DRIVING SUBSCRIPTION-BASED SALES WITH ORACLE CLOUD

A technology company transformed its sales model for core products on a global scale

Industry: High-tech

Location: United States

Technology and services:
Oracle Subscription Management Cloud, Oracle Revenue Management Cloud, SaaS

Challenge:

- The client is a technology company based in the United States with operations in over 50 countries.
- The company wanted to scale its SaaS (Software-as-a-Service) business globally with a transformation of its business processes and corporate IT applications to better support subscription management and for its core products.
- Its front- and back-end legacy architecture required manual inputs and could not support the framework required for operating subscriptions, as it lacked essential capabilities for providing flexible billing options to end customers.
- It also needed a consolidated view of product revenue in its data warehouse.

Solution:

- Capgemini's Oracle Customer Experience, Integration, and Finance teams worked together to implement Oracle Subscription Management Cloud (OSMC) and Oracle Revenue Management Cloud (ORMC) into the company's application ecosystem.
- Developed multiple interfaces between front- and back-office applications to enable end-to-end process transformation and support consumption-based product billing
- Provided an interface integrated with the data warehouse and finance system for a consolidated view of revenue and subscription invoices and billing
- Delivered capabilities across geographies (Australia, Singapore, US, the UK), allowing consumption-based subscriptions and timely billing for different cycles: monthly, quarterly, semi-annually, and annually
- Automated reconciliations within financial systems for accounting accuracy and efficiency

Result:

- Capgemini transformed the company's ability to deliver subscription-based offers to end customers for its three core products.
- Billing worth $289 million in total contract value was migrated to the new systems, minimizing touchpoints in the now-automated subscription billing process.
- The client was able to sell subscription-based product offers in bundles with various pricing and billing options based on customer preference.
- Operational IT costs were reduced by decommissioning a legacy product and enabling SaaS.

To learn about adopting a subscription-based business model, please visit:

https://www.capgemini.com/us-en/solutions/subscription-revenue/

About Capgemini

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