

D&A TRANSFORMATION TALES

Introducing Powerful Analytic Capabilities for Reimagined Billing Management



BACKGROUND

Our client is a leading provider of cloud billing and subscription management solutions for Global 2000 companies. Their innovative platform automates the entire subscriber life cycle for all recurring revenue models, enabling businesses to monetize, bill, and manage their subscription-based offerings effectively. With a vast customer base and a wealth of data at their disposal, the client recognized the potential to leverage advanced analytics to drive strategic decision-making and enhance their offerings further.

While the client's subscription billing solutions provided robust functionality, they sought to integrate advanced analytics capabilities to empower their customers with valuable insights and business intelligence. The core objectives were to:

- Understand and identify potential contributors to enable proactive measures to improve customer retention
- Develop models to predict a customer's lifetime value, facilitating targeted marketing strategies and optimizing resource allocation
- Leverage past data to predict payment behavior and detect potential defaulters early to activate proactive revenue management and collection strategies



SOLUTION

Our team of data analytics experts collaborated closely with the client to understand their unique business requirements and the intricacies of their subscription billing solutions. Through a comprehensive analysis of their data landscape and industry best practices, our experts devised a tailored approach to address the client's challenges and deliver a robust analytics and reporting solution.

Our experts delivered a comprehensive descriptive and predictive analytics solution, leveraging advanced machine learning algorithms and data modeling techniques. The solution encompassed the following key components:

- **Enhanced Product Offering:** The client's existing billing solutions were augmented with powerful analytics capabilities, leveraging the available data to generate actionable insights for decision-making.
- **Reduced Churn Rates:** By identifying churn contributors and implementing proactive retention strategies, the client's customers experienced a significant reduction in customer churn rates.
- **Increased Revenue:** Improved customer retention, coupled with targeted marketing efforts based on customer segmentation and lifetime value predictions, contributed to increased revenue streams for the client's customers.
- **Minimized Revenue Losses:** Early detection of potential payment defaults through predictive models enabled proactive collection strategies, minimizing revenue losses for the client's customers.
- **Competitive Advantage:** The integration of advanced analytics capabilities into their subscription billing solutions positioned the client as a market leader, providing a competitive edge in the rapidly evolving subscription economy.



TECHNOLOGY SNAPSHOT

- Oracle 10g
- AWS Data Pipeline
- Oracle Golden Gate
- MicroStrategy 9.4



BUSINESS BENEFITS

- Enhanced the existing billing solutions product to leverage on available data to generate analytics that could help in decision making
- Reduced Churn rates by improving business processes
- Increased revenue by customer retention
- Reduced revenue loss by predicting payment defaults



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