

Agile Monetization Across the Customer Lifecycle

Oracle conducted online surveys with 293 monetization decision makers at enterprises across North America



START WITH CUSTOMER EXPERIENCE

Customer experience (CX) is key in the subscription economy

239 decision-makers said enhancing CX is their

#1 business objective



Improving CX is the **third** biggest driver for choosing a monetization solution

NEW PRICING MODELS

Enterprises across industries are launching subscription-based services



63%

plan to offer bundled products or digital services



61%

plan to offer usage-based charges



Subscription strategy leaders achieved **1 to 9%** higher growth over plan

FUTURE MONETIZATION PLANS

When selecting a new solution, future monetization capabilities matter

54%

feel existing monetization tools can't handle the needs of their organization



57%

think that as-a-service offerings are an essential part of company growth strategy

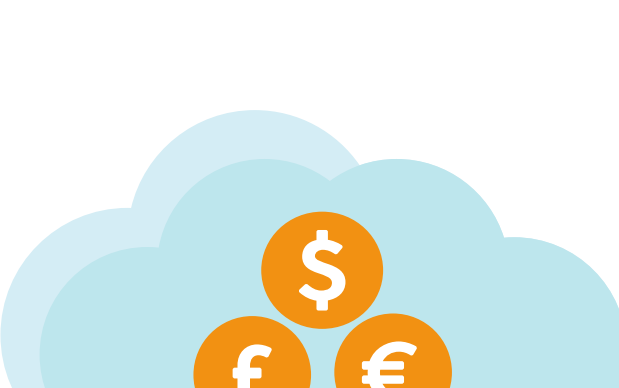


63%

factor in the capabilities they need in the next three to five years when picking a monetization solution



CLOUD: A GAME CHANGER



54% will seriously consider cloud monetization solutions because they provide:

- faster time to market for new services
- integration with other enterprise applications
- predictable operating expenses



63%

believe cloud monetization tools are just as or more secure than on-premises solutions

MONETIZATION, CRM, AND ERP

62%

of enterprises are looking for a single vendor for CRM, ERP, and monetization



68%

say it's important a monetization solution integrates with their CRM



CRM



ERP



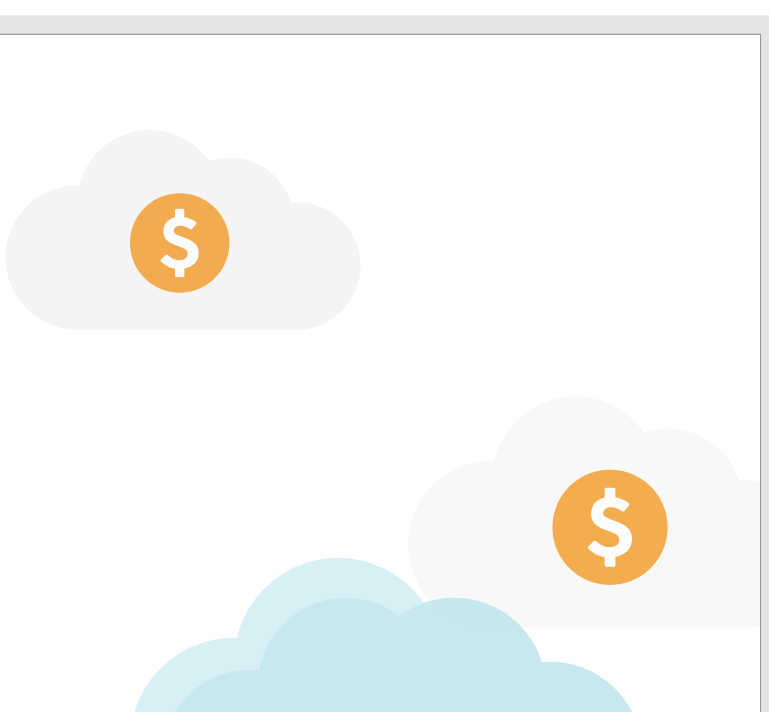
monetization



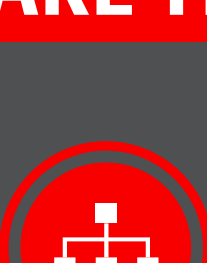
START MONETIZING YOUR OFFERS

Oracle Monetization Cloud can help you:

- Future-proof your business to grow market share and revenue
- Enhance customer experience with customized, differentiated services
- Get the agility and security of Oracle Cloud
- Integrate with Oracle cloud solutions, including CRM and ERP



TAKE THE NEXT STEP



Visit www.oracle.com/monetization-cloud to learn more, or request a demo.

Alternatively, view the full report [here](#).

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