



# MANAGED SERVICES COMMERCE

## “RETHINK” COMMERCE PLATFORM

### Challenge

In subscription based economy ISV needs a platform to support sales, provisioning, billing, end user self-service and service management.

### We utilize

- Azure PaaS for scalability
- Azure AD and Microsoft Live ID SSO integration
- Office 365, Azure and managed services offerings for bundling with your products
- Extensive set of APIs
- Service Oriented architecture

### Our added value

- Allowing ISV to focus on development, instead of creating their own commerce platform
- Opportunity to bundle your solutions with managed services, cloud workloads and 3rd party SaaS solutions for cross sell opportunity
- Automated billing engine for ongoing subscriptions
- Simple and cost efficient integration with your CRM and ERP systems

### Solution

We created a multi-tenant, purely Azure based, scalable, multi-lingual, multi-currency, white-label commerce portal. Our RETHINK portal is tailored towards supporting subscription based business models.

## TENANT AND SUBSCRIPTION APIs

### Challenge

Multi-tenant SaaS applications require set of provisioning APIs towards commerce platforms and marketplaces in order to list SKUs and pricing, spin up new tenants and subscriptions. After that is done, user seats need to be added to specific subscriptions, telemetry data collected and exposed to billing engine, as well as event data about subscription provisioning progress and overall status needs to be available at all times.

### We utilize

- Azure PaaS for scalability
- Service Oriented architecture
- Set of well crafted Azure resource templates

### Our added value

- Allowing ISV to focus on development, instead of creating their own API management platform
- Providing standardized approach that integrates with majority of marketplaces out there
- Seamless integration with RETHINK commerce platform

### Solution

We created a middleware solution that provides telemetry SDK, set of standard APIs, tenant management console and extensive consumption reporting. This solution is seamlessly integrated with RETHINK commerce platform for immediate use.

## SUBSCRIPTION BILLING SERVICE

### Challenge

Companies who want to sell subscription / consumption based services, software and hardware bundles face a challenge how to manage new way of invoicing, accounting, claiming, financing, forecasting and reporting their revenue in subscription based business model.

### We utilize

- AGS shared services organization with skilled experts in billing services
- Knowledge management process that ensures your accounting standards are used at all times

### Our added value

- Allowing ISV to focus on development, instead of building an accounting organization

### Solution

End-to-end financial services support that is focused on subscription based business model, including Invoice, Report, Claim services by optional commerce portal offering (Rethink).

## BUSINESS INTELLIGENCE DASHBOARD

### Challenge:

Data that provides insight into customer satisfaction, service backend health and overall sales performance usually is scattered across different sources. Due to fragile nature of subscription based business, not knowing every day at all times all these factors and their relationship to business results can lead to losing your business.

### We utilize

- Cloud based reporting portal
- Centralized on premise data aggregation agent
- Business intelligence processing backend
- Modular approach

### Our added value

- Predictive analysis of your customer satisfaction and business performance forecast
- Single pane of glass across all metrics
- Drill-ins for specific KPIs and alerts in order to perform corrective actions

### Solution

AGS provides an aggregated, cloud based reporting engine that collects data from CRM, ERP, ITSM, infrastructure management and other systems, providing single metric “customer satisfaction factor” that is calculated in predictive analysis on service performance data.

## USER ENGAGEMENT AUTOMATION

### Challenge

Companies who sell cloud subscriptions on consumption based sales model will need to ensure that subscriptions are actually consumed by end users in order to secure ongoing revenue stream.

### We utilize

- Ready to use email workflow automation system
- Extensive set of frequently used templates
- Team of dedicated communication experts that focus on end user engagement
- Engagement success trend reports
- Message goals tailored to your business specifics

### Our added value

- Allowing ISV to focus on development, instead of creating learning material and email campaigns
- Proven partnership network for quality content authoring

### Solution

We provide automated end user engagement service that ensures end users are informed about benefits that that given SaaS solution provides, invited to use the software, calculates necessary email or call response based on resulting user actions and aggregates reports on achieved results.

