

Implementation of Conga Billing Automates Subscription Model for a Video Delivery Technology Company



Insight

The client started a subscription business model for its VOS products. The subscription model is usage-based, and the pricing is calculated monthly. So, the client wanted to automate its complex billing and invoicing processes.

The client collaborated with Forsys to implement the Conga Billing solution. As a result, the billing and invoicing processes are automated.



Industry
Telecommunications



Revenue
\$25.63+ B



Employees
1001 - 5000



Headquarters
California, US

Business Challenge

The main concerns of the client were:



The client enabled a subscription business model for its VOS products.



The billing and invoicing processes for subscription products were not automated.



The VOS subscriptions are usage-based.



The pricing and discounts are calculated monthly as per the commitment by the customer during the quoting process.

Transformation Journey

Forsys collaborated with Conga for the implementation of the Conga Billing solution that entailed the following:

- Worked with the business and engineering teams to discover and document the processes and use cases before implementing the Conga billing solution.
- Started the initial Proof of Concept (POC) in 2019 and enabled critical billing and invoicing functionalities in Conga.

- Configuration and implementation of Conga billing solution post POC.
- Integration of billing solution with Conga CPQ, Akamai usage system, and Oracle ERP Cloud.

Impact

After implementing the Conga Billing solution, the client witnessed:

- ✓ Automated subscription billing and invoicing process
- ✓ Integrated billing and invoicing to Oracle ERP Cloud for invoices and Accounts Receivables
- ✓ Enabled integration with Conga CPQ for VOS subscription products
- ✓ Enabled flexibility of usage on VOS subscription product
- ✓ Enabled subscription Billing based on usage, overage, and outage
- ✓ Automated invoice generation and usage rating
- ✓ Provided visibility into customer pricing and usage data for the customer community

About the Client

The client, headquartered in San Jose, California, offers video delivery technology and services that support media companies and service providers in delivering ultra-high-quality broadcast and OTT video services to their consumers worldwide.

Solution Components

Conga Billing