



Zuora for High Tech

The Ultimate Playbook for
Double-Digit Subscription Growth



Table of Contents

01 Overview

02 High Tech Trends:
The Impact of the Covid-19 Crisis
and the Subscription Economy

03 The High Tech Industry

Sec 03.1 / High Tech Industry Sub Segments

/ Software (SaaS, PaaS, IaaS)

/ On Premises Software Moving to Subscription

/ Hardware (XaaS)

Sec 03.2 / High Tech Business challenges and obstacles

04 Zuora: Technology and Strategy for High Tech

Sec 04.1 / Attain and maintain double-digit growth with agile pricing and packaging

Sec 04.2 / Increase customer retention with real-time customer insights

Sec 04.3 / Deliver seamless subscriber experiences with automated order to revenue

05 Accelerate Your Journey to Usership

Sec 05.1 / Five skills required for the journey

Sec 05.2 / Four stages on the journey

06 Working with Zuora

07 Success Stories

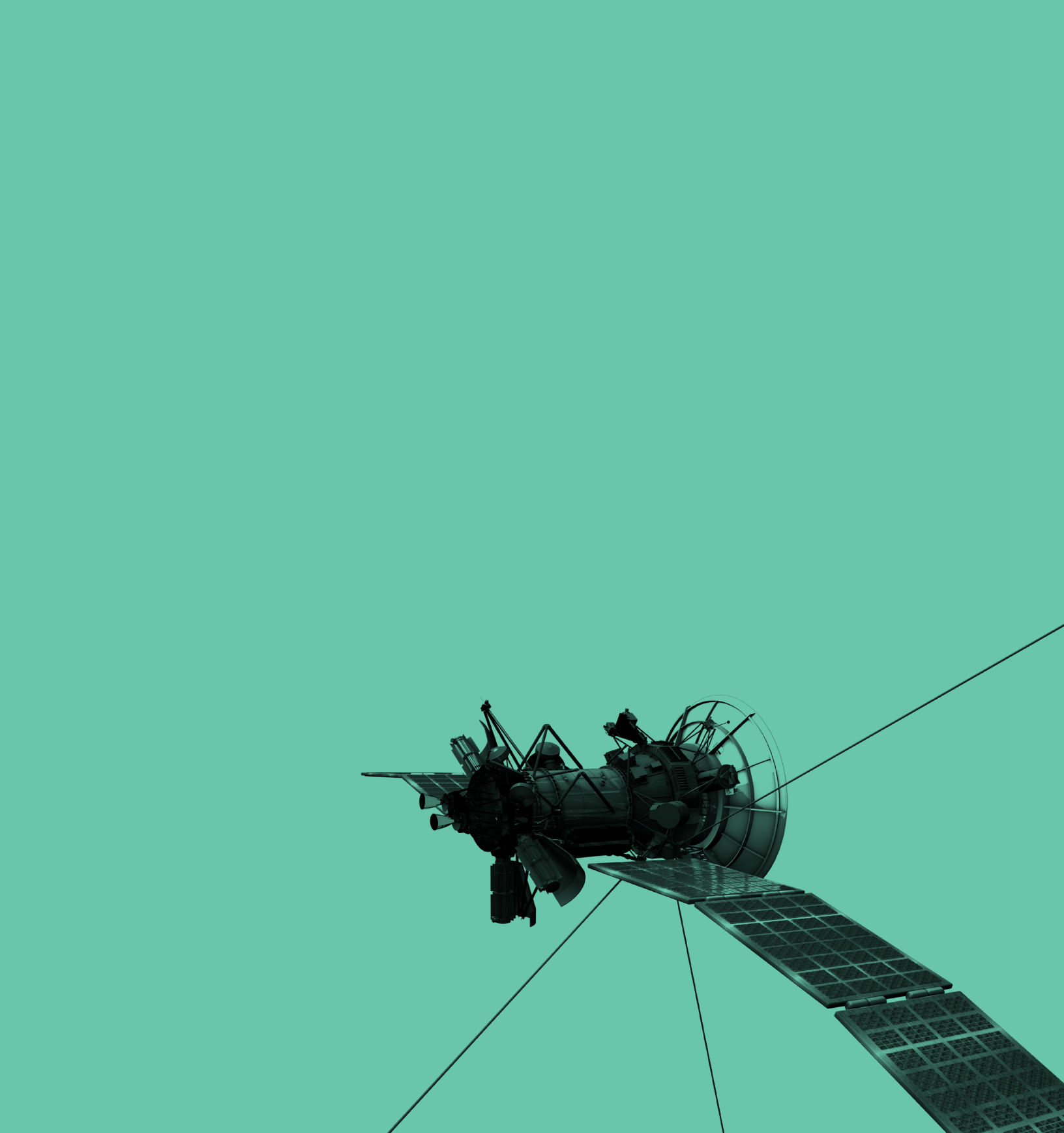
Sec 07.1 / DocuSign

Sec 07.2 / NCR

Sec 07.3 / Visma

08 Ecosystem

09 Why Zuora?



01 Overview

The accelerated transformation of most businesses because of the Covid-19 crisis has created high demand for cloud-based tools to modernize the digital customer experience and empower a remote or hybrid workforce. There is a huge opportunity to grow market share, but competition for that business has never been fiercer. With the right systems in place it's possible to increase your Net Dollar Retention (NDR) with a fully integrated end-to-end subscription management process that delights subscribers, leads to optimized pricing and packaging, produces higher close rates, and increases subscriber retention.

Growing and managing a subscription business comes with some unique challenges. Using unintegrated and siloed tools that were not purpose built for a subscription business creates poor subscriber experiences leading to loss of deals and lower retention. It also limits growth because of lack of complete data, lack of automation, revenue recognition risks, slow time to market, and inability to iterate on pricing and packaging. The wrong tools hamper innovation on pricing models, packaging, and launching new offerings.

The Journey to Usership is the path to transform and achieve success as a subscription business. Zuora's technology, expertise, and services enable High Tech companies to navigate their own Journey to Usership.

With Zuora for High Tech, businesses can:

- Enable subscribers to get what they want, when, and where, and how they want it with seamless subscriber experiences

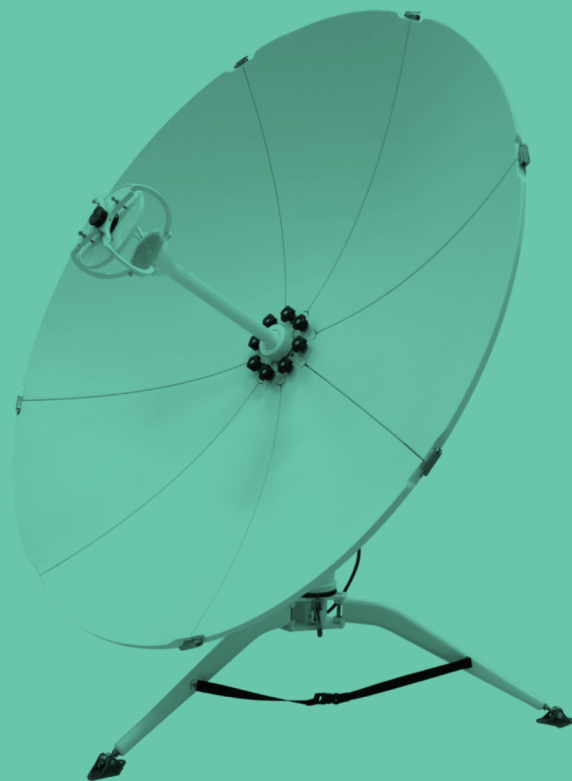
- Scale your subscription business with order-to-revenue automation

- Respond to market demands in days not months

- Access and leverage a complete integrated data picture to really understand customers

- Use real-time business insights to make better business decisions to improve subscriber acquisition and NDR

With Zuora for High Tech, companies see revenue growth of about 43% annually, NDR of 108%+ and new logo acquisition of about 48%.

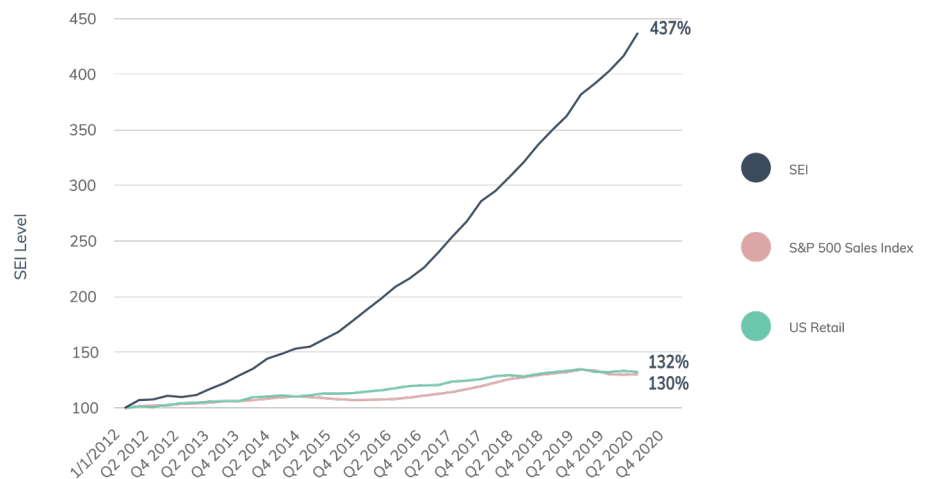


02 High Tech Trends: The Impact of the Covid-19 Crisis and the Subscription Economy

The high tech industry, which continues its shift to subscription-based offerings, saw that shift accelerate during the Covid-19 crisis in 2020. The demand for cloud computing fueled by the rapid business transformation required to remain competitive during the crisis drove much of the subscription acceleration.

The Subscribed Institute's Subscription Economy Index 2020 reports on the positive impact of this accelerated shift to recurring revenue models: :
"Subscription companies continue to outperform their product-based peers by wide margins, growing revenues approximately 6X faster than S&P companies (17.8% versus 3.1%). Overall, subscription sign-ups are on the rise, and while the S&P 500 companies saw sales contract at an annualized rate of -10% in Q2, Zuora customers in our benchmark study actually expanded at a rate of 12%, demonstrating that subscription models drive growth."

The Subscription Economy Index Level Versus S&P 500 and Retail Sales Growth



The key industry trends moving forward include:

The Covid-19 crisis accelerated digital transformation for most businesses, which created increased demand for cloud based technologies and other subscription offerings.

The accelerated shift to a recurring revenue business model because of the increased demand for cloud solutions means that subscription business model companies are weathering the COVID-19 storm very well. According to tech analyst firm Gartner the overall software market, which includes on premises and public cloud services, shrank 2.4% in 2020 (Gartner IT Spending Worldwide, 4Q2020 Update), while public cloud services grew 8.6% (Gartner Forecast: Public Cloud Services, Worldwide 4Q2020 2018-2024 Update). For 2021, Gartner forecast that software will return to growth at 8.8% (Gartner IT Spending Worldwide, 4Q2020 Update). If you look at only public cloud services though, they are projected to grow even more at 17.6% (Gartner Forecast: Public Cloud Services, Worldwide 4Q2020 2018-2024 Update).

Because of the Covid-19 crisis businesses that could shift to remote/hybrid workforce and digital customer experiences adjusted rapidly. Many, or maybe most of the changes are likely to remain in place going forward, creating a new hybrid model that seamlessly blends online and offline; increasing the need for new technology solutions delivered in the cloud.

Ecosystem driven multi-partner solution marketplaces are expanding and growing rapidly to create new revenue streams and provide more complete solutions.

The use of automation technologies, processes and techniques is expanding across most business functions as a means of scaling faster, doing more with less human to human interaction and improving digital experiences.

Artificial intelligence (AI), including machine learning (ML), deep learning and natural language processing (NLP) is increasingly available in an “as a service” model, which accelerates widespread adoption and use across all industries.

Subscriber retention / NDR is receiving more focus because of the Covid-19 crisis which disrupted the economy and forced businesses to move to online experiences.

Businesses move to headless technology platforms to optimize the digital customer experience in critical systems like eCommerce and subscription management,

The need for intelligent bots as a service is expanding rapidly as businesses try to enhance online customer experiences, as well as new use cases for in person experiences where the need to minimize people-to-people interaction because of Covid-19 is necessary.

Increasingly customers are pressuring tech vendors to shift to an outcomes-based pricing model to ensure that they receive equitable value for tech expenditures.

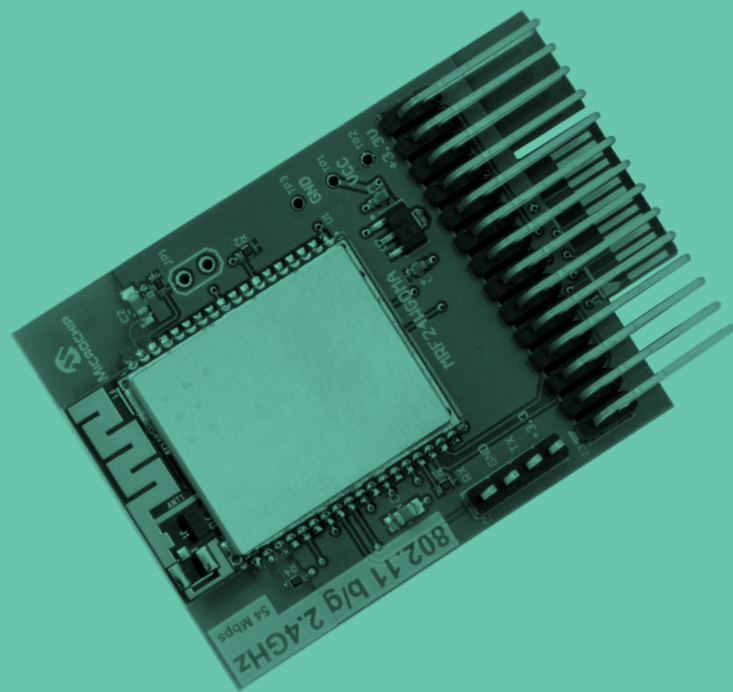
Hardware companies are moving to subscriptions & testing hardware/software/services bundles to overcome the commoditization of core hardware products

High tech hardware companies are seeing the strong headwinds of the past 10 or so years increase. The accelerated move away from on premises to the cloud during 2020 only aggravated the situation. According to Gartner, the hardware markets underperformed for 2020, with devices shrinking 8.2% and data center systems flat 0.0% (Gartner IT Spending Worldwide, 4Q2020 Update). While the entire tech industry is predicted to bounce back in 2021, the outlook for hardware is still underwhelming. According to Gartner, devices will grow 8.0% and data center systems will grow 6.2% in 2021 (Gartner IT Spending Worldwide, 4Q2020 Update). Looking at leading B2B hardware companies this year clearly shows the difficulties that the hardware vendors are facing, while the story from the cloud first software companies is significantly different.

5G rollouts are accelerating the adoption and use of IoT devices.

Increasingly customers are pressuring tech vendors to shift to an outcomes-based pricing model to ensure that they receive equitable value for tech expenditures.

B2C hardware companies are leading the transition to a hardware as a service (HaaS) or hardware-enabled service model (connected services) with hybrid offerings in areas like in home fitness (Peloton), security (Simplisafe), smart home (Wink), smart auto (BMW Connect), gaming (Xbox Game Pass) and beverage (Nespresso).



03 The High Tech Industry

The high tech industry has a diverse relationship with the subscription economy. Some segments have led the race to deploy subscription-based solutions while others are only now contemplating the business model shift. Cloud native vendors, starting with software-as-a-service (SaaS) and stretching to platform-as-a-service (PaaS) and infrastructure-as-a-service (IaaS), pioneered the use of subscription in business-to-business (B2B) technology. From a business-to-consumer (B2C) perspective many new businesses emerged over the past 20 years in a subscription model. Conversely other segments in high tech, particularly traditional B2B software companies and hardware companies have been slower to deploy subscription solutions.

03.1 High Tech Industry Sub Segments

In the high tech industry there are 3 subsegments, cloud native software (SaaS, PaaS, IaaS), on premises software moving to a subscription model and hardware. Each of these subsegments face some unique challenges and are at different maturity levels on the subscription journey.

Software (SaaS, PaaS, IaaS)

Software includes all the cloud native software companies; applications, infrastructure and platforms. This sub segment includes the early pioneers of B2B cloud software like Salesforce and Netsuite as well as a long list of successful companies. The maturity level of these vendors in the subscription business model is high and generally their processes are well defined. High maturity in the model however, doesn't mean that these companies are without operational challenges. The most common issues that they are facing are:

- The agility to launch and iterate pricing and packaging quickly, and keep up with rapidly changing market conditions
- Accessing a complete data picture to effectively manage the business
- Providing exceptional subscriber experiences

On Premises Software Moving to Subscription

Traditional software providers that sell products in a perpetual licensing model are evaluating the subscription model with many launching and/or moving solutions to a subscription model. The level of maturity varies from very low for those who are just starting on the journey, to medium+ for companies that already have one or more subscription-based solutions in market. For those just starting the evaluation process the biggest issues are:

- Making the short term move to subscription models to remain / be competitive with cloud first vendors
- Transitioning existing customers to subscriptions while acquiring new customers
- Managing the complexity of a mixed perpetual and subscription business

The more mature the company is in managing the subscription business the more likely their issues start to look more like a cloud native software company's. Architecturally the solutions offered may or may not look like a cloud native solution, although packaging will be the same. Generally the initial offerings of these companies in transition are simply repackaged traditional software offered over the Internet. Over time the products can be re-architected as cloud native.

Hardware (XaaS)

Hardware companies are seeing the strong headwinds of the past 10 or so years increase. The accelerated move away from on premises to the cloud during 2020 only aggravated the situation. Hardware companies looking for new areas of growth increasingly see subscription services like hardware as a service, hardware enabled services and hardware related consumables as a service as the next growth opportunity. The shift from a product business model to subscriptions though, requires a fundamental shift in the business processes, culture and strategy. The maturity level of most hardware companies is low, with a few exceptions from companies that were early adopters of the subscription model.

There are three basic subscription solution models (or plays) that you can leverage:

Hardware as a service (HaaS)

HaaS or device as a service (DaaS) resembles SaaS in many ways, and is the most likely opportunity for hardware vendors. Basically it moves the hardware and any associated software and support services to a recurring subscription model. Just like SaaS, the offering provides the customer everything needed to operate the hardware in their own environment. Since the hardware itself is a physical item used on premises it does not deliver across the Internet like SaaS, although the supporting software may be delivered in a SaaS model. This is not to be confused with infrastructure as a service (IaaS) or platform as a service (PaaS) offerings though, which deliver compute resources, storage, dev tools, etc. over the Internet, and by their nature include a variety of hardware remotely located in a cloud provider data center. The offering is made up of the hardware + the supporting software and support services in a single bundle that isn't available separately. This is a key difference from the other models. For example in a HaaS offering servers, laptops, printers, etc. are provided for a monthly subscription, bundled with software, monitoring, maintenance and even help desk support by a managed service provider (MSP) or hardware vendor. The biggest issue for hardware companies is the need to create a recurring revenue stream based on digital offerings (often transitioning free software to paid subscription).

Hardware enabled services

Hardware enabled services, sometimes referred to as connected services, are software used to manage and operate the hardware. This could be thought of as a hybrid model then, since the hardware continues in its current up front pricing model but the supporting software is also monetized but in a recurring subscription. Often in the past the software was bundled with the hardware and not charged for directly in the contract, creating the challenge of moving a free product to a paid subscription. There are a number of high profile B2C offerings that fit this model like those from fitness/exercise vendors Peloton, Nordictrack and Mirror. For B2B offerings this model is common among networking vendors who provide network management services as add ons for networking equipment or data center hardware vendors that add on a data center management service. In this model the service (software / SaaS) is optional, the hardware is usable without it, but is greatly enhanced by the adding on the service.

Hardware related consumables as a service

Hardware related consumables as a service adds subscription to an old business model of selling a hardware product at a low price point and making long term revenue from the commodities that are needed to use the hardware. For example laser printer manufacturers make more profit from the ink refills than the printer, or razor manufacturers and razor blades. In B2C this model is very popular for all sorts of appliances and care products, but can also be applied to B2B offerings.

03.2 High Tech Business challenges and obstacles

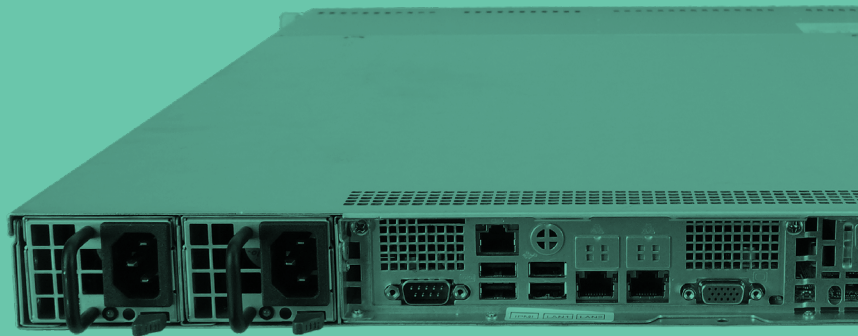
High tech subscription businesses have tremendous opportunity for growth. For 2021 Gartner forecast that software will return to growth at 8.8% (Gartner IT Spending Worldwide, 4Q2020 Update). Public cloud services though, is projected to grow 17.6% (Gartner Forecast: Public Cloud Services, Worldwide 4Q2020 2018-2024 Update). With rapid growth comes many challenges to scale the business effectively and efficiently.

Moving to a subscription business model means moving from a product-centric approach to a subscriber-centric approach. Shifting focus to the subscriber requires cultural change, organizational change and a host of underlying process and system changes to be successful.

Challenges

Obstacles

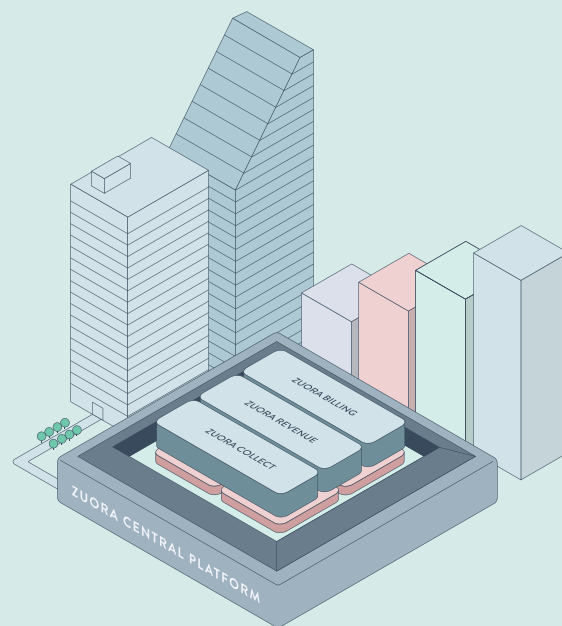
The need to attain and maintain double-digit revenue growth through a combination of offerings, geographic expansion, new channels and channel expansion, and business model innovation. Businesses need the agility to grow in spite of frequent market shifts, new competitive threats and evolving customer demands.	• Launching new products is a cumbersome process. Time from ideation-to-market takes too long • Businesses cannot easily test and iterate on the pricing and packaging plans of existing solutions • Hard coded, antiquated solutions don't have the agility to successfully launch & optimize new revenue streams • Existing systems do not support a subscription business model • Internal processes are designed for on premises business model
Creating valuable insights with integrated customer-centric analytics to: • Improve customer retention • Create strategic upsell paths	• Sparse business data siloed across the disparate systems and spreadsheets used to manage the subscription lifecycle means that providing a complete data picture of the business is impossible. • Ad-hoc reporting and the lack of unified dashboards coming from multiple data sources do not present the data in consumable formats. • Subscription metrics are not real-time, which limits visibility into subscriber trends that could help proactively reduce churn. • Existing metrics are all backwards looking but to improve the customer experience, increase retention, and create upsell paths, a business needs forward-looking predictive metrics
Delivering an exceptional subscriber experience, which is critical for revenue growth and retention. The experience is not only defined by the user interface, but also by the end-to-end orchestration of the underlying processes.	• Lack of an integrated subscription system with end-to-end subscriber processes creates poor subscriber experiences • Lack of automation requires manual interventions that are slow and error-prone • When customers don't have the ability to self-manage their subscriptions, it makes for a bad subscriber experience, and a lot of downstream impacts on the back office



04 Zuora: Technology & Strategy for High Tech

To address the challenges and obstacles, Zuora developed an end-to-end integrated Order-to-Revenue platform that automates and orchestrates the underlying processes and connects easily to your front-end channels and back-end systems.

Figure 04.1



We give you a complete solution to:

Attain and maintain double-digit growth with agile pricing & packaging

Increase customer retention with real-time customer-centric insights such as Net Dollar Retention, Monthly Recurring Revenue and more to proactively take the right decision for your business' future.

Deliver seamless subscriber experiences with integrated order to revenue (otr) processes



04.1 Attain and maintain double-digit growth with agile pricing and packaging



To thrive, High Tech companies need to react quickly to market demands and changes. But, a lot of High Tech companies take months to operationalize pricing & packaging plans and to get to market. They cannot test and iterate quickly enough on new pricing and packaging options.

With Zuora you can utilize our over 50 charge models to build your pricing strategy and then share that through any channel. You can iterate and test quickly until you are satisfied with the outcome. And, with just a few clicks you can create personalized offers and discounts to entice subscribers around the globe. Zuora has built-in functionality including currencies, gateways, tax and compliance, to support and expand your global business. With Zuora for High Tech, companies see revenue growth of about 43% annually.

04.2 Increase customer retention with real-time customer insights



With Zuora you can track business performance across the entire subscription lifecycle with out-of-the-box subscription metrics such as NDR, Recurring-to-Consumption Billing Ratio, and Net Annual Recurring Revenue Changes (new, contraction, expansion, and churn). You get a complete picture by slicing and dicing metrics by region, product line, sales channel, rate plan, and more. And, you can uncover endless growth opportunities with a detailed trend analysis. With these real-time customer insights, you are able to make the right decisions for your business' future! With Zuora for High Tech, companies see NDR of 108%+.

"Without a very scalable, flexible billing engine, we really don't know how to handle the end-to-end user experience. We've got to make sure we have a flexible billing engine to charge the customer based on whatever the pricing, packaging, and usage. Zuora is very important for any SaaS product."

Eric S. Yaun
Founder & CEO at Zoom Video Communications

04.3 Deliver seamless subscriber experiences with automated order to revenue



You must create seamless subscriber experiences to meet customer expectations including the ability to make frictionless mid-stream adjustments to their subscriptions. Zuora offers the automation to handle any event in the subscription lifecycle including complete a new subscription, make a contract change or midterm amendment, renew, suspend, and many more. You will be able to process these events smoothly throughout the downstream systems, all the way from the order through to revenue recognition. With the Zuora platform you are able to orchestrate these processes with no-code workflows that are easy to implement and easy to change. Zuora is an API first company and any business process can be integrated, customized and extended without launching a massive project. With Zuora for High Tech, companies see new logo acquisition of about 48%.

"Before Zuora, we weren't able to launch these kinds of services. We didn't have flexibility in terms of pricing strategies. Time-to-market was also holding us back."

Pierre-Yves Noel
Cloud Services Product Owner at Alcatel-Lucent Enterprise



05 Accelerate Your Journey to Usership

The Journey to Usership is the path required to transform and achieve success as a subscription business. Zuora's technology, expertise, and services enable High Tech companies to navigate their own Journey to Usership.

05.1 Five skills required for the journey

What does the journey to usership for High Tech companies look like with the Zuora Subscription Management Suite in place? There are five key skills required for the journey:

- 1. Offering design**

How do you design, price, and package your subscription offerings to optimize for sustainable growth?

- 2. Subscriber experience**

How do you create a frictionless subscription experience that drives competitive advantage?

- 3. Financial model**

How do you architect the business model that delivers recurring revenue growth and profitability?

- 4. Business operations**

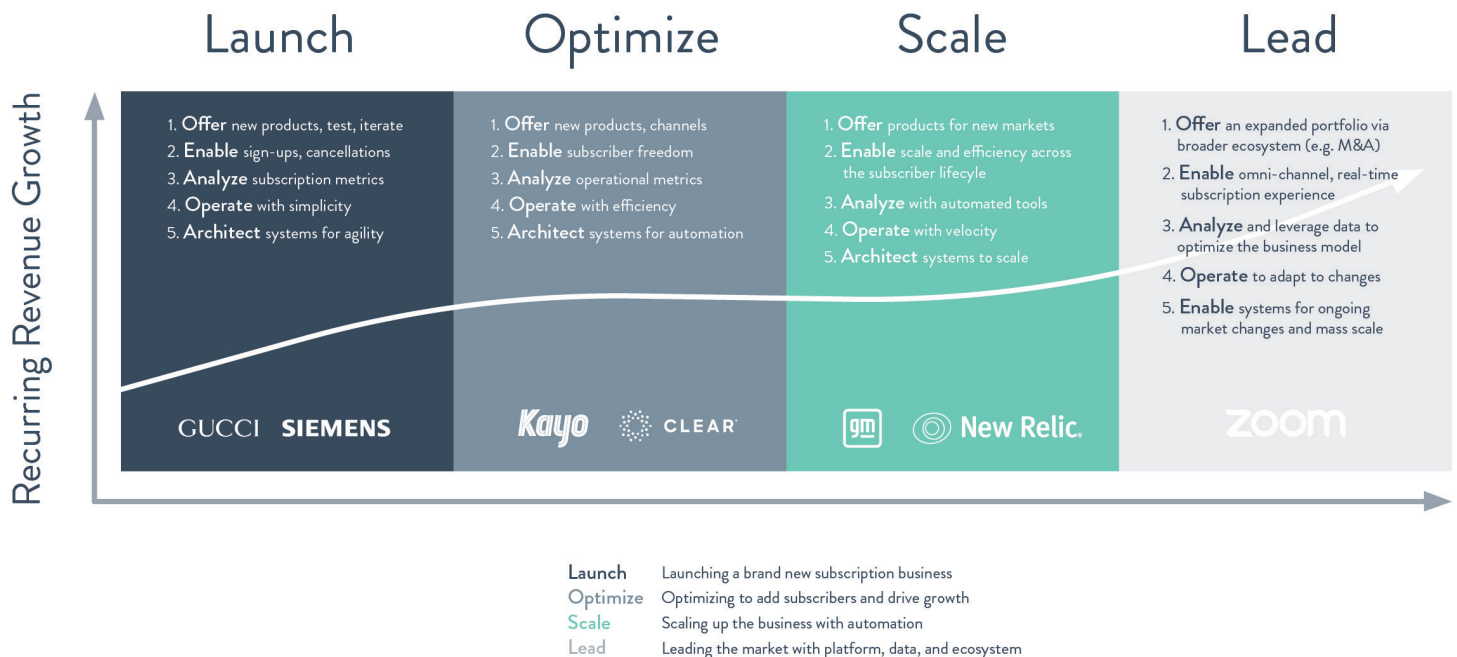
How do you operate with greater agility and efficiency across order-to-cash processes?

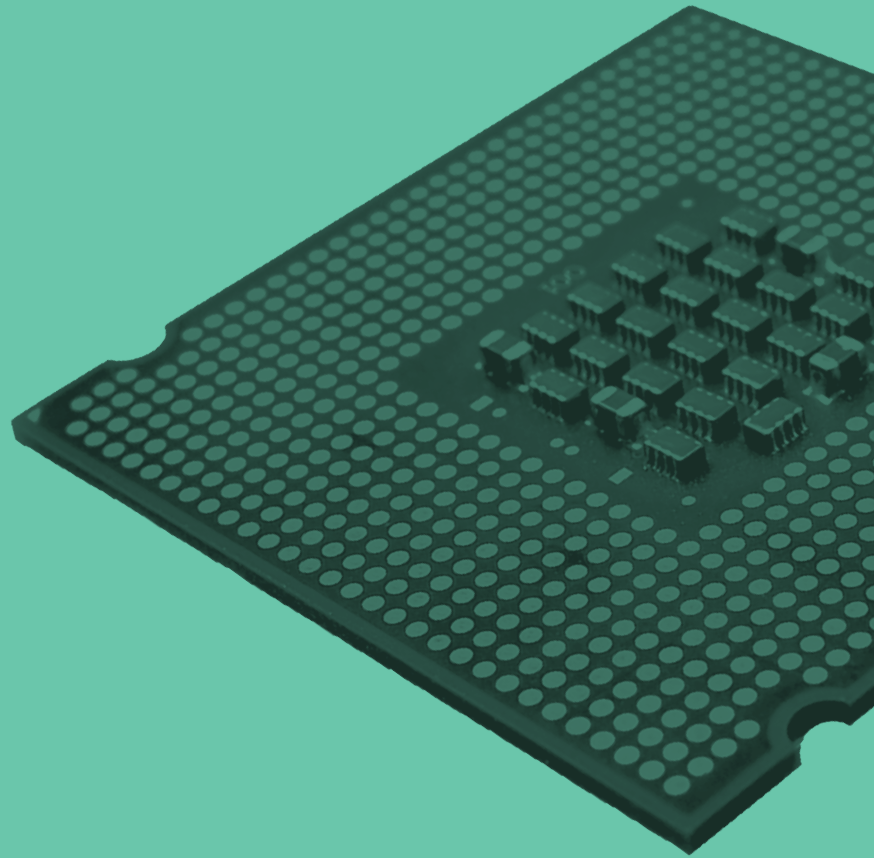
- 5. Enterprise architecture**

How do you architect your technology architecture to grow and scale with your business?

05.2 Four stages on the journey

These skill sets evolve over your journey across four progressive levels; launch, optimize, scale and lead. The path to success with the Zuora Subscription Management Suite should look something like this diagram:





06 Working with Zuora

What do we advise?

Capturing our “secret sauce” from the past decade of experience

	Launch	Optimize	Scale	Lead
Offering Design	Offer new products, test and iterate • Get new customers • Start with simple pricing	Offer new add-ons & sales channels • Get more new customers • Increase revenue per customer through upsells and cross-sells	Offer products to new markets • Get more customers in new markets and geographies • Rationalize product catalog mgt • Optimize pricing models	Monetize the ecosystem • Make acquisitions and add new revenue streams (e.g platform)
Subscriber Experience	Enable seamless sign-ups and cancels • Allow customers to sign-up, cancel • Allow customers to manage their billing profile & payment options • Ensure billing & payment accuracy	Enable subscriber freedom • Allow suspend, resume, etc. • Enable customers with self-serve options for subscription changes	Enable frictionless experience • Increase speed and decrease errors for all customer changes • Enable full 360° customer view and omni-channel experience	Enable a personalized experience • Communicate value by sharing customer data and insights • Provide personalized recommendations based on data
Financial Model	Analyze subscription metrics • Review MRR, ARR, Churn, and other key metrics with ease • Segment metrics by trends and customer segments	Analyze business operation metrics • Review bookings, billings, payments, deferred revenue, etc. • Use data to increase efficiency across various operations	Analyze revenue with automated tools and processes • Meet ASC 606 revenue standards • Automate revenue recognition and decrease days-to-close	Analyze and leverage data to optimize the business model • Use big data and machine learning to find insights • Share learnings with ecosystem
Business Operations	Operate with simplicity • Take on all customer orders • Ensure billing accuracy • Start w/ select payment methods	Operate with efficiency • Automate quotes for new sales and subscription amendments • Automate billing operations • Increase efficiency on payments	Operate with velocity • Increase automation and speed across order-to-cash operations • Localize payment methods and payment gateways	Operate to quickly adapt to changes • Make acquisitions and quickly spin up operations for new units • Operate inside and outside of the ecosystem (e.g. complex dist)
Enterprise Architecture	Architect systems for agility • Quickly plug into the ecosystem • Optimize for seamless orders	Architect systems for efficiency • Integrate with key systems for ongoing updates (CRM, ERP, etc) • Optimize for volume and speed	Architect systems to scale and automate end-to-end order-to-cash • Integrate system with workflows • Optimize for automation	Architect systems for ongoing market changes and mass scale • Optimize for ongoing deployment • Enable mass data updates

The journey to a successful subscription business can seem daunting, particularly if it is your first foray into the subscription economy. Zuora provides assistance at all levels of maturity with multiple ways to engage and find assistance for each phase of your journey.

Subscribed Institute: Through the Subscribed Institute Zuora provides executives with subscription economy thought leadership, research, news, benchmarks and an opportunity to network and learn from your peers.

Subscribed Strategy Group (SSG): The SSG is the advisory arm of the Subscribed Institute, and provides subscription business strategy assistance through direct engagement with your business leaders.

Global Services (GS): Zuora GS provides Zuora Central Platform and Zuora Subscription Management Suite implementation services to ensure you get up and running quickly with the “right” system design and integration with your other business systems.

Global System Integration (GSI) partners: GSIs provide Zuora Central Platform and Zuora Subscription Management Suite implementation services.



07.1 DocuSign

DocuSign is the pioneer and global standard for eSignature and Digital Transaction Management (DTM)

The Challenge

DocuSign needed a billing platform that could support 300,000+ customers (up from 100,000 in 2016) and 200+ million users on the DocuSign Global Trust Network while also scaling with their rapid 135% YOY growth in users and the 130,000 new users that join DocuSign every day.

The Solution

Zuora brought home a solution that gave them all of that, plus seamless Salesforce integration. Zuora delivered a reliable and flexible enterprise subscription platform enabling DocuSign to manage and expand its product offerings for customers across financial services, insurance, healthcare, life sciences, real estate, communications, media, technology, legal, government, higher education, nonprofit, and many other sectors.

The Benefits

DocuSign has expanded organically and through acquisition, and Zuora has been fundamental in the seamless integration of new services and sales enablement to upsell and cross-sell new solutions into new markets. DocuSign's massive volume of new customers and expanding set of services and subscription options run smoothly through Zuora's platform which also helps to consolidate reports with data on monthly accounts, retention, and growth in one place.

"Zuora offers a simple, seamless solution to support our rapidly growing global customer based. Now we have the subscription management platform we need to offer flexible pricing plans, new offers, and preferred programs for any size business."

Eric Johnson
Former SVP and CIO, DocuSign

07.2 NCR

From cash registers to cell phone swipes, NCR builds smart, intuitive point-of-sale solutions.

The Challenge

NCR needed a robust subscription management platform to handle a product launch in a two-month window.

The Solution

Zuora gave NCR an intuitive, scalable back-office billing solution that allowed for flexible pricing and packaging as well as comprehensive CRM integration.

The Benefits

NCR has uncovered previously unavailable metrics like MRR (Monthly Recurring Revenue) and ARPC (Average Revenue Per Consumer) and saved at least five full-time equivalents' worth of work.

"Zuora's great at enabling recurring billing and managing the overall subscription, which is something that is always difficult, as we all know, with ERP systems."

Bill Plummer

former Head of Business Enablement, NCR

07.3 Visma

Visma is a leading European supplier of business-critical software to nearly 1 million customers within the private and public sector, with 2019 revenue of NOK 15,028M, a growth of 32% over 2018.

The Challenge

New acquisition Visma | Raet needed to decommission their legacy software and migrate to a new Visma.net Financials set up. They needed a platform on which they could integrate with the broader Visma family of products, support moving services to a subscription-based model for Business Process Outsourcing (BPO) services and consultancy services, and scale.

The Solution

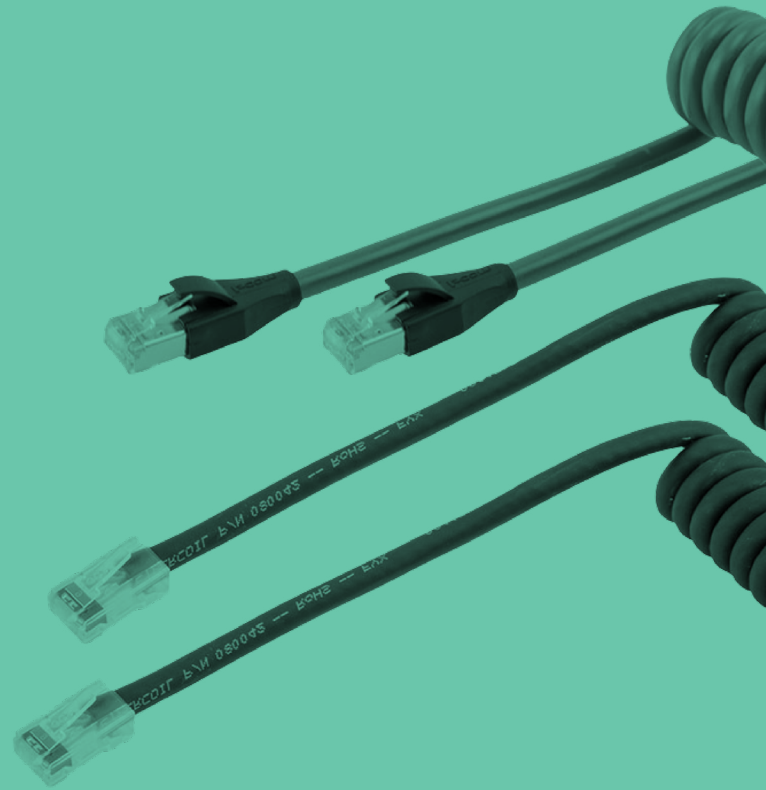
They selected Zuora as an integral part of their modern Visma cloud tech stack for subscription management, streamlined billing, software provisioning, and access to essential customer insights.

The Benefits

With Zuora, Visma | Raet has better insights into product performance to help simplify the product catalog, introduce service subscriptions, and bring more value to customers.

“On Zuora we can better see what customers are actually paying for what kinds of products and services and we can use these insights to make fact-based decisions around our pricing strategy to simplify our product and service catalog and bring more value to our customers.”

Tom van Dael, Finance and IT Director at Visma | Raet



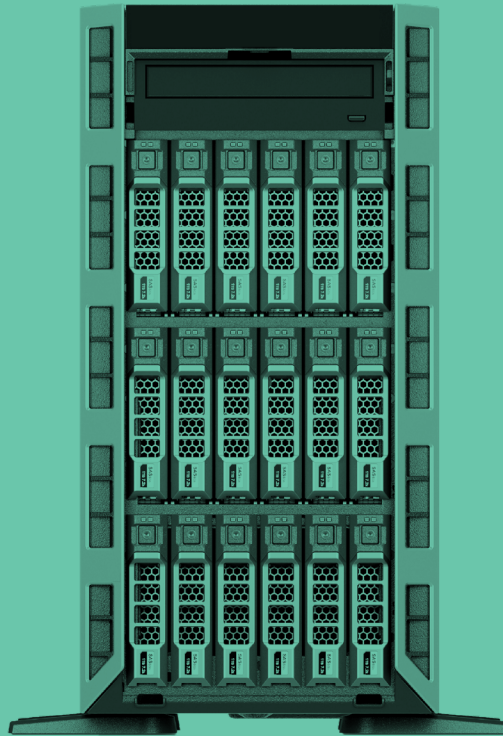
Growing Subscription Economy Ecosystems

Software and Payments Partners



Global Systems Integrators





09 Why Zuora?

With Zuora for High Tech you can:

Attain and maintain double digit revenue growth

Launch a new offering experimenting with pricing & packaging plans with a few clicks

Leverage advanced pricing models out of the box: High Water Mark, Pre-Rated, MAP, Overage

Test and iterate pricing plans on the fly to continuously improve monetization strategies

Integrate with CRM, ERP, and tax providers

Offer a diverse payments ecosystem for a seamless payment experience for subscribers

Only Zuora gives you the agility to find the sweet spots in your TAM through tailored monetization strategies. Finding the right pricing and packaging structure for the right product is critical in driving demand and maximizing revenue.

"We weren't able to find a solution that would allow us to innovate around our product and pricing -- until we met Zuora."

Tom Gonser, Founder of DocuSign

Improve customer retention

Track business performance with out-of-the-box subscription metrics such as MRR, ARR, ACV, Churn, NDR, and more granular data like product usage

Use templates to set up important KPIs

Use standard reports and trend analysis to uncover hidden growth opportunities

Export all data from Zuora with data query

Only Zuora provides real-time business insights based off of customer-centric analytics that can be used to improve subscriber acquisition and retention rates

“Subscription metrics have always been a pain point. We are excited to see Zuora raise the bar by providing attractive and accessible metrics out-of-the-box with Zuora Analytics.”

Talbot McInnis, Engineering Lead at Control Play

Leverage subscription experiences as a competitive advantage

Provide a seamless order-to-revenue experience

Orchestrate for all unique business process changes with No-Code workflow at scale

Create the best user experiences through omni-channel headless orchestration

Easily customize, integrate, and extend pre-built Zuora applications, with tools for no code and low code developers

Only Zuora gives you an end-to-end integrated OTR platform that automates and orchestrates the underlying processes creating the subscriber experience.

“With our license model, fostering ongoing relationships with our customers was a challenge. With our subscription model, supported by Zuora, we’ve shifted our entire interaction philosophy to be more engaged with our customers throughout their lifecycle.”

Joe Greenspan, Vice President, Product Marketing & Commercial Operations, Swiftpage



About Zuora

Zuora provides the leading cloud-based subscription management platform that functions as a system of record for subscription businesses across all industries. Powering the Subscription Economy®, the Zuora® platform was architected specifically for dynamic, recurring subscription business models and acts as an intelligent subscription management hub that automates and orchestrates the entire subscription order-to-cash process, including billing and revenue recognition. Zuora serves more than 1,000 companies around the world, including Box, Rogers, Schneider Electric, Xplornet and Zendesk. Headquartered in Silicon Valley, Zuora also operates offices in Atlanta, Boston, Denver, San Francisco, London, Paris, Beijing, Sydney, Chennai and Tokyo.

More at www.zuora.com.