Aptitude

Solution brochure

Subscription to Revenue Management

Drive recurring revenue growth and manage
the entire subscription to revenue lifecycle

Automate every step of the business model from subscription to revenue

Subscriptions are here to stay. Don't believe us? A recent survey showed the average US household now has nine simultaneous subscriptions! So how do you equip your business to deliver tailored products, bundles, promotions, and pricing to your global customers in a matter of minutes - while also ensuring the automation of revenue accounting, reporting and compliance?

Aptitude's end-to-end Subscription-to-Revenue Management (S2RM) solution automates every step of the order-to-cash lifecycle for enterprise businesses seeking to monetize omnichannel products and services on recurring, transactional, or hybrid revenue models. We've got you covered from subscriptions, payments and billing to retention, revenue recognition and data.

## We love solving the problems that hold companies back

Our software is made to address the complexities that get in the way of subscription and revenue growth. Do any of these common issues sound familiar?

- **Limited speed to market -** Burdened by legacy technologies that slow the creation, experimentation and launch of subscription packages, pricing models and omnichannel product bundles

- **Siloed data & reporting -** Siloed data that limits a single view of all subscription-based data - consumer, payments, revenue, orders etc. - and creates visibility, accessibility, and reporting challenges

- **Inability to expand -** Complexities for domestic or international expansion around tax, payments, revenue recognition, and accounting for multiple currencies and regions that increase financial risk

- **Inability to optimize payments & billing -** Complexities around increasing payment reach, optimizing transaction costs, and minimizing involuntary churn.

A clear look at a complex market

Businesses want multiple recurring revenue streams and customers want choice, flexibility and customization which means getting subscription and revenue management right is key to growth.

- **75% of organizations selling direct to consumers** will offer subscription services by 2023. **source: Gartner**

- **48% of recurring revenue businesses are struggling**
  Almost half of all businesses with a recurring revenue model struggle to meet accounting and reporting challenges. **source: CFO**

- **60% of CDOs believe that the top tool needed** to maximize subscription success is one that provides access to new and instant payment methods. **source: Citi**
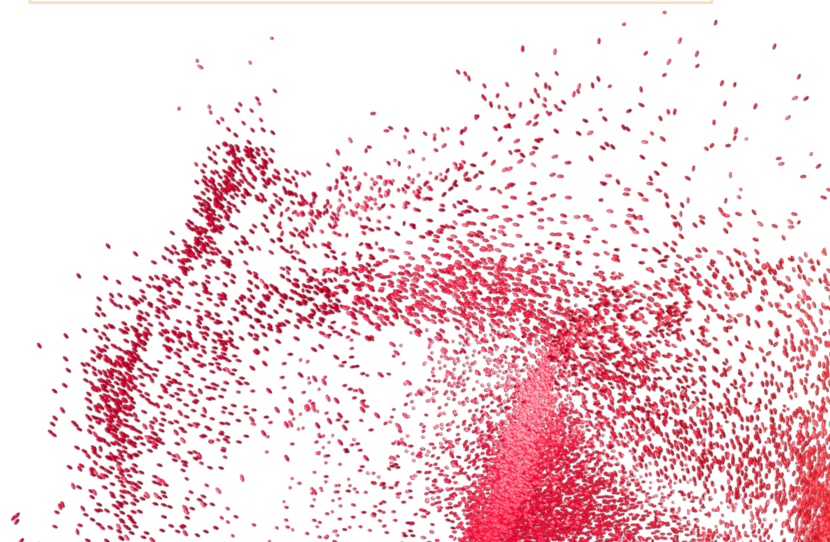
Aptitude's end-to-end Subscription-to-Revenue Management (S2RM) solution

Our solution empowers commercial teams to experiment with product packaging and pricing, drive subscriber acquisition, optimize lifetime value, and drastically reduce voluntary and involuntary churn.

For finance teams, our solution eliminates the complexity around revenue recognition making it easier to manage contracts & obligations, accelerate the speed of financial close, and enable scalable business growth.

- **Power the entire subscriber lifecycle** - Utilize a highly specialist subscription billing and revenue management SaaS model providing omnichannel product flexibility, scalability, and speed-to-market
- **Empower commercial teams -** Empower commercial teams to launch any business model or product bundle across any channel
- **Data & finance compliance -** Ensure continuous compliance with regulatory requirements around finance, payments, and personal data
- **Tap into global audiences -** Expand payment reach to support domestic and international growth, while optimizing transaction costs and success rates
- **Simplify finance processes -** Reduce the time to financial close and the total cost of finance
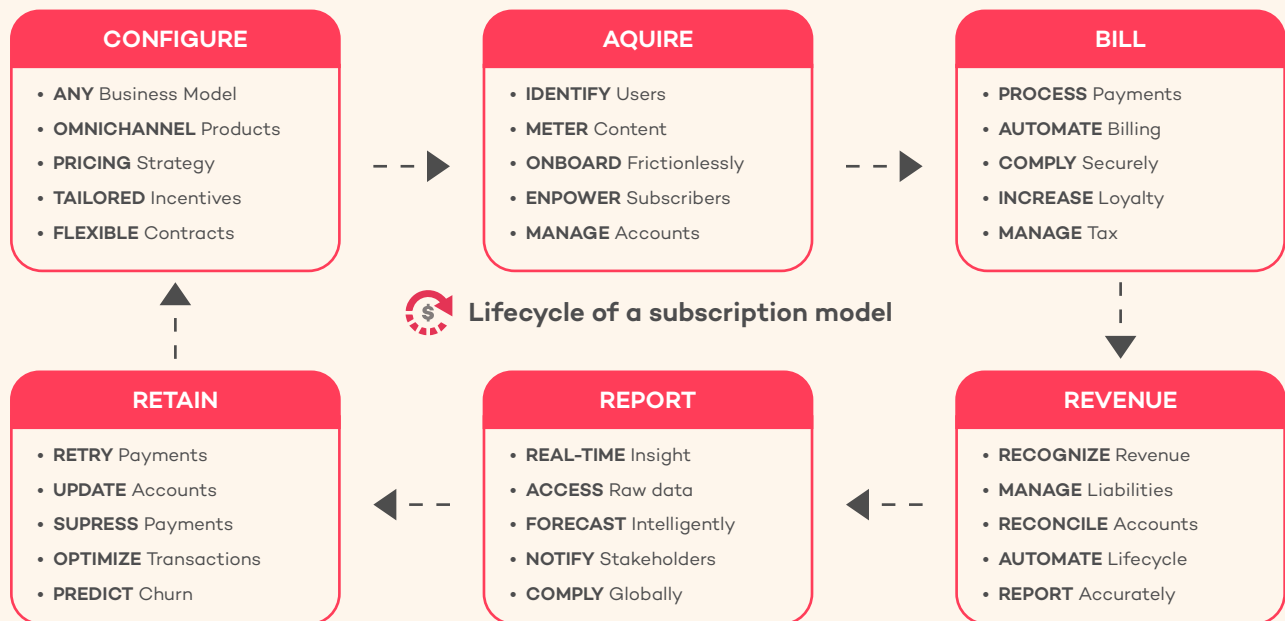
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Without Aptitude's subscription management solution, we were bound by bespoke development for every promotion, every payment integration etc. That would have slowed us down and added costs. One of the benefits of Aptitude's subscription management solution is that it certainly does what it says on the tin. You can trust in the product. It delivers and has really become a core part of our technical infrastructure.

Hendrik McDermott,
Managing Director, hayu

We power the entire subscription lifecycle

The integration of Aptitude eSuite, a subscriber management platform, and Aptitude RevStream, a revenue accounting and compliance solution, means media companies can automate every step of the subscription to revenue lifecycle.

CONFIGURE
- **ANY** Business Model
- **OMNICHANNEL** Products
- **PRICING** Strategy
- **TAILORED** Incentives
- **FLEXIBLE** Contracts

AQUIRE
- **IDENTIFY** Users
- **METER** Content
- **ONBOARD** Frictionlessly
- **ENPOWER** Subscribers
- **MANAGE** Accounts

BILL
- **PROCESS** Payments
- **AUTOMATE** Billing
- **COMPLY** Securely
- **INCREASE** Loyalty
- **MANAGE** Tax

Lifecycle of a subscription model

RETAIN
- **RETRY** Payments
- **UPDATE** Accounts
- **SUPRESS** Payments
- **OPTIMIZE** Transactions
- **PREDICT** Churn

REPORT
- **REAL-TIME** Insight
- **ACCESS** Raw data
- **FORECAST** Intelligently
- **NOTIFY** Stakeholders
- **COMPLY** Globally

REVENUE
- **RECOGNIZE** Revenue
- **MANAGE** Liabilities
- **RECONCILE** Accounts
- **AUTOMATE** Lifecycle
- **REPORT** Accurately

Something for everyone

Our S2RM solution reduces CAPEX and optimizes operational efficiencies, while providing value for multiple functions within an organization. From product teams to commercial, finance, and IT – everyone will see results.

Product Function
Utilize a highly flexible, no-code approach to launching & optimizing products, bundles, pricing and promotions, in a matter of minutes.

Revenue Function
Capture and centralize audience and behavioral data while accelerating direct to consumer revenues, optimizing lifetime value and minimizing churn.

Financial Function
Automate revenue recognition and other finance processes while accessing comprehensive analytics.

Technical Function
Utilize a best-of-breed, end-to-end cloud solution that is modular, easy to integrate and expand.

Other projects we're proud of

Being able to make such a positive impact on businesses is why we love what we do. Here are just a few of the organizations we're working with successfully:

BERLINER VERLAG

EXCELITAS
TECHNOLOGIES

NBC UNIVERSAL

Berliner Verlag
Berliner Verlag selected Aptitude to help transform their tech stack and cut OPEX by more than 50% in 6 months by centralizing various business systems and enabling BV to experiment with mixed print & digital bundles and additional services like subscription holidays.

Excelitas
Excelitas selected Aptitude to provide automated revenue accounting and compliance, reducing revenue recognition accounting from 6-8 weeks to near real-time. Aptitude also gave them the flexibility to evolve the solution as the business scaled through acquisition.

NBC Universal
NBC Universal selected Aptitude to provide flexibility, agility and a suite of powerful features that have supported hayu's expansion into 27 territories, reduced cost per aquisition (CPA) and minimized involuntary churn - all without the need for expensive, bespoke development.

See how Aptitude can unlock new possibilities for your business

To find out more or request a free demonstration visit
aptitudesoftware.com
or email info@aptitudesoftware.com

Aptitude