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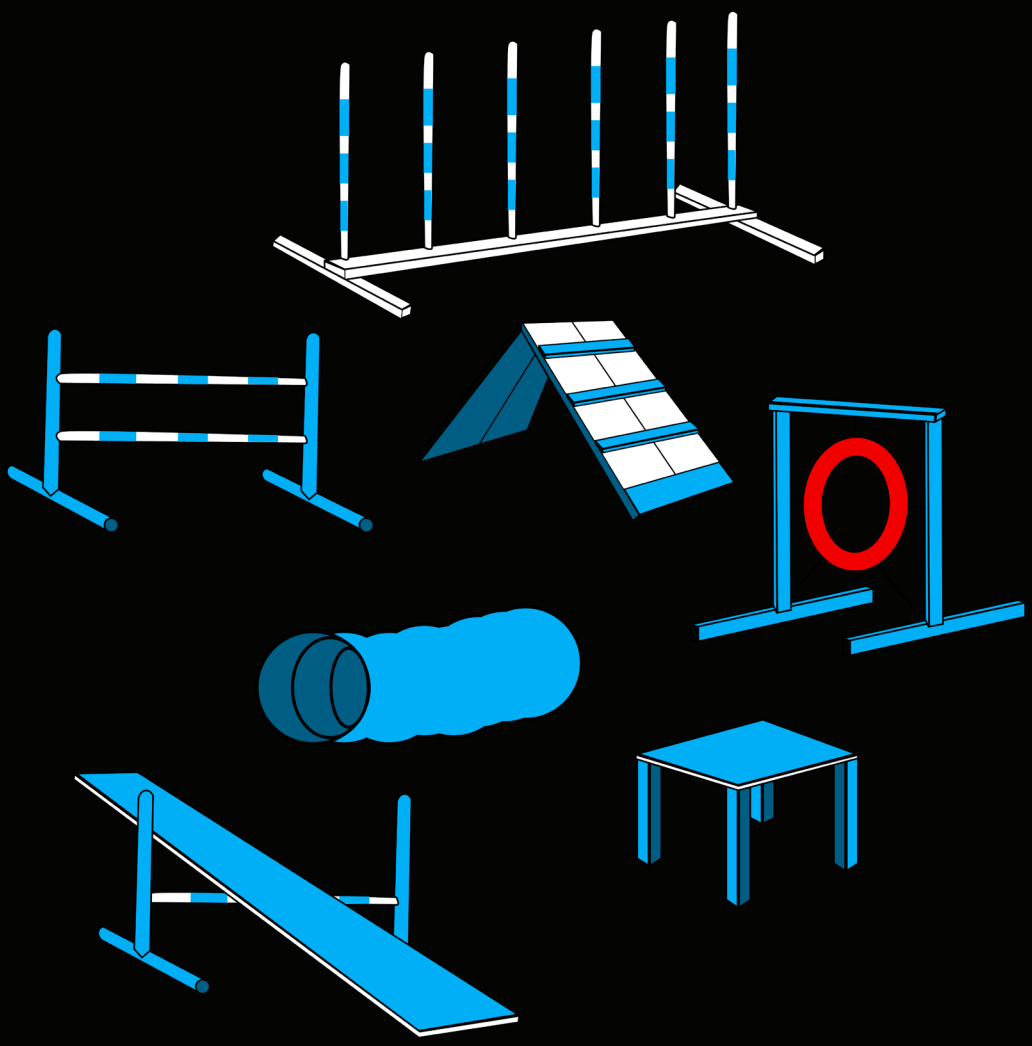
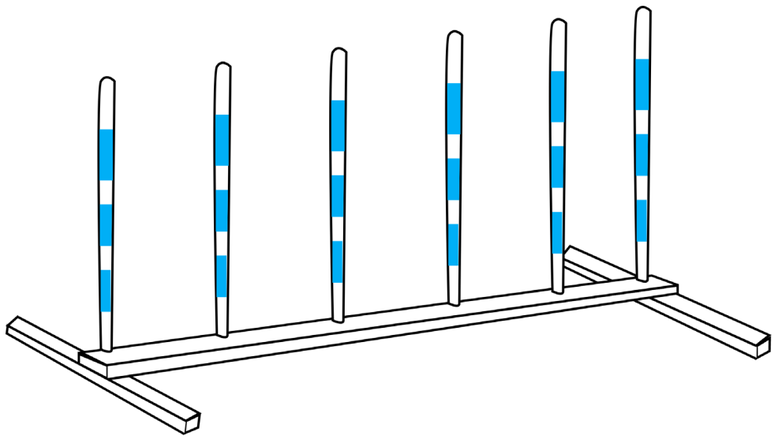
Your Agile Monetization Checklist

Does your existing system have what it takes to support true business agility?





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Evergent's market-leading Integrated Revenue and Customer Management platform helps the world's leading communication, media, and entertainment companies reduce time to market for products and services, simplify complex monetization models, and run backoffice processes more efficiently. Evergent's customers include global media companies such as AT&T, Warner Media, SingTel and Etisalat, and leading media companies such as FOX and Sony Entertainment Television. Evergent is headquartered in Sunnyvale, California, and has offices in San Diego and Los Angeles and internationally in Australia, Canada, India, Japan, and Singapore.

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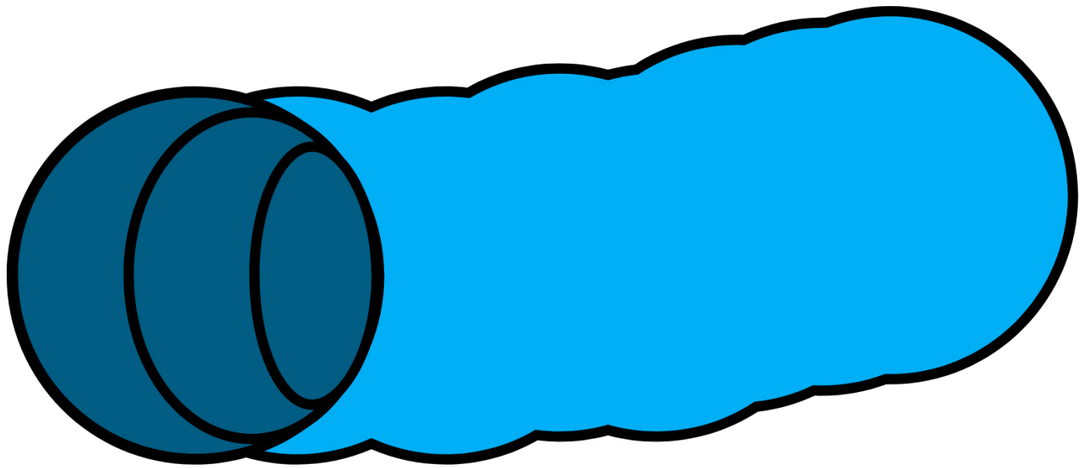
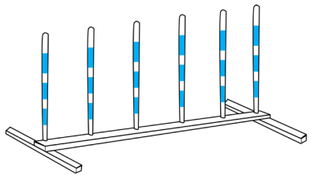
“The need to quickly launch new products and services with innovative revenue models is exposing weaknesses and functional gaps in legacy enterprise applications.”

In today’s competitive market, the need to quickly launch new products and services based on market feedback is an imperative and no longer a ‘nice to have’. Innovative revenue models to target new customer segments are exposing weaknesses and functional gaps in legacy enterprise applications.
As such, Evergent has emerged with pre-integrated, cloud-based monetization microservices to bridge these gaps. Allow your product and marketing team to safely experiment and test new offerings with minimal effort in your billing system.



The benefit? Agile Monetization

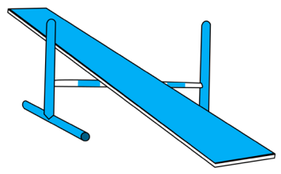
The term Agile Monetization was introduced by MGI Research in 2015. In the monetization context, agility refers to the ability to create and evolve new offers by iterating rapidly, thus accelerating business velocity bringing new product offerings to market and explore in real-time what is working and what isn’t. In simple terms – the systems just work so you can do more of what is working well and change what isn’t. Agile Monetization unifies several key business technologies within and outside classic Operational Support Systems (OSS), Business Support Systems (BSS) and various Enterprise Resource and Customer Management systems boundaries. Done right, Agile Monetization helps companies more effectively tackle the quote-to-cash automation challenges required to accelerate growth. Whether you are spinning up a new offer or trying to breathe new life into a plateauing service, there are seven key considerations for bringing agility to monetization.



Flexible Pricing Enablement

The ability to make pricing model changes on-the-fly empowering your marketing team to delight your customers.

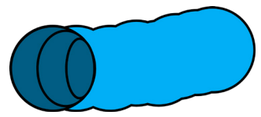
Responding to real-time data on what consumers are taking offers with new pricing and promotions allows you to maximize strategic pricing strategies



Time to Value

Showing results comes down to the ability to launch new offers in less than a day.

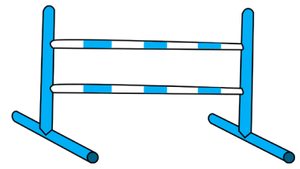
Product development cycles should not be part of your timelines - sales growth is dependent on the ability to launch in days, not months.



Broad and Deep Feature Set

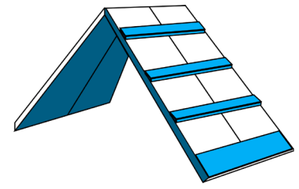
If existing finance and billing systems cannot satisfy your Chief Revenue Officer's demands for a single product catalog or master price list to track, you know your platform is limiting your business growth potential.

The system should be configurable to seamless work across all of your sales channels – not require a 'project or roadmap item' to rebuild an integration that is unique to your direct sales versus sales that come in via your partners.



Churn Detection and Mitigation

Revenue leakage from churn, chargebacks, pricing plans that do not fit the user type can often be a revenue sieve. Your agile monetization platform should provide key insights to how and why customers are churning so you can make adjustments in real-time.

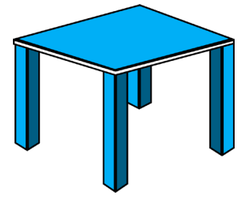


Pre-Integration

Millions of dollars can be spent for custom or manual back-office systems integrations.

Often there are shadow processed based on Excel for billing, revenue recognition and provisioning due to the lack of agility with traditional monolithic approaches.

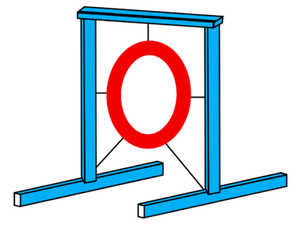
A truly Agile Monetization platform that has this work done ahead of time and is deployed with a product mindset will protect you from these unnecessary costs and the associated delays in implementation.



Transparency

Disconnected and disparate systems will never provide a single source of truth of your customer base.

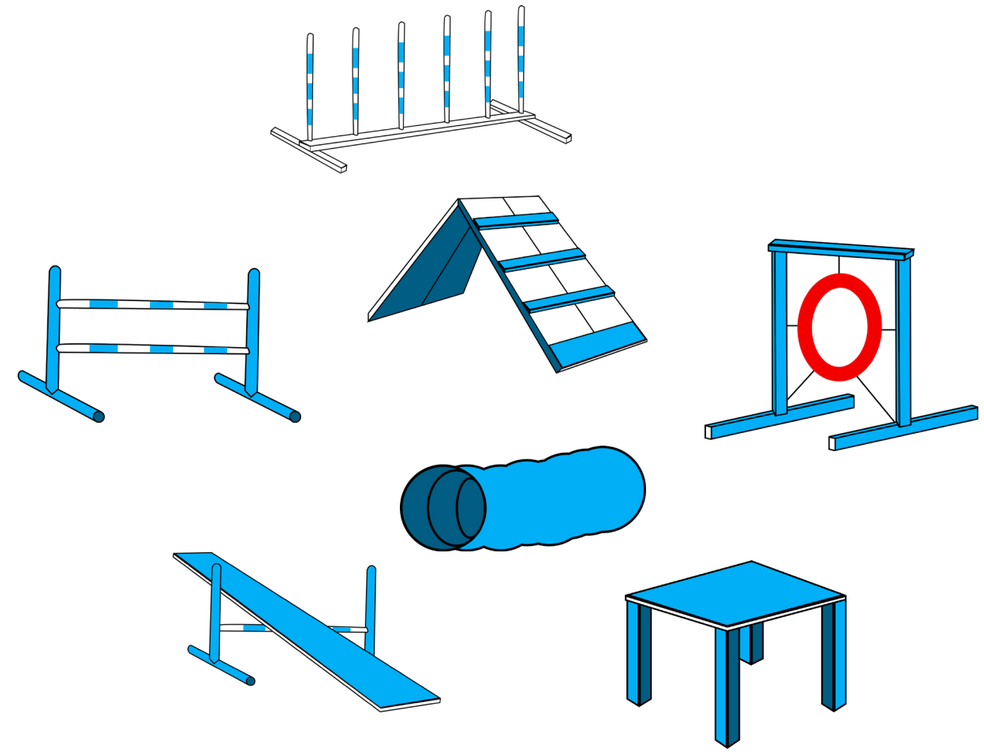
Only customer friction will come from lack of transparency and clarity. Getting a full health check of your business is key to forging success.



Global Growth Acceleration

What's keeping you from world domination? International Role-outs in different currencies, with different payment methods will be key to a long-term growth strategy.

Evergent brings agility to monetization. We offer the least cost of ownership Agile Monetization Platform which is comprised of cloud-based processes, tools to allow the creative business enablement offerings that you need. Subscription Billing categories including Financials, Billing, User Identity Management, Revenue Recognition, Offer Management, Order Management, Contract Lifecycle Management, e-Commerce and Churn reduction.



Evergent is the only provider of a comprehensive solution for Agile Billing, User Identity Management, Analytics, CPQ, Contract Management, Payment Management, Order Management, Churn Reduction, Marketing Campaigns (Promotional Coupons & Discounts) and so much more. If you want to learn more about our platform or speak with an platform expert.

Please contact us:
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