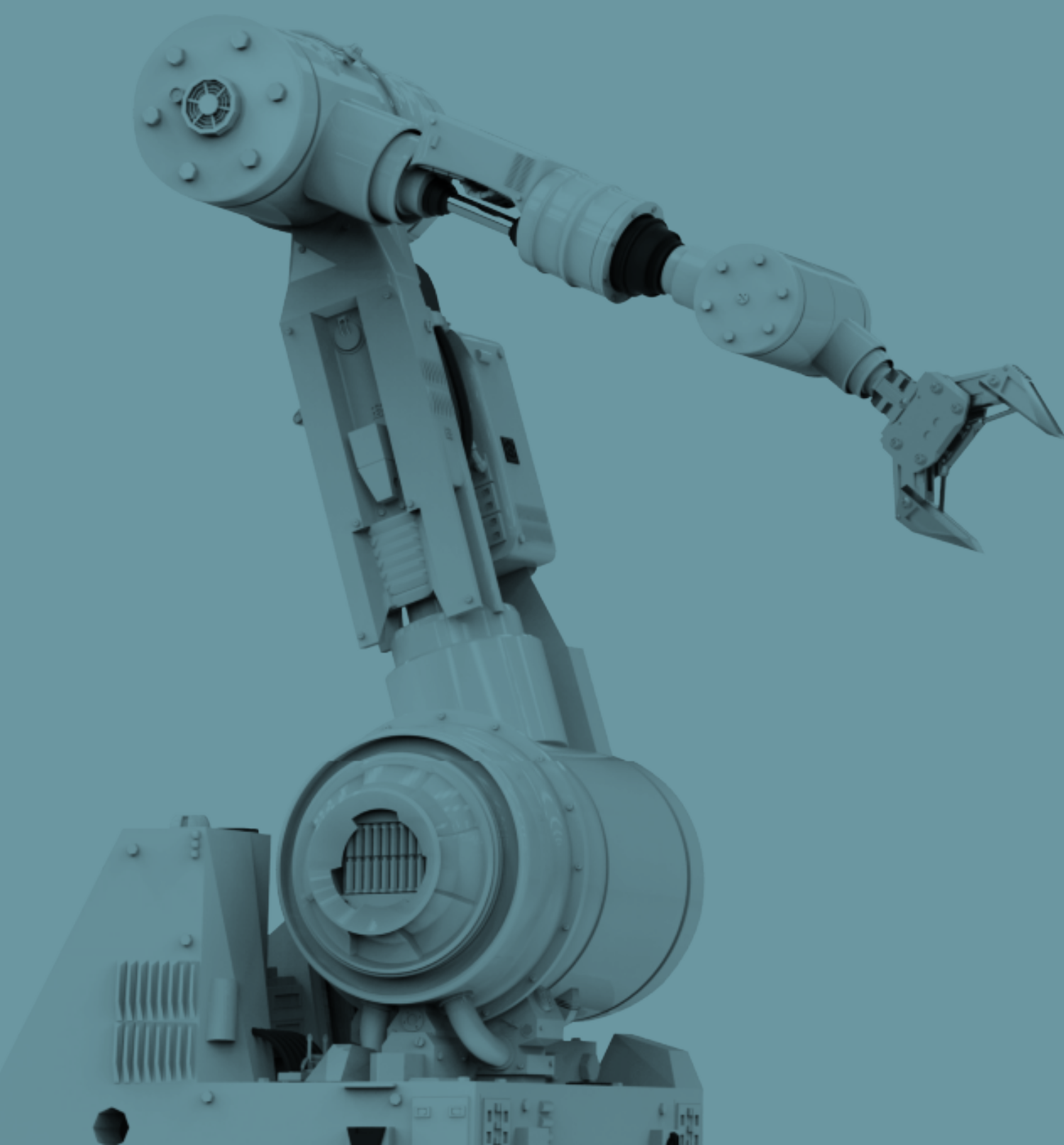




# Zuora for Manufacturing

## Goodbye, Physical. Hello, Digital.

The Manufacturing business model is being challenged. Since 2018, manufacturers with connected device services have grown 7X faster than the S&P 500 industrials<sup>3</sup>. Manufacturers who introduce predictable, recurring revenue streams will remain competitive and profitable.



Our manufacturing customers have thrived. In a typical year they see:

**28** days from Product Creation to Pricing to First Subscriber

**34%** Revenue Growth Rate

**59%** New Logo Acquisition  
All annual numbers, averaged over 2015-2019<sup>4</sup>

The industry is evolving:



Zuora helps manufacturers accelerate their journey to usership

- Get started and launch parallel, predictable recurring revenues in months, not years
- Monetize your existing digital investments and extend your ERP

Zuora powers Fortune 500 manufacturers across the world, including 9 out of 10 leading car manufacturers



“[With Zuora], we went from offering customers a solution they didn’t know they needed, to a highly valued service for landscapers aiming to scale their businesses.”



Rick Carpenter, VP, Corporate Marketing

# The value of Zuora

## Get started and launch with agility to experiment on recurring revenues

Help from experts with a proven platform & strategy through our Subscribed Strategy Group, SMEs, subscription partners, books, guides, case studies, and industry data to build your 90 day roadmap with confidence.

Experiment with new value-based pricing strategies and charge models including usage, subscription, transactional and outcome based pricing

Launch a subscriber platform that allows you to build a direct, recurring relationship with your customer and support ongoing touch points

## Monetize & scale your digital investments using automation & insights

Send recurring bills tailored for your new service offerings and partner relationships

Automate all financial processes from your orders to revrec,  
so you can expand and scale faster, with confidence that  
your finances are correct

Gain insight on benchmarks so you know where to focus your efforts to improve your monetization strategy

1 & 2: Deloitte Insights and Simon Kucher & Partners Global Pricing Study 2019

### 3: The Subscription Economy Index™

4: Zuora's manufacturing customer data, averaged from 2015 - 2020



The screenshot displays the Zuora Billing Center interface for creating an invoice. The top navigation bar features the Zuora logo and a hamburger menu icon.

**Name Section:**

- Charge Name: Per Unit Change
- Description: (empty field)

**Timing of Charge Section:**

- Trigger Condition: A dropdown menu is open, listing various pricing models:
  - ✓ Flat Fee Pricing
  - Per Unit Pricing
  - Overage Pricing
  - Volume Pricing
  - Tierd Pricing
  - Tierd with Overage Pricing
  - Multi-Attribute Pricing
- End Date: Align to Subscription End Date

**Invoice Summary Section:**

**Invoice:** INV0026599  
Status: Posted

**Basic Information:**

|                   |                |               |            |
|-------------------|----------------|---------------|------------|
| Customer Account: | Dunder Mifflin | Invoice Date: | 12/10/2020 |
| Account Number:   | A00024357      | Due Date:     | 01/09/2021 |
| Bill to:          | Michael Scott  | Reversed:     | No X       |
| Sold to:          | Michael Scott  | Tax Status:   | Complete   |
| Currency:         | USD            |               |            |

**Summary Row:**

|                |          |             |             |
|----------------|----------|-------------|-------------|
| Invoice Amount | Payments | Credit Memo | Outstanding |
| 2,082.88       | 0.00     | 0.00        | 2,082.88    |

**Invoice Details:**

| Charge Date             | Charge Name             | Revenue Schedule | Service Period           | Quantity   | Amount   | Discount | Tax   |
|-------------------------|-------------------------|------------------|--------------------------|------------|----------|----------|-------|
| A-S00024094             |                         |                  |                          |            |          |          |       |
| 01/18/2020 22:32:33 PST | Monthly Telematics Plan | JE-000030145     | 12/01/2020 to 12/31/2020 | 36 Vehicle | 1,155.00 |          | 95.29 |

**Annotations:**

- "Leverage 50+ pricing models out of the box" points to the pricing model dropdown menu.
- "Highly customizable invoices" points to the overall invoice summary section.