

Welcome to the usage-based economy

Customers want more options

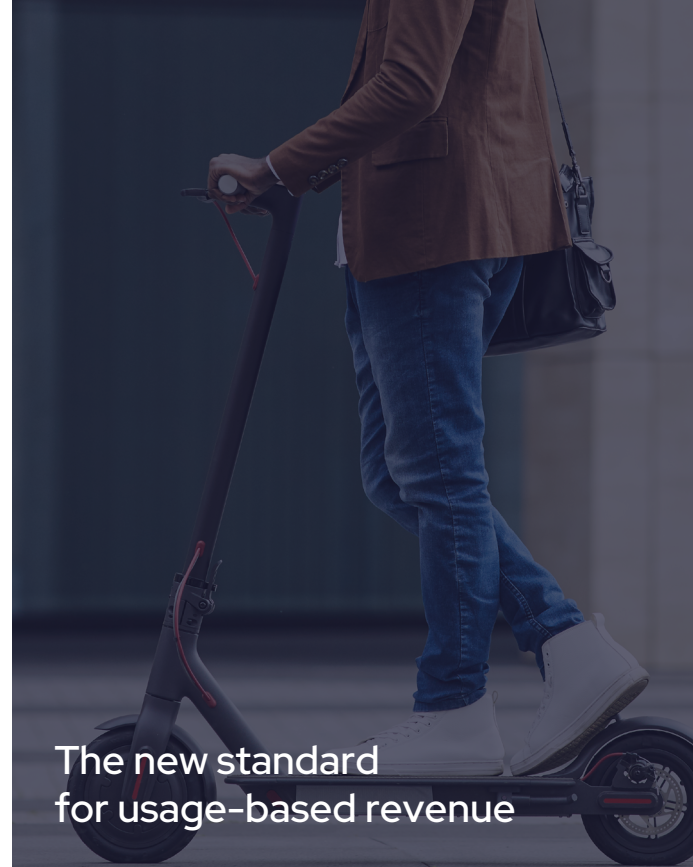
They want to be able to use services instead of owning products. And that's in all parts of their lives: how they use software at work, how they listen to music, even how they drive cars.

It goes for businesses, too. Organizations don't necessarily want to own all the equipment and infrastructure they need to run. They want to be offered the service instead.

Turning usage data into revenue

When you introduce usage-based services, the data that tells you about how people use your services is critical to revenue. If you lose any of that data, or if you don't process it correctly, you lose revenue.

You could lose 1-5% of your revenue due to errors in data processing (Ernst & Young). But if you get it right, your revenue can grow 150% faster than companies without usage-based pricing (Subscribed Institute).



The new standard
for usage-based revenue

Who is DigitalRoute?

We're a niche, Swedish tech company obsessed with one thing: monetizing usage data.

Our story starts in the telco industry, where we helped solve usage-based revenue challenges decades ago. Since then, iconic brands from all industries trust us with processing the usage data that becomes their revenue.

How our Usage Data Platform works

The platform collects usage data, processes and enriches the data, then sends usage records to billing and revenue systems. It enables you to:

- Bill based on how services are used.
- Create simple or complex usage scenarios.
- Prevent revenue leakage due to errors.

Our Usage Data Platform is designed to monetize usage data. It helps you:

- Prevent revenue leakage by removing error-prone processes.
- Accelerate your adoption of recurring revenue models.
- Tap into new customer segments with new offerings.
- Grow your revenue by charging for different levels of usage.
- Provide accurate partner settlements, if needed, to avoid disputes.
- Communicate how a customer's consumption is affecting their costs, in real-time.



Software provider adds a pay-as-you-go model

A global infrastructure software provider and leader in virtualization software recently transitioned to cloud-based services. As part of this change, it wanted to add subscription and pay-as-you-go business models. The company chose DigitalRoute's Usage Data Platform to capture and process cloud-related usage events for billing purposes.

Panasonic automates its billing process

Panasonic Avionics is a global leader in inflight connectivity. The company was using manual processing to calculate billing, which led to errors, lost revenue and delayed invoicing. Now with DigitalRoute's Usage Data Platform, the entire process is automated, there's no revenue leakage, and invoices get sent in just weeks.



Contact our experts to learn more
[Download our usage-based revenue guide](#)

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