

Monetizing Tomorrow's Business Models Today

Concept to Cash to Care in the Digital Economy



To compete in the digital economy, businesses are shifting from a product-centric, transactional relationship to offering everything as-a-service.



Digital and subscription-based services can deliver recurring revenues and deepen customer relationships.

CHALLENGES IN MONETIZATION



75% of monetization **decision-makers** see launching a subscription-based service as a **priority**.¹

Yesterday's transaction-based tools won't support the transition to digital and subscription commerce. Companies must find flexible new ways to **monetize offerings**.

Simple subscriptions are no longer enough to differentiate offerings in a competitive marketplace. Today's leading organizations are embracing packaged or bundled products and consumption-based pricing to deliver more customer value.

Top reasons companies are adopting innovative monetization solutions²:

#1

Reduce cost

#2

Offer new pricing models not supported by current solution

#3

Provide a more compelling customer experience



67% of enterprises have implemented or plan to implement a **monetization solution** for digital or subscription-based services. What factors should they be considering?³

A key requirement for today's Subscription Relationship Management is that the solution can be **quickly implemented**, includes **key functionality out of the box** and has **strong integration capabilities**.

– IDC MarketScape⁴

A COMPLETE SOLUTION FOR CONCEPT TO CASH TO CARE



Every step in the customer's journey matters: From social engagement to personalized offers to billing to self-care and assisted-care. Monetization must tightly integrate with front-office and back-office applications.

A recent survey demonstrates that executives shifting to subscription commerce prefer **single-vendor suites** across ERP, CRM and monetization.



Full life-cycle capabilities



Easy integration



Less risk and cost reduction



Speed to market

CHOOSE A LEADING, FUTURE-PROOF SOLUTION



Oracle provides a market-leading **Concept to Cash to Care solution**, from customer experience to monetization to financial management.

Leading analyst IDC highlights Oracle's comprehensive scope, deployment options, and multi-industry capabilities.



[Oracle's] new cloud service is designed to **accelerate time to market** for digital and subscription-based products and services by **enabling the full life cycle of customer onboarding**.⁵



Oracle has been positioned as a **leader** in the Magic Quadrant for Integrated Revenue and Customer Management for Communication Services Providers.⁶

WITH ORACLE MONETIZATION CLOUD YOU CAN:

- ✓ Drive recurring revenues by shifting from selling products to selling "as-a-service"
- ✓ Accelerate time to market for digital and subscription-based services
- ✓ Differentiate your offerings using flexible pricing and bundling capabilities
- ✓ Reduce risk with a future-proof monetization provider
- ✓ Enhance customer experience with real-time notifications and personalized selections



Power your **Concept to Cash to Care** process with the leader in monetization. Request a live demo and learn more at Oracle.com/monetization-cloud.

Join our communities

[1] [2] [3] "Monetization as a Comparative Advantage: New Services, New Opportunities". A study by Oracle, 2017
 [4] [5] IDC MarketScape: Worldwide Subscription Relationship Management 2017 Vendor Assessment (doc #US43172417, November 2017)
 [6] Gartner Magic Quadrant for Integrated Revenue and Customer Management for CSPs – October 2017
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