SaaS Reference Architecture

SaaS businesses are known for rapid innovation which means Finance, Operations and IT teams need to move fast enough to keep up with their Product, Engineering and Sales counterparts. Zuora allows SaaS businesses to effectively manage large volumes of subscribers. It automates recurring billing and accounting to help Finance, Operations and IT teams scale while enabling the business to pursue any monetization strategy.

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

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

**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.

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

**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.

**Customer Relationship Management (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.

**Customer Analytics:**
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**Web Store:**
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**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.

**Campaign Management:**
- **Integration:** Between Zuora and a marketing platform to power targeted campaigns.

**SMTP Server:**
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