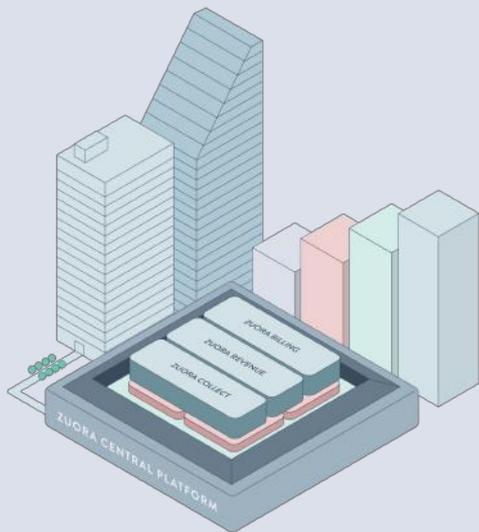


Zuora Subscription Management Platform



Powering your subscription business, from quote to revenue

Today, subscription companies are built on a fundamentally different business model, one that puts the subscriber at the center of every experience. In order to power these dynamic experiences in real-time, companies need insights oriented around their subscribers, reimaged end to end business processes, and the agility to respond to market demands at scale. But companies cannot meet these requirements with legacy systems that were built for product-centric businesses. The Zuora Subscription Management Platform has helped the world's best companies monetize a anything-as-a-service and evolve with their subscribers' preferences to become leaders in the Subscription Economy.

1,000+ companies run their subscription businesses on Zuora



"[With Zuora], we went from offering customers a solution they didn't know they needed, to a highly valued service for landscapers aiming to scale their businesses."

**Launched a new service
in < 2 months with Zuora**

Rick Carpenter, VP of Corporate Marketing



"Scaling our subscription businesses to what it is today simply wouldn't have been possible without Zuora."

**Tested 125+ offerings
with Zuora**

Dylan Smith, CFO



"Zuora made it simple – consumers can subscribe quickly. No cost of acquisition, no cost of fulfillment."

**New subscription conversions
improved 30% and retention by
25% after 6 months on Zuora**

Curtis Huber, Senior Director,
Audience Revenue



DocuSign



zoom



Zillow



The Guardian

S&P Global

GitHub



zUORA

Name
Charge Name: _____
Description: _____
Per Unit Change: _____

Charge Amount
Charge Model: _____
List Price: _____

Timing of Charge:
Trigger Condition: _____
End Date: _____

- Flat Fee Pricing
- Per Unit Pricing
- Volume Pricing
- Tiered Pricing
- Tiered with Coverage Pricing
- Multi-Attribute Pricing

Align to Subscription End Date

zUORA

Close Process Dashboard

Reconciliation Success Rate: 80%

Summarization Job: 100% Success

Action Needed

Easily test and iterate with 50+ pricing models

Maximize collections with Smart Retry's AI-driven schedules

zUORA

SMART RETRY
Enabled

INITIAL WORKFLOW
Send Email when CC Fails

NUMBER OF ATTEMPTS: 4
NUMBER OF DAYS: 6

FINAL WORKFLOW
Assign Collections Agent

UPDATE



Resolve issues fast with real-time revenue statuses

Subscription	Account Usage Method	Subscription Name	Subscription Status	Start Date
0000-01-04	Single Connection	0-0000000100	12 Prepaid	01-04-2020
0000-01-04	Wayline	0-0000000100	12 Prepaid	01-04-2020
0000-01-04	Wayline	0-0000000100	12 Prepaid	01-04-2020
0000-01-04	Wayline	0-0000000100	30 Prepaid	01-04-2020
0000-01-03	Wayline	0-0000000100	12 Prepaid	01-03-2020
0000-01-07	Blue Springs, LLC	0-0000000100	12 Prepaid	01-07-2020

Total Subscribers: 12.1K
Jan 2023

Net MRR per Product

Uncover hidden growth opportunities with trend analysis

Monetize anything-as-a-service

Pre-Built Pricing Models

Test 50+ pricing models out-of-the box from per unit to advanced usage models like Multi-Attribute Pricing to find the right pricing and packaging structure that will meet customer demands

Omni-Channel Subscription Management

Ingest orders from multiple channels and orchestrate all the order to revenue processes kicked off any subscription change such as an upgrade, downgrade, renewal, suspend, resume, and more

Recognize revenue in real-time

Scalable Revenue Operations

Move from a cyclical, point-in-time close to a continuous close that eliminates the end-of-period "crunch times"

Strategic Revenue Insights

Drive business value with comprehensive KPIs and complete sets of reporting and business insights, including financial statements and disclosure reporting

Simplify payments and collect cash

Global Payment Methods and Gateways

Collect cash anywhere in the world with support for 35+ payment gateways, 20+ payment methods, and 180 currencies

AI-Driven Retry Schedules

Maximize payment recovery with AI-driven retry schedules and dunning automation to recover up to 20% more failed payments and increase customer retention rates by 13% on average

Build the ultimate subscriber experience

Extensible Applications

Leverage the speed, accuracy, intelligence, and scale of the world's leading subscription management platform, with an SDK and APIs that can extend into business applications of any complexity

Real-Time Subscription Data

Access a pre-built library of subscription metrics out-of-the-box such as MRR, ARR, Churn Rates, and use a subscription-centric data model to access live distributed data via standard SQL to dive even deeper