SunTec Revenue Management

Accelerate revenue growth and customer experience by transforming products, offers, pricing, and billing

KEY FINANCIAL FIGURES

Revenue increased by
13.2%

EBITDA improved by
9.5%

Interest-bearing debt decreased by
million **32.9**

Cloud Native | Cloud Agnostic

Organizations are increasingly challenged by rapidly changing customer expectations, increasing competition, regulatory compliance, and cyber security risks. To overcome these challenges and drive revenue growth, moving from a product-centric to an agile, customer-first model is imperative.

Enhancing customer and product experience by rapidly designing, launching products and bundles, innovative pricing models and rewarding customers based on their positive financial behavior cannot be overemphasized. With platform-as-a-service gaining traction, organizations also need to enable monetization models that can support the same to ensure that they are the primary choice of their customers for all transactions.

SunTec Revenue Management enables organizations to adopt a customer first strategy, exponentially increase revenue and customer base, deliver exceptional customer experience, prevent revenue leakage and ensure compliance.

Traditionally organizations have been relying on disparate departmental solutions to create and manage products, offers, pricing, loyalty programs and for billing needs. But this approach leads to departmental silos and a fragmented view of customer relationships. Organizations spend months of effort and invest in costly changes to transaction systems, integrating disparate systems to understand and analyze customers, create segments, design, and launch new products, offers and pricing for customers, often with little outcome.

SunTec®

SunTec Revenue Management based on proprietary Xelerate® platform helps organizations to design and launch hyper-personalized products, offers and pricing, adopt behavior-based loyalty programs, prevent revenue leakage with accurate pricing and billing. It also allows building and launching various monetization models for platform-as-a-service model.

Product, pricing and partner managers can easily design and launch hyper-personalized products and roll out pricing models for dynamic customer segments. It enables them to bundle products and deliver the most contextual offers and deals.

Robust billing capabilities facilitate personalized invoicing across customer relationship hierarchies. It also allows organizations to create, consolidated billing across all products and services for customers.

Seamless integration with existing transaction and customer engagement systems enable pricing and billing for any volume of transactions.

Benefits

- Improve customer experience by hyper-personalizing products, offers and pricing.

- Accelerate time to market, reduce cost of creating and launching new products and services.

- Build and monetize ecosystems, accelerate sales through partners.

- Prevent revenue leakage, ensure profitability.

- Replace multiple disparate billing systems and generate consolidated bills.

- Mitigate risk and ensure compliance with regulatory requirements.

4X
Increase in Sales

3X
Increase in Customer Base

2X
Increase in Product to Customer Ratio

0
Compliance violations

Months to Days
Launch new products, offers and pricing

60M+
Reduction in Revenue Leakage

SunTec Enterprise Product Management

Enterprise Product Management allows organizations to adopt a scalable approach to design and launch personalized innovative products and services. It helps establish a centralized repository of internal as well as partner products and services, standardize end-to-end product and service lifecycle management along with simulation capability for efficient revenue management.

It also allows regular performance reviews and approvals that ensure the offering continues to meet the evolving requirements of customers and comply with regulatory requirements. Real-time actionable insights about revenue trends, product profitability and subscription are available through pre-built reports and dashboards.

SunTec Dynamic Offer Management

Dynamic Offer Management allows organizations to adopt the "segment of one" strategy, rapidly design and launch highly personalized product bundles and offers for any customer segment by using advanced customer behavior insights. It enables a standardized and scalable approach for the end-to-end offer lifecycle management process across the enterprise.

Both internal as well as partner products can be used to create hybrid offers and maintained in a centralized repository. Revenue and profitability forecasts by simulating scenarios in advance provide invaluable insight even before launching the offer. Reports and dashboards offer real-time actionable insights about revenue trends, profitability, subscription, and regular performance reviews.

SunTec Benefits and Loyalty Management

Benefits and Loyalty Management enables organizations to adopt a total relationship loyalty management strategy that promotes profitable customer financial behavior, increases usage of product and services as well as expand subscription of products and services across all lines of business. Leverage advanced customer insights comprising relationship value, tenure, ownership, and use to design and launch multiple loyalty programs for any customer segment.

A pre-campaign cost benefit analysis helps simulate potential revenue, profitability, and cost for each program. Real-time tracking of program performance helps prevent cost overruns and avoid potential revenue leakage.

SunTec Relationship-based Pricing Management

Relationship-based Pricing Management enables organizations to dynamically segment customers based on their behavior, and design and launch innovative contextualized pricing to customers. It easily integrates with existing systems and provides comprehensive capabilities to adopt pricing strategies based on various parameters, including customer tier, transaction volume and value, relationship tenure, account balance, and number of products that have been subscribed to. It automates the end-to-end pricing process and provides a centralized repository to store and manage products and pricing across the enterprise.

SunTec Enterprise Billing and Statements Management

Enterprise Billing and Statements Management provides extremely rich billing and invoicing capabilities that helps in automating the end-to-end billing process including pricing, consolidation, pre-billing, invoicing and post billing activities including settlement, dispute management and arrears management. Consolidation of different products and services, different entities, and geographies into a single invoice for the end customer as well as convergence of multiple billing systems into a single billing system for operational excellence can be easily achieved. Multi-currency and multi-language capabilities further make it a truly global billing solution.

SunTec Deal Management

Deal Management enables organizations to automate and manage the end-to-end deal management process including product selection, deal design, simulation, negotiation, proposal generation, closure, and commitment tracking. It allows organizations to bring in multiple product offerings under a single negotiation process, while providing cross-product benefits based on various business dimensions. Intuitive simulators assist in cost-benefit analysis, well before presenting it to customers.

Real-time analytical dashboards further enable revenue monitoring through commitment and deal performance tracking. It helps enhance transparency on deals and ensures policy compliance. It enables organizations to mitigate potential conduct risks and prevents revenue leakage.

SunTec Ecosystem Management and Monetization

Ecosystem Management and Monetization enables organizations to build monetization models for various Technology, Business and Market platform-as-a-service models. These includes Product & Services Aggregator, Distributor, API ecosystem and Data Provider models. It also allows organizations to set up innovative incentive and commission models for partners, automate commission and incentive computations based on partner sales performance, as well as charge partners based on the subscription and use of products. Organizations can also launch innovative offers to improve product sales and usage.

SunTec Enterprise Indirect Taxation Management

Enterprise Indirect Taxation Management enables organizations to automate their indirect tax management programs for compliance and efficiency and manage tax compliance mandates of multiple indirect tax regimes including GST and VAT. The program provides end-to-end tax management capabilities including automated output tax determination, input tax accounting, tax invoicing, reconciliation, corrections, input tax recoverability, regulatory returns and reporting.

About SunTec

SunTec is the world's No. 1 pricing and billing company that creates value for enterprises through its Cloud-based products. More than 130 clients in 45+ countries rely on SunTec to provide hyper-personalized products, offers, pricing, loyalty programs, tax compliance, and billing for over 400 million end-customers. SunTec products are based on our cloud-native and cloud-agnostic, API first, micro-services-based proprietary platform, Xelerate and are delivered on-premise, on private cloud and as SaaS. SunTec has global operations including the USA, UK, Germany, UAE, Singapore, Canada, Australia, and India. For more information, please visit us at www.suntecgroup.com or email us at marketing@suntecgroup.com

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