



CASE STUDY:

Global Linguistics Software Company

The Company realized, in order to move from a perpetual license model to a subscription model, it would need to invest in technology that could support a subscription quote-to-cash process. After initially evaluating several vendors the Company decided a competitor to BluLogix offered the only solution that could meet its minimal requirements.

The competitor was the market leader, however, it had significant short comings, mostly based in its core design as a B2C subscription solution, the solution was not able to support:

- Multi-product catalog groups, category & types
- Configure Price Quote functionality
- Order Provisioning & Fulfillment
- Globalization – VAT, Multi-Currency, Multi-Lingual
- Native Payment Portal and E-Commerce
- Consumption Metering and Rating

This lack of functionality would mean limiting product and market reach. At the time, it was the Company's best option. As it prepared to go to contract, it continued to search for a better solution. At the final hour the Company was introduced to BluLogix.

BluLogix immediately engaged with its Discovery process. After BluLogix presented its recommendation the Company made the decision to suspend moving forward with its initial vendor. The decision was based on the solution BluLogix presented addressing the Company's current and future B2B subscription needs, incorporating advanced functionality, beyond what other vendors could support.

Here is some of the functionality that differentiated BluLogix from its competitor and other vendor solutions:

Products (Catalog): The Company required a product catalog structure to support multiple product groups and services regardless of the phase, then configure (or import) each product family as it is enabled or migrated.

Quotes and Orders: The Company would need to leverage Salesforce to initiate quotes and orders. BluLogix canvas integration into Salesforce provided a seamless approach to automating a standardized quote-to-cash business process.

eCommerce: A storefront would be needed for eCommerce functionality. The storefront would need to be integrated with BluIQ using REST API. BluLogix, out of the box, storefront would need to be used to validate the functionality.

Provisioning: Provisioning process needed to be enabled in BluIQ to manage service activation and termination initiated by orders, terms of services and dunning. API integration to automate provisioning requests with the service platforms and Gemalto.



Integration: Integration between BluQ and MS Dynamics GP, Salesforce and Identity Management (OAuth).

Rebilling & Consumption: BluQ needed to be configured to load and process consumption files and billing loads from service platforms for rating and billing.

Revenue Recognition: Multiple time-based and product-based revenue allocation rules needed to be configured to generate the required GL transactions. Enhancement to support for relative fair market value rules will be added as customization.

Support Tickets: Email notification and integration with the Company's ticketing needed to be provided. Integration needed to be configured to create a ticket on specific scenarios related to provisioning, notification, dunning or consumption events.

Multiple Currencies: BluQ needed to be enabled to support multiple currencies at the price book level and customer group level. Quotes/orders, Invoices and payments would be processed in the relevant currency.

Invoicing: BluQ needed to be enabled to generate invoices for catalog-based subscription, recurring, nonrecurring, ad-hoc and consumption-based charges; configure multiple invoice templates/currencies and deliver invoices by email.

Agents and commission: Agent functionality and Commission calculation rules needed to be enabled and configured.

User Management: Multiple access groups needed to be configured. Creating multiple users with different access profiles (roles) to be enabled.

Data Migration: Data elements related to customers, license, orders and history of invoices summary needed to be migrated to BluQ from multiple platforms.

Today, the Company continues to develop its subscription offerings to deliver their solutions to market in ways the competitors simply cannot match.

One example of this is a pre-paid subscription based on the number of words used through the translation software. The pre-paid component establishes reliable recurring cash flow. The additional component is measuring the actual number of words translated and charging an overage for the number of words that fall outside of the pre-paid subscription cap.

This gives the customer the flexibility to use the software without constraint while providing additional revenue for the Company.