

# Subscription billing in D365 Finance: The CFO's playbook.



Subscription  
Billing



**Dynamics 365  
for Finance**



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# Scaling subscription billing.

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The shift toward subscription-based revenue models is reshaping industries, offering businesses new opportunities for predictable income, stronger customer relationships, and scalable growth. Yet, managing recurring billing, revenue recognition, and compliance within this landscape can be complex—especially as organizations scale.

Legacy billing systems, once on the leading edge, can now cause finance teams to struggle with manual invoicing, complex standards like ASC 606 and IFRS 15, fragmented reporting, and missed revenue opportunities.

This booklet explores the complexities of subscription-based revenue management and how **Binary Stream's Subscription Billing for Microsoft Dynamics 365 Finance** automates billing cycles, ensures compliance, provides real-time insights, and more.

Discover how finance leaders can reduce errors, boost cash flow, and scale effectively with a solution built for growth.





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# The state of subscription billing today.

05

## Transforming recurring revenue into sustainable growth for finance leaders.

From complex billing cycles to customizable pricing models, the subscription economy has revolutionized how businesses generate revenue. But has your billing system kept pace?

Managing recurring revenue shouldn't feel like navigating a maze. Yet for many finance teams, subscription billing brings exactly that challenge—unpredictable cash flow, revenue recognition headaches, and compliance concerns that keep CFOs up at night.

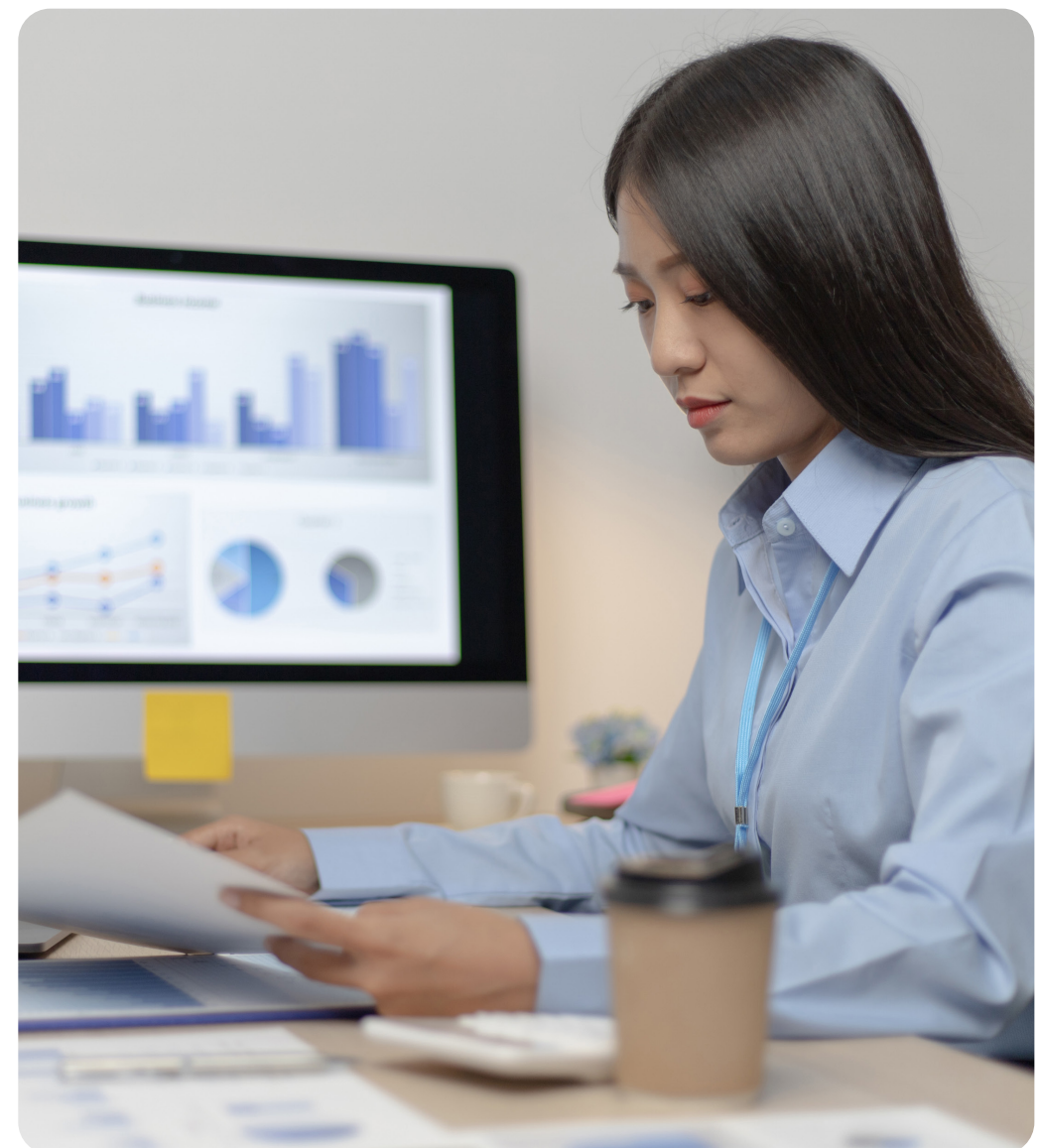
In an ideal situation, your subscription billing solution will enable you to:

- **Automate recurring invoicing.**
- **Ensure compliance with ASC 606, IFRS 15, and other global standards.**
- **Gain actionable insights with real-time reporting.**
- **Seamlessly integrate with critical systems.**

Working within Microsoft Dynamics 365 Finance, you'll already have fundamental capacities for subscription billing. However, today's landscape demands more—especially if you're a growing business.

As your offerings evolve with tiered pricing, usage-based models, or complex bundling, the gap between standard functionality and business requirements widens.

Let's explore how modern subscription billing solutions bridge this gap, empowering finance teams to become strategic drivers of growth rather than just transaction processors.





# Challenges in subscription billing.

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## The real-world headaches of managing recurring revenue.

Subscription-based revenue models offer predictable income and growth opportunities—but without the right systems in place, they also introduce complexities that can overwhelm finance teams.

Here are some of the biggest challenges finance teams face:

- **Manual invoicing and billing errors.**

Imagine this: It's the last day of the month. Your billing specialist is frantically cross-checking spreadsheets against contracts and manually adjusting for mid-month changes. Beyond the time-consuming nature of this process, it places you at risk of mistakes, revenue leakage, and strained customer relationships.

- **Compliance.**

Navigating complex regulations like **ASC 606** and **IFRS 15** requires meticulous tracking and reporting. Without automation, compliance becomes a complicated, time-consuming process. Your team will be stuck working through multiple spreadsheets and manual calculations, risking errors that can expose your organization to financial and legal risks.

- **Scaling subscription models.**

As businesses grow, managing an expanding number of subscriptions while maintaining financial accuracy becomes increasingly challenging. Without scalable solutions, finance teams face bottlenecks that can slow growth and increase administrative burdens.

- **Lost opportunities for growth with limited reporting.**

“What’s our projected cash flow for Q3?” Without real-time subscription data, answering this question means piecing together information from multiple sources, making assumptions about renewal rates, and hoping your Excel formulas don’t break. Strategic decisions get made on gut feeling rather than accurate data.





## ■ The hidden costs.

Beyond the obvious frustrations, subscription billing challenges create real financial impact:

- Revenue leakage from missed billing opportunities.
- Cash flow disruptions from delayed invoicing.
- Compliance penalties from incorrect revenue recognition.
- Opportunity costs as finance teams focus on transactions instead of strategy.

Without a purpose-built solution, your finance team remains trapped in tactical billing tasks rather than driving the strategic insights your business needs to grow.





# Expanding subscription billing capabilities in Dynamics 365 Finance.

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## Beyond the basics: What your recurring revenue business truly needs.

Dynamics 365 Finance provides solid, out-of-the-box financial management fundamentals. However, as you take your business to the next level, a more advanced solution becomes essential to handle your complex subscription models.

To effectively manage recurring revenue at scale, here are some key capabilities to look for in a subscription billing solution:

### ■ Automated recurring invoicing.

Whether you organize invoices by item, customer reference, or delivery location, you want a solution that offers set-it-and-forget-it automation. Look out for self-service customer portals that allow subscribers to renew invoices and manage subscriptions. You'll free up time to work on more strategic tasks that drive growth.

### ■ Flexible pricing.

Support a range of billing models, including **per-user**, **tiered**, or usage-based pricing, with customizable contracts that adapt to evolving customer needs. Look out for:

- **Seamless mid-cycle changes** allowing upgrades, downgrades, and add-ons.
- **Proration handling** that accurately calculates partial period charges.
- **Contract renewals and amendments** that maintain customer history.

### ■ Revenue recognition that satisfies both your finance team and auditors.

Ensure compliance with **ASC 606**, **IFRS 15**, and other global standards through automated revenue recognition that accurately tracks performance obligations. Key functionality here includes:

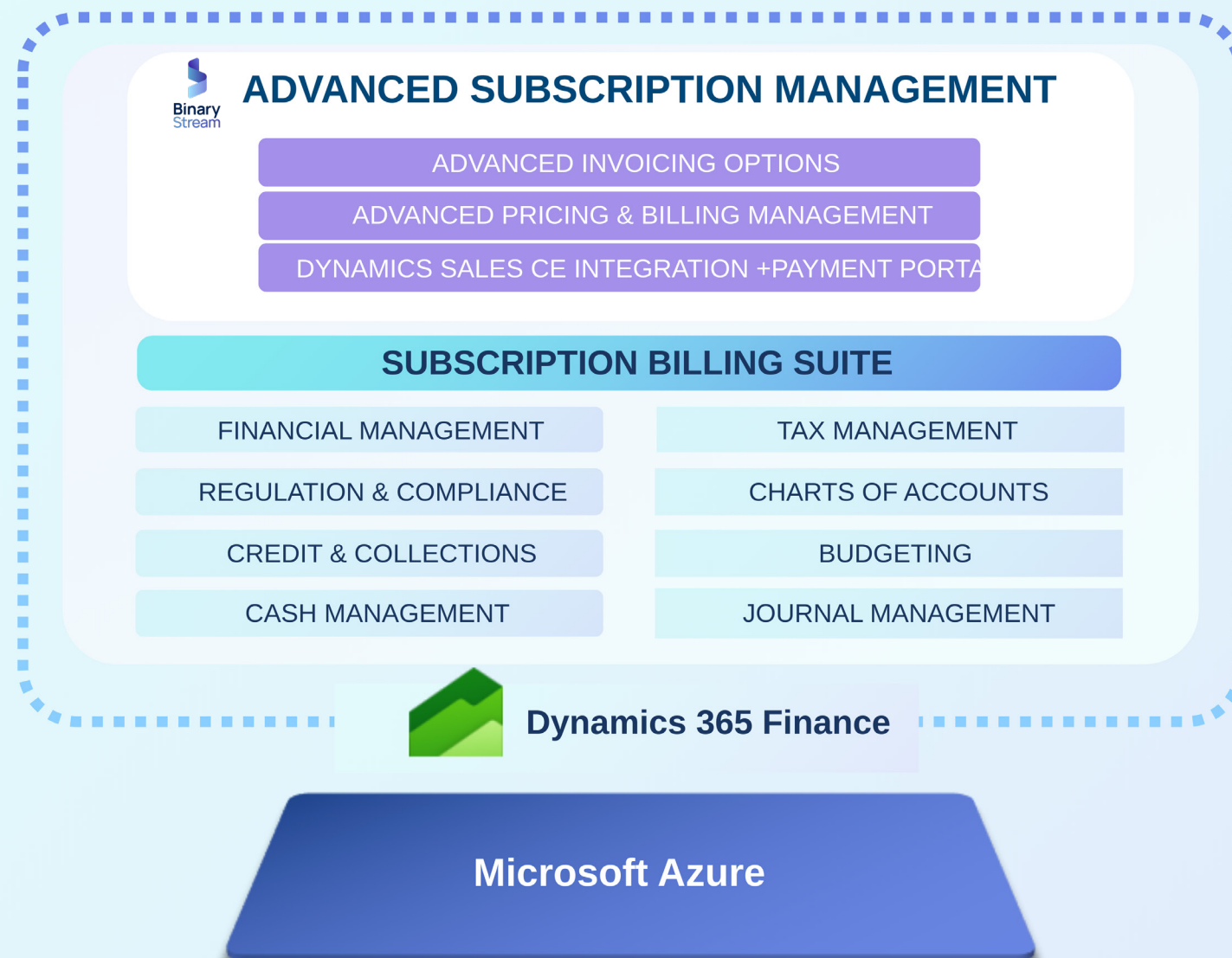
- **Configurable recognition schedules** that adapt to your specific business needs.
- **Deferred revenue management** with transparent audit trails.
- **Forecasting tools** that project future recognized revenue.



## ■ Seamless integration with ERP and CRM systems.

Your subscription billing solution should be a bridge to your business systems, for example, Dynamics 365 CE. The right solution will enable you to easily connect your Finance and Sales teams and ensure they work from the same data.

# Advanced Subscription Management + Dynamics 365 Finance.





# The business impact of subscription billing.

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## Transforming from cost center to strategic asset.

When finance leaders implement the right subscription billing solution, the impact extends far beyond the accounting department. Here's how organizations are transforming their subscription operations from administrative burdens into strategic advantages:



### Cost savings.

Manual billing processes and revenue recognition tasks can drain time and resources. With the right subscription billing solution, you can **eliminate inefficiencies**, **reduce administrative costs**, and **minimize errors**. By centralizing your processes, you reduce the need for multiple solutions and **eliminate redundant spending** across your organization.



### Enhanced customer experience.

Manual and convoluted systems don't just slow down your team, they also frustrate your customer. With the right tools, you can give customers greater insight and control into their subscriptions. For example, with Binary Stream's ASM, you can **empower customers** with a **self-serve payments portal** where they can view and pay invoices, track payment history, and manage billing independently. You'll **improve customer satisfaction** while reducing administrative overhead for your finance team.



### Simplified billing management.

Managing complex billing cycles doesn't have to be a challenge. With **Binary Stream's Advanced Subscription Management (ASM)** for Dynamics 365 Finance, you can **automate invoicing** across various cycles—whether monthly, quarterly, or usage-based. **Tailor billing schedules** to align with customer preferences, **split invoices** by item, customer reference, or delivery location, all within a unified system—no more juggling spreadsheets or manually reconciling payments.



### Improved decision-making.

Trying to optimize subscription revenue without real-time data is like navigating in the dark. With advanced reporting tools, you'll be able to generate detailed revenue insights that allow you to drive growth. Binary Stream's ASM, for example, empowers you to **generate actionable, data-driven insight in seconds**. Real-time synchronization with Dynamics 365 Customer Engagement (CE) ensures accurate, up-to-date data across sales and finance—helping you **identify trends**, refine pricing strategies, and make smarter choices that take your business to the **next level**.





### Increased data accuracy.

Apart from costing you more, disconnected systems often lead to errors and inconsistent records. With the right solution, you can avoid both of these problems. A tool like Binary Stream's ASM bridges this gap by unifying sales and finance operations through seamless **Dynamics 365 CE integration**. Automatically convert approved sales quotes into billing schedules, streamline workflows, and ensure consistent data across platforms.





# Customer spotlight: Sunshine 811 saves \$15,000 annually with Subscription Billing.

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Sunshine 811 is a not-for-profit organization dedicated to underground utility damage prevention in Florida. Operating a call center and advanced ticketing system for over 1,000 members, their mission is to promote safe digging practices and protect Florida's underground infrastructure.

## The challenges.

- Limited visibility into billing workflows.
- Weeks spent on monthly invoicing due to manual processes.
- Data errors from transferring information across multiple systems.
- Difficulty managing revenue recognition for prepaid accounts.

## The solution.

Sunshine 811 implemented Subscription Billing—a fully integrated solution within Dynamics 365 that provided flexibility, automation, and enhanced revenue recognition.

## The results.

- \$15,000 saved annually by streamlining billing and reducing errors.
- 2+ weeks saved each month on manual invoicing.
- Improved data accuracy and error reduction across systems.
- Automated deferred revenue recognition for accurate financial reporting.



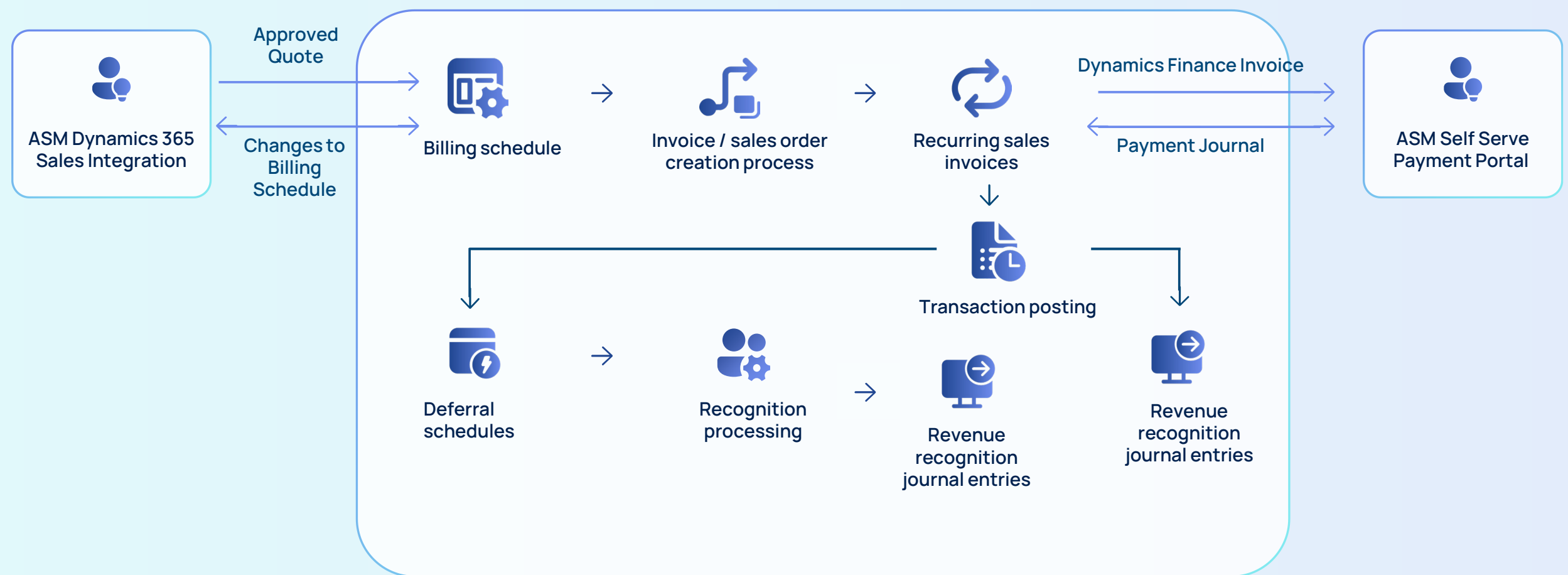
“Subscription Billing is a great fit. We can set it and forget it. The system manages itself. It’s flawlessly integrated.”

— Julie Adamson, Accounting Manager and Controller, Sunshine 811



# How ASM works in Microsoft Dynamics 365 Finance.

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Dynamics 365  
Finance



ASM



# Optimize your subscription billing with Binary Stream.

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## Discover how Binary Stream's Subscription Billing can streamline your revenue operations.

Managing subscription revenue doesn't have to be complicated. With the right solution, you can simplify billing cycles, automate revenue recognition, and gain real-time financial insights—unlocking efficiencies that support growth and financial accuracy. Binary Stream's Subscription Billing and Advanced Subscription Management (ASM) empower finance teams to reduce manual processes, improve compliance, and scale seamlessly within Microsoft Dynamics 365 Finance.

### See the impact for yourself.

- ✓ Automate recurring invoicing and revenue recognition.
- ✓ Ensure compliance with ASC 606, IFRS 15, and global standards.
- ✓ Streamline subscription management with seamless sales and finance integration.
- ✓ Scale effortlessly as your business grows.

## Ready to transform your subscription revenue management?

Get in touch

