

## LEVERAGE SPEED AND EXPERIMENTATION TO LAUNCH NEW SERVICES



## MONETIZE YOUR NETWORK IN NEW WAYS

According to The Boston Consulting Group, two-thirds of investments made by major telecom companies are in adjacent and new frontier business opportunities.

Zuora helps Telco companies create returns on network investments by enabling them to:

- ✓ Launch new IoT and OTT services with speed and ease
- ✓ Automate billing for a variety of monetization strategies
- ✓ Easily connect into your IT ecosystem
- ✓ Guide business decisions with customer-centric metrics

## ZUORA SITS BETWEEN YOUR CRM AND ERP TO ORCHESTRATE YOUR ENTIRE ORDER-TO-REVENUE PROCESS



## ZUORA IS THE ONLY SOLUTION THAT WAS PURPOSE-BUILT TO HELP YOUR BUSINESS ACQUIRE, MONETIZE, AND RETAIN SUBSCRIBERS



### HOME SECURITY

- 24/7 professional monitoring
- Real-time activity alerts
- Mobile control center app
- Optional hardware: Live video monitoring

PRICE:  
Starting at  
**\$39.99/mo**

- Emergency assistance
- Location and trip history
- Unlimited 4G hotspot data
- Connect up to 10 devices



### CONNECTED CAR

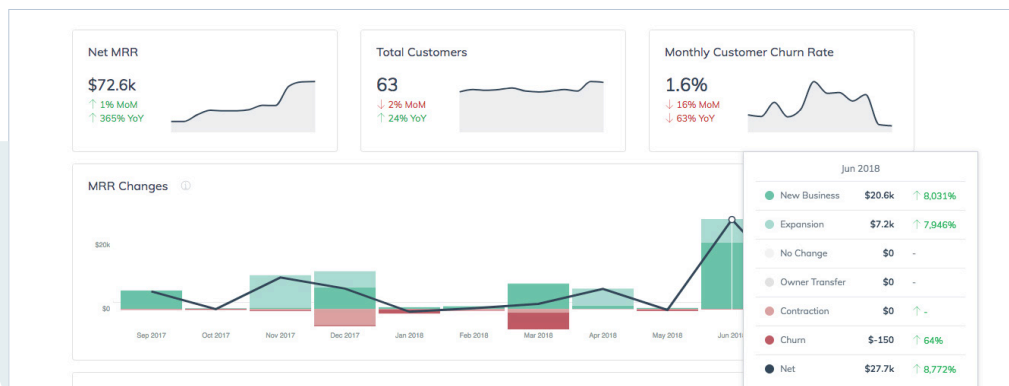
PRICE:  
Starting at  
**\$14.99/mo**  
One time equipment fee: \$39.99

- Internet - up to 250 MBPS
- Voice - unlimited calls nationwide
- TV - 140+ channels
- Home Security - home security solution with 24/7 professional monitoring



### ULTIMATE BUNDLE

PRICE:  
Starting at  
**\$129.99/mo**



## 1. Accelerate time to market and increase ROI for new services

- Allow product teams to create new offerings and pricing strategies in minutes, not months or quarters
- Enable agility and flexibility to test the market by experimenting with multiple offers, bundles, and pricing strategies
- Launch seasonal and competitive promotions

## 2. Automate billing for any business model

- Automate invoicing for new services, or integrate with core billing systems to produce a single consolidated bill
- Accurately bill for a variety of usage-based pricing strategies
- Enable customer self-service with account management and payment portals

## 3. Leverage the Zuora platform to connect seamlessly into your IT ecosystem

- Easily integrate Zuora with your call center, CRM, mediation, provisioning, inventory, and ERP systems with 100% REST APIs and pre-built connectors
- Automate business processes and trigger callouts to other systems with Workflow

## 4. Accurately guide your business with customer-centric metrics

- Compute and track board-level KPI's like ARPU, ARR, LTV, and churn with configurable dashboards
- Identify new upsell and cross-sell opportunities
- Analyze churn risks and tailor save strategies