

Master Agent Solution - A Case Study

Global Master Agent (Wholesale & Bill-on-Behalf) Success with Rebilling and Partner Enablement using ChannelFlow

GOALS

The Company wanted to support both wholesale and Bill-on-Behalf models with clear differentiators that drove product/market fit for each.

- Wholesale – Gives the Master Agent the benefit of billing the partner directly to realize top-line revenue and manage profits. Profits are based on mark-up of service provider invoicing at Master Agent cost. From an operational perspective, Partner billing avoids tax burdens as the Partner purchases from the Master Agent for resale. The wholesale program is a great fit for traditional Value Added Resellers and Managed Service Providers already billing customers directly.
- Bill-on-Behalf - Requires the Master Agent to generate end-customer invoices. While the Company in this case must manage the tax burden, the Partner benefits from tax burden relief. Bill-on-Behalf provides top-line revenue for the Master Agent while attracting premium Partners with Partner Branding of quotes, invoices and payment portals. The Bill-on-Behalf program was a great fit for companies that prefer the agent model but were looking for more control over profits and branding.

The Company required the ability to:

- Read invoice data from upstream Service Providers.
- Convert this data to a Company-generated invoice to send to the Partner (Wholesale) or Master Agent to Customer (Bill-on-Behalf).
- Work with Service Providers to deliver an aggregated invoice for import by the Company.

SUMMARY

INDUSTRY:

Telecom, Master Agent

KEY OUTCOMES:

Significant Savings for Service Providers

Top-line Revenue for Master Agents & Partners

Streamlined Invoicing for Customers

BLULOGIX SOLUTION:

ChannelFlow

ABOUT BLULOGIX

As the world's most experienced B2B billing and monetization experts, BluLogix delivers a subscription and consumption billing platform that accelerates revenue growth, enables digital transformation, and empowers channels. BluLogix is committed to helping customers solve complex billing problems by leveraging a proven, adaptable billing and monetization methodology.

CHALLENGES

The Company realized many Partners were not equipped to generate recurring invoices and calculate taxes with their traditional accounting platforms. Also, Unified Communications as a Service (UCaaS) must be handled differently than other nonregulated services, and the Company required the pass-through of UCaaS Service Provider charges and taxes, to be invoiced in both the Wholesale and Bill-on-Behalf Partner models.

APPROACH

BluLogix employed a Discovery approach to deliver a custom and innovative solution that ultimately became the BluLogix ChannelFlow solution.

DIFFERENTIATORS & CAPABILITIES

- An Innovative Rebilling Process - For easy upload and validation of invoice data for Master Agent to Partner billing via a data-loader for Service Providers. This rebilling process has become the “ChannelFlow SP Data Loader”, which is a free app for our Master Agent customers to provide to their Service Providers.
- Enablement of Partner Control - With a multi-tenant hierarchy, ChannelFlow was extended to give the Partner the tools they needed to easily generate customer invoices with proper tax calculation. This level of partner enablement was embraced as a differentiator among other Master Agent programs, giving the Partner control over branding and margins or commissions.

KEY OUTCOMES

With the Master Agent as the billable:

- Service Providers realized significant savings in back-office, direct billing of Customers.
- Master Agent and Partners realized top-line revenue, branding of invoices and payment portals.
- Customers received a single, consolidated invoice for all service provided by the Partner.

ABOUT BLULOGIX As the world’s most experienced B2B billing and monetization experts, BluLogix delivers a subscription and consumption billing platform that accelerates revenue growth, enables digital transformation, and empowers channels. BluLogix is committed to helping customers solve complex billing problems by leveraging a proven, adaptable billing and monetization methodology.