

TOP 5 SIGNS IT'S TIME TO BREAK-UP WITH YOUR BILLING SOFTWARE VENDOR

HAS THE BILLING SOLUTION YOU THOUGHT WAS A "KNIGHT IN SHINING ARMOR" TURNED INTO A PROCESS & RESOURCE NIGHTMARE INSTEAD?

Digital economy businesses are losing millions of dollars in revenue and experiencing high churn rates due to constraints imposed by transaction-focused billing solutions. When the realities of complex business models outpace the capabilities of the system, the original promises of automation, efficiency, and agility rarely come true.

THE FOLLOWING ARE 5 SIGNS THAT IT MIGHT BE TIME TO BREAK-UP WITH YOUR CURRENT BILLING SOFTWARE VENDOR:

1 **Your implementation was declared a success the day you generated your first invoice, and you've rarely heard from your vendor since - unless you reach out to them.** Sure, generating accurate, on-time invoices is essential to cash flow and customer satisfaction, but that's just the start of creating a monetization strategy that will align with the goals of your business and drive growth.

2 **Your billing system is a bottleneck when it's time to create new offerings or introduce new products.** Your billing platform shouldn't get in the way of your responding to customer needs and introducing new offerings. If adding a new product or service to your catalog requires you to involve your vendor before you can go-to-market, it's going to slow you down, and you'll miss business opportunities.

3 **Your business needs have outpaced the capabilities of the solution.** Not all customer relationships and B2B business models are going to work with simplified "silver, gold, and platinum" subscription packaging and pricing. Customer needs and competitive forces change. A solution that worked just fine for your business initially may be limiting as your business grows. Don't let the shortcomings of your billing solution force you to compromise your monetization strategy, restrict cash flow, or risk your long-growth.

4 **Full automation and advanced functionality costs extra.** Some systems are fantastic at handling traditional billing needs - regardless of revenue approach - subscriptions, usage-based charging, recurring billing, etc. But these systems were built for the most "vanilla" of business models. Your business likely needs more. If adding new products and services, or adapting system functionality to your business requirements means spending more money on costly custom programming or expensive "add-on" modules your business can't scale and grow, and the initial price quote was ultimately meaningless.

5 **Your billing systems don't address your processes needs - or worse has created new "workarounds."** Sure, compromise is part of any successful relationship. But ultimately, a business SOLUTION should address your business challenges and improve your business efficiency. Too many billing platforms - even those from name brand enterprise-level vendors - fall short when it comes to addressing B2B monetization needs with any degree of complexity. In response, vendors often suggest "workflows" - which is just a fancy way to get you to accept a shortcoming in their system and put the burden on your team to bridge the gap between their functionality and your needs. That's not a compromise - that's a cop-out.



IF ANY OF THIS SOUNDS FAMILIAR, IT'S TIME TO GET TO KNOW BLUIQ. WE'RE ON A DATA-DRIVEN MISSION TO REVOLUTIONIZE B2B MONETIZATION AND DRIVE GROWTH. STARTING WITH YOUR BUSINESS.

The BLUIQ Platform, powered by BluLogix, is engineered to identify and address the full continuum of B2B monetization requirements including, billing; product, service, and catalog management; go-to-market activities; onboarding & provisioning; customer engagement; and advanced analytics. And because BLUIQ is the only true multi-tenant, SaaS monetization platform in the market today we can deliver solutions for complex business requirements where other vendors have failed.

We think differently. Our platform doesn't stop at just delivering the best billing functionality. We go beyond billing to enable your business with data-enriched monetization. In short, this means that our proprietary technology approach optimizes data differently to close efficiency gaps, deliver true automation, generate customer insights, and adequately address the needs of complex B2B revenue models.

We listen. You'll notice from your first interaction with our team that understanding your business is our primary goal. Even our sales process is different. We won't rush to show you a demo of BLUIQ until we fully understand what issues your business wants to address. And because we have a true multi-tenant solution, we can show you a demo environment tailored to your needs. No more wondering if the solution will work in your business environment - we will prove to you that it can.

We love complexity. Our data-centric architecture enables BLUIQ to manage a broad variety of billing and revenue scenarios from simple subscription billing, to hybrid usage and flat fee scenarios, to complex indirect channels, commissions and revenue models. We support intricate parent/child account hierarchies and extensive integrations with external systems.

We deliver results. Since 2013 we have been providing sophisticated billing and monetization solutions for 100+ satisfied clients. Our success rests on our commitment to fully understanding your business needs. From the start of our sales process and throughout implementation and beyond, our team of monetization experts is committed to addressing your business needs and empowering your business with a platform to drive growth. And because we believe so firmly in our ability to create a positive impact for your business, we are the only vendor to offer "shared upside" pricing that scales based on your growth.

We don't mind being your rebound solution. We're ready to help you pick up the pieces and get over your current billing vendor. You never know, it could be the start of a beautiful partnership.

DON'T SETTLE FOR LESS THAN YOUR BUSINESS DESERVES. GET IN TOUCH TODAY.

BluLogix helps businesses in the digital economy frustrated with billing, aggregate data to automate processes, generate new customer intelligence, and revolutionize growth. Founded in 2013, BluLogix delivers BLUIQ - the only true multi-tenant SaaS monetization platform in the market. Our proprietary technology and data-enriched monetization approach has helped 100+ companies get beyond billing and focus on identifying value-aligned relationship and revenue opportunities.



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