MEDIA Reference Architecture

In the new age of subscriptions for media where content can be found for free through a multitude of digital channels, not only do businesses have to to prove their value at every commerce, billing and finance touch point, they must also find different ways to monetize. Digital media businesses need a solution that can price for content as a flat fee per usage or one-time fee while still delivering a seamless end-to-end subscriber experience so the business can focus on creating content. The reference architecture below describes the data flow between Zuora and all other applications within the Media ecosystem.

Digital Media Application

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 digital media application

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 Digital Media Application

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

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

Zuora

Fulfillment

Physical Delivery: Zuora manages subscriber account information including shipping address enabling the shipment of hard goods

Digital Rights: Zuora stores subscriber entitlements enabling appropriate provisioning for digital goods

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

Payment

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

Analytics

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

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