

Fact sheet

Subscription Management for live and on-demand video services



Accelerate speed to value:

Get your service to market quickly and start processing revenues



Boost subscriber acquisition:

Incentivize conversion and launch frictionless onboarding journeys



Unlock growth potential:

A global payment reach to expand and scale domestically and internationally



Deploy new revenue streams:

Launch any model, product and bundle across any channel and platform



Grow subscriber lifetime value:

Empower and manage subscribers with great flexibility and control



Reduce churn and optimize renewals:

Minimize voluntary and involuntary churn to protect revenue



Data-informed decisions:

Unlock all business data to inform strategic direction and drive growth



Reduce operating cost:

SaaS native platform with no hardware requirements or costs

Accelerate your OTT revenues

Our subscription management and revenue automation solution powers the entire subscription lifecycle to acquire, grow and retain subscribers, while automating revenue management and compliance.

This end-to-end solution drastically reduces complexity and time-to-market to launch new services at scale, while empowering businesses with real-time data and extensibility.

Key features:

- Recurring and transactional models (SVOD, TVOD, PPV, Hybrid)
- Product, contract and entitlement management
- Payment processing (PCI-DSS Level 1) and billing
- Subscriber management, authentication and self-care
- Churn prevention, prediction and payment optimization
- Subscription promotions, discounts, vouchers and trials
- Configurable pricing, localization and tax management
- Automated revenue recognition (IFRS 15 and ASC 606)
- Reports, analytics, webhooks and data lake service

Aptitude Software acquires MPP Global to capitalize on subscription growth

Deploying new recurring revenue streams and diversifying product lines via subscription-based models, while ensuring continuous ASC 606/IFRS 15 revenue recognition, is a major opportunity for video streaming business across the globe.

Aptitude's acquisition of MPP Global seeks to unlock business potential and capitalize on this opportunity, by combining the strengths of MPP Global's subscription management and billing platform with Aptitude RevStream, a powerful revenue management, accounting and reporting solution.

This end-to-end, subscription-to-revenue management solution enables businesses to strategically automate every step of the order-to-cash lifecycle, from product configuration, subscriber acquisition and payments, to billing, churn management and revenue recognition.

End-to-end subscription-to-revenue management

Centralize the subscription lifecycle, from product configuration, subscriber acquisition and payments, to billing, churn management and revenue recognition.



Key payment methods:



Payment channels:



Get in touch

To arrange a demo or to discuss a project, please scan the QR code or contact us below.

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