Companies are shifting from selling devices to building long-term service relationships with millions of consumers and businesses. Monetizing these relationships requires a solution that knows how to price, bill and recognize recurring revenue for complex hardware / software packages. The reference architecture below describes the data flow between Zuora and all other applications within the IoT ecosystem.

**Web Portal**
- **Web Store:** Display Zuora product and pricing information on the web portal and embed Zuora checkout pages for secure commerce
- **My Account:** Display account summary and subscription data from Zuora to allow for self-service account management on the web portal
- **User Provisioning:** Grants subscribers access to subscriptions based on entitlements as defined in Zuora
- **Content Management System:** Zuora’s integration with CMS pulls all cloud service offerings from Zuora and presents it on the Web Portal

**Marketing**
- **SMTP Server:** Integration with Zuora to enable emailing of invoices, notifications, payments receipts etc
- **Campaign Management:** Integration between Zuora and a marketing platform to power targeted campaigns

**CRM**
- **Sales:** Zuora pricing catalog is exposed in the sales system so pricing and transactional (i.e., invoices, payments, refunds) information can be used to create subscription quotes
- **Support / Service:** Zuora exposes customer subscription, billing and payment history, renewal dates, and key subscriber metrics in the support / service system for complete visibility into the subscriber relationship allowing agents to process transactions

**Device Connectivity**
- **Service Event Management:** Device notifies Zuora when service is nearing expiration or has expired to trigger service as required
- **Usage Analytics:** Zuora provides subscriber metrics enabling analysis of usage data

**Tax**
- **Engine:** Tax locale and line item pricing information are passed from Zuora to the Tax Engine to calculate tax rates and engine returns the rate amount to Zuora

**Finance**
- **General Ledger:** Integration between Zuora and GL allows for either transaction level details or summary level journal entries to be sent to the GL

**Analytics**
- **Reporting:** Subscription data from Zuora is extracted into these systems for consolidated reporting

**Payment**
- **Gateways:** Payment details are passed from Zuora to payment gateways to process payments and gateway returns successes / failures

**Device Fulfillment**
- **Inventory Management:** Inventory platform validates that the products & services being subscribed to in Zuora are available
- **Physical Delivery:** Zuora manages user account information including shipping address enabling the shipment of hard goods
- **Reverse Logistics:** Once return logistics are handled, Zuora is triggered to provide refunds
- **Warranty:** Zuora stores subscriber entitlements to validate the purchase and terms of extended warranty on devices

**IoT Reference Architecture**