Modernizing your monetization

The world is changing. Consumers are more demanding. Traditional ownership models are becoming a thing of the past as people transition to more on-demand, subscription-based purchases.

So how do businesses keep up and offer simple ways to pay that consumers both understand and value?

New ways to pay

To compete in this evolving digital economy, businesses are developing more sophisticated, subscription-based pricing models that enable them to:

- Build customer loyalty
- Upsell or cross-sell services
- Gain insights into customer preference

## Simple subscriptions are no longer enough

That's why businesses are employing new revenue-generating pricing models, including:

- Price based on metric (e.g. views, clicks, events, levels)
- Subscriptions (daily, weekly, monthly, annually)
- Pay-as-you-go or consumption-based pricing
- Bundles to encourage cross-selling
- Discounting individual services or packages
- Real-time balance management and accounting
- Allowances shared across accounts
- Complex B2B/B2C account hierarchy
- Loyalty points management
- Real-time consumption notifications

But it's not just about pricing

Businesses also need to make sure their new model offers:

- Scalability for the 5G era
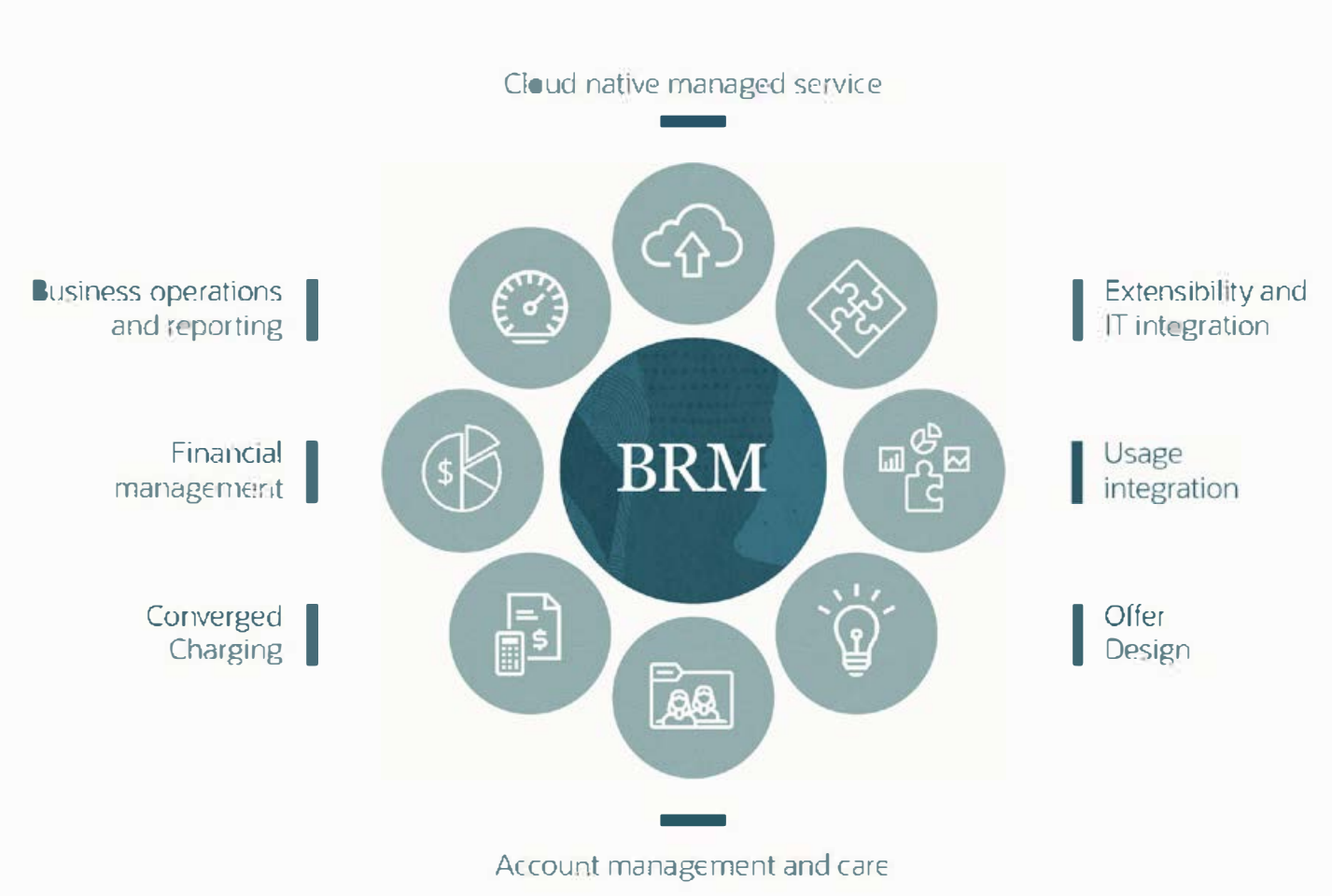- Cloud native agility
- Financial compliance
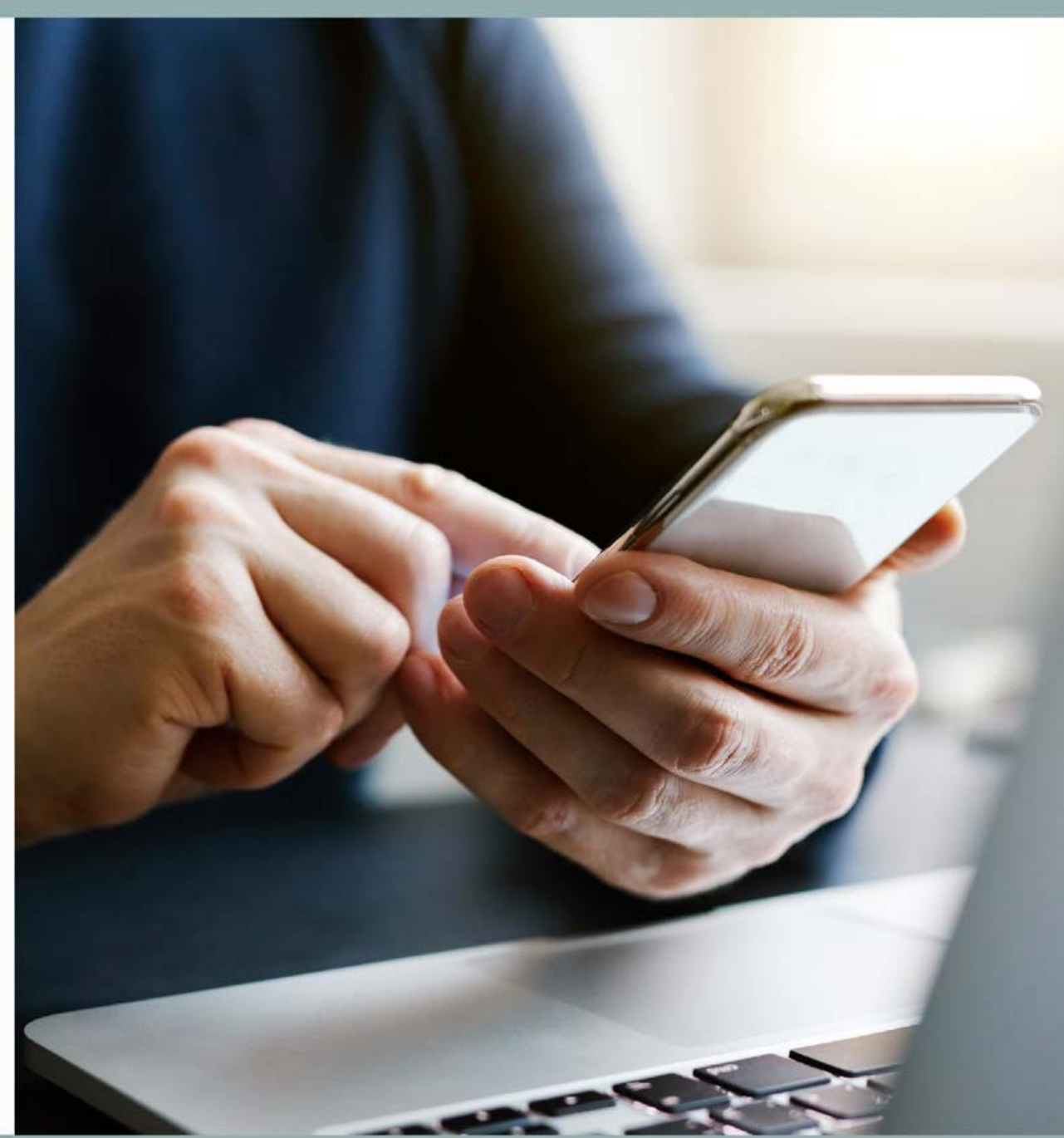
Businesses of all sizes, and all industries, are transforming their models to offer services in new ways, including:

Automotive
Vehicle-as-a-service subscription
Infotainment
Smart tolling/parking

Cloud Services
Colocation cloud services
Cloud hosting and computing

IoT Services
Smart fuel pumps
Connected printers
Risk-based insurance

Information Services
Credit scores and consumer credit
Research analyst services

Modern monetization for any model

Oracle Billing and Revenue Management (BRM) is a proven, reliable, modern monetization solution.

It's at the heart of the digital commerce operations of many leading telecommunications and enterprise customers for communications, media, cloud and digital goods, and services markets.

Cloud native managed service

Business operations and reporting

Financial management

Converged Charging

BRM

Extensibility and IT integration

Usage integration

Offer Design

Account management and care

The proof is in the payments

Many leading enterprises have chosen BRM to help them:

- Accelerate time to market for new services
- Comply with financial requirements
- Process payments securely
- Integrate to Oracle and third-party front and back office components

So how does it work?

BRM helps you adapt your monetization model to meet the challenges of the new digital economy in three ways:

01.
Be future ready
With converged real-time charging, BRM is capable of supporting any as-a-service, one-time, or consumption-based charging model.

02.
Get greater IT agility
Create unlimited offers in minutes using top-down pricing tools, deployed as a cloud-native application to harness the efficiency and agility of the cloud.

03.
Achieve extreme performance at any scale
With a heritage in communications, BRM is able to apply that same level of performance to any industry, at any scale, and can support millions of accounts, transactions, and invoices.

Want to know more?

Find out more about Oracle Billing and Revenue Management, and how it could help you modernize your monetization models.

Download our Ebook now

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