

Zuora 17

An enterprise-grade, big-data powered, multi-entity solution, enabling global enterprises to monetize multiple revenue streams across diverse business entities in a unified solution

Digital Transformation Gives Rise To New Business Models

The most successful brands in the world today are those that have harnessed digital technology to deliver new sources of value for customers. Businesses like Amazon, Google, Uber, Netflix, successfully paired digital innovation with subscriber-centric business models and hyper-agile business practices.

Established enterprises that want to compete in this new market and capture new sources of revenue need to be able to:

- Gain a deep understanding of their customers and deliver continuous, relevant, ongoing innovation
- Embrace new business models that turn transactional customers into long term subscribers
- Adopt systems and processes that enable their teams to be “hyper-agile”

New Business Models Create New Challenges That Legacy Order-To-Cash Systems Were Not Designed For:

Established, global enterprises are running their business on legacy order-to-cash systems. These systems cannot meet the demands of these new business models:



PRODUCT LEADERS are unable to deliver products and services that customers truly value because they struggle to get a single, rich, unified view of their customers



SALES AND MARKETING LEADERS lose new revenue opportunities because they struggle to creatively monetize products and services based on outcomes and value delivered by those services



FINANCE LEADERS are unable to guide the business in analyzing revenue and profitability using customer-centric set of metrics like ARR, churn, net retention etc



IT LEADERS are unable to integrate systems at the pace that the business is demanding due to the high costs and lengthy timelines required to integrate all parts of the revenue stream, resulting in a lack of efficiency and bottlenecks to scale.

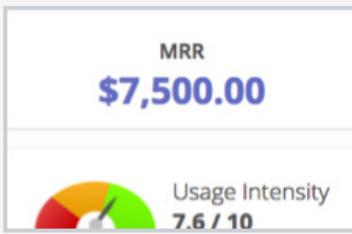
Zuora 17: A Multi-Entity Order-To-Cash system for subscriber-centric enterprises

Zuora 17 is the first multi-entity subscriber-centric order-to-cash system that solves these pain points for large multidivisional enterprises.

ZUORA 17 DELIVERS:

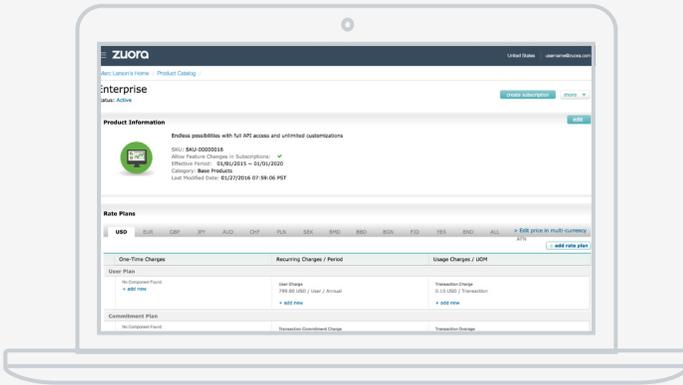
- Rich, data driven insights across millions of customers delivered in real time that combine usage, subscription metrics, financial transactions and demographics.
- The ability to monetize anything with over 40 charge models, and to rapidly launch and test new pricing models for services without disrupting or burdening the back office
- Business performance dashboards that combine gaap metrics and non-gaap metrics like ARR, Churn, renewal rates etc.
- A multi-entity framework that enables entity separation, entity rollup reporting, and product sharing across entities.
- An open platform that enables rapid deployment, integration and customization without compromising on the level of scalability and security that enterprises demand.

KEY BENEFITS AND CAPABILITIES



UNDERSTAND HOW YOUR CUSTOMERS USE YOUR PRODUCT

- Subscriber lifecycle insights that combine usage, revenue, billing etc
- Subscriber usage patterns and trends
- Dynamic customer groups based on common behaviours
- Automated pre-built triggers for 3rd party applications



MONETIZE ANY PRODUCT OR SERVICE WITHOUT BURDENING YOUR BACK OFFICE

- Monetize anything: perpetual, recurring, usage pricing models
- Billing and payment automation
- Revenue recognition management
- FX Management
- Accounting close tools and reports
- Pre-built connectors to leading enterprise ERP general ledgers

EASILY MEASURE HOW YOUR BUSINESS IS PERFORMING

- Operational reporting across bookings, billings, cash
- Financial reports to accelerate revenue and month-end close
- Recurring revenue metrics like ARR, MRR, Net Retention etc
- Intuitive drag-and drop report builder
- Report scheduling and sharing



	Q2 2015	Q3 2015	Q4 2015	Q1 2016
UK	€1,117,006.00	€1,076,112.00	€1,061,721.00	€1,196,202.00
Germany	€2,896,189.00	€2,976,620.00	€3,490,615.00	€3,587,790.00
France	€2,655,123.00	€2,807,051.00	€2,976,705.00	€3,108,568.00
Spain	€2,138,679.00	€2,260,788.00	€2,256,980.00	€2,876,793.00
Sweden	€1,974,632.00	€2,017,988.00	€2,106,000.00	€2,077,102.00
Ireland	€1,895,642.00	€1,875,752.00	€2,046,751.00	€2,269,375.00
Netherlands	€1,512,837.00	€1,672,183.00	€1,863,452.00	€1,972,812.00
Belgium	€1,287,765.00	€1,394,767.00	€1,462,850.00	€1,568,705.00
Denmark	€987,712.00	€1,072,689.00	€1,057,749.00	€1,209,896.00
Switzerland	€965,700.00	€950,500.00	€926,875.00	€982,910.00
Turkey	€851,239.00	€874,891.00	€889,650.00	€979,560.00
Italy	€685,812.00	€761,283.00	€758,572.00	€728,810.00
Total EMEA	€20,686,895.00	€22,237,656.00	€23,801,209.00	€25,466,447.00

RUN DIFFERENT ENTITIES INDEPENDENTLY ON A SINGLE, UNIFIED SYSTEM

- Entity separation
- Roll-up reporting across entities
- Product sharing across entities
- Entity-specific accounting close cadence



INTEGRATE AND AUTOMATE AT SCALE ON AN OPEN, EXTENSIBLE PLATFORM

- Robust APIs to enable deep application integrations
- Pre-built tools and applications to extend Zuora
- Real-time triggers to automate internal and external processes
- Enterprise-grade compliance and security
- Scalable architecture for high-volume subscription businesses

CONTACT ZUORA

+1 (650) 241-4508

www.zuora.com

ABOUT ZUORA

Zuora's Relationship Business Management (RBM) solution helps enable businesses in any industry to launch or shift products to subscription, implement new pay-as-you-go pricing and packaging models, gain new insights into subscriber behavior, open new revenue streams, and disrupt market segments to gain competitive advantage. Headquartered in Silicon Valley, Zuora also operates offices in Atlanta, Boston, San Francisco, London, Paris, Munich, Beijing, Sydney, Tokyo, Amsterdam, Vienna, Copenhagen and Stockholm. Zuora clients come from a wide range of industries, including media, travel services, consumer packaged goods, cloud services, and telecommunications. Clients include Financial Times, Schneider Electric, Box, Honeywell, NCR, RTL, lynda.com, The Guardian, YP.com, BlueJeans, Shutterstock, TripAdvisor, Vivint and Trulia.