloud provides full life cycle support for digital service monetization.

Offer Design

Offer Design provides the ability to create and bundle services and products for rapid deployment of digital services and hybrid offerings including subscription, one-time and flexible consumption-based charges. Configure innovative offerings incorporating non-currency resources such as loyalty points.

Subscriber Management

Intuitive user interfaces provide real-time views of the customer's balances and entitlements and access to full billing and accounts receivable history.

Rating and Discounting

Configure flexible rating in conjunction with discounting capabilities including cross-product discounts. The premium service supports consumption-based rating for any service type or measurable usage metric such as event, duration, clicks, gigabytes, downloads or volume.

Billing and Invoicing

The cloud billing service provides the flexibility to bill subscribers monthly, quarterly, annually or according to custom cycles, in advance or in arrears. Off-cycle billing is available via features like bill now and on-demand billing, while bill on first usage enables free subscription trials. The service supports invoice template design.

Revenue Management

Manage the financial side of subscriber accounts including Account Receivables, General Ledger and taxation activities. The service supports complete Accounts Receivable actions including adjustments, payments, refunds, disputes, and write-offs. For GL, full revenue recognition support is available and data can be exported to other financial systems including Oracle ERP. The service provides tax support internally for either flat tax or jurisdiction-based taxation. A rich collection of pre-designed financial reports and analytical tools with the ability to customize provides the necessary data to inform decision making.

Customer Experience

In today's competitive business environment, subscribers flock to the companies that provide a superior experience. Oracle Monetization Cloud enables enterprises to serve their customers through intuitive interfaces that provide real-time views of customer activity and allow easy access to all aspects of account history. Enterprises can build customer loyalty by awarding non-currency assets such as movie downloads, gigabytes of storage or throughput, or access to games. Real-time tracking of consumption enables notification to customers when they approach thresholds. And flexible options for invoice design and delivery create additional opportunities to build subscriber relationships and improve customer retention.

CONTACT US
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Integrated Cloud Applications & Platform Services

Oracle is committed to developing practices and products that help protect the environment