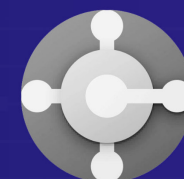




Solutions for Microsoft Dynamics by **Binary** Stream

Scaling subscription billing: A Business Central playbook.



Dynamics 365
Business Central

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From trend to standard: Why subscriptions dominate today's business models.

03

Subscription billing and subscription-based business models have become the standard for many industries, from SaaS technology companies to utilities, professional services, financial services and retail. The appeal lies in the consistent revenue stream they provide, as well as the opportunity to build long-term relationships with customers.

However, with these benefits come challenges, especially when it comes to managing subscriptions efficiently. For businesses running on Microsoft Dynamics ERP solutions like Business Central, having a robust subscription billing system is critical to scaling operations, improving customer satisfaction, and optimizing financial processes. For a while, customers have been limited to the core Business Central functionality. However, Microsoft has made steps to address this. For many customers, this will be enough, but for others with more complex needs, other questions might remain.



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Subscription Billing in Dynamics 365 Business Central.

05

What's built-in, and when you need to extend the power of your ERP.

Microsoft Dynamics 365 Business Central provides several core subscription billing features designed to meet the basic needs of businesses. These include capabilities like contract management, automatic posting to accrual accounts, invoice previews, billing templates, and automatic deferrals. These features are undeniably useful, allowing businesses to automate many manual tasks and improve the efficiency of their billing cycles.

However, for businesses dealing with high transaction volumes, multiple customer segments, or sophisticated pricing models, the built-in features of Business Central may not be enough. Managing subscriptions requires flexibility, accuracy, and scalability, especially when companies want to enhance customer experiences and operational efficiency. To get the most value from your subscription model, you'll need advanced tools that go beyond the basics, helping you automate complex processes and tailor your offerings to different customer needs. Let's explore what these advanced features might look like.



Four capabilities that take subscription management to the next level.

06

What to look for when going beyond the core features.

Subscription management is multifaceted, and businesses need more than just foundational billing functions to thrive in a competitive market. In fact, research highlights key trends that reflect how much more sophisticated subscription models have become:

86%

of customers are more likely to renew subscriptions if they receive personalized communications.

75%

of businesses cite late payments as a significant barrier to profitability.

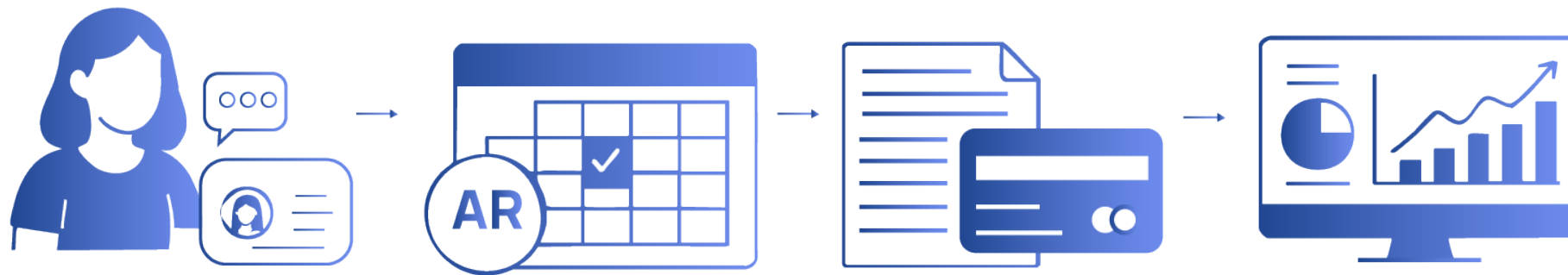
72%

of subscribers prefer making payments through a self-service portal.

76%

of CFOs prioritize real-time reporting to make data-driven decisions.

With these statistics in mind, here are the advanced subscription billing features that businesses should be looking for to stay ahead:



Personalized customer communication.

Automating personalized communications like billing reminders, renewal notices, and payment confirmations can make a huge difference in customer satisfaction and retention. Tailoring these messages based on customer preferences, subscription status, and engagement history helps build stronger relationships and ensures that customers feel valued throughout their subscription lifecycle.

Streamlined Accounts Receivables (AR).

Late payments are a common challenge, but with advanced accounts receivable automation, businesses can streamline payment collection and reduce delays. Features like automated dunning (payment reminders) and proactive billing alerts help reduce late payments while keeping customers informed about their account status.

Comprehensive payment management.

Customers expect flexibility when it comes to payment options. Offering a self-service portal where they can easily manage their subscriptions, update payment details, and renew their services can significantly improve the user experience. Providing support for multiple payment methods—credit cards, ACH transfers, PayPal, etc.—is essential for reducing friction and ensuring timely payments.

Advanced reporting and analytics.

Real-time reporting and analytics are crucial for subscription-based businesses. Advanced subscription billing solutions should offer comprehensive dashboards and financial reports that provide deep insights into revenue trends, customer behavior, and operational efficiency. With access to accurate, up-to-date data, CFOs and finance teams can make more informed decisions, ensuring long-term financial health and profitability.

Subscription Billing and Business Central at-a-glance.

08

A quick look at how core Business Central features compare with Subscription Billing.

 Microsoft Dynamics 365 Business Central	 Subscription Billing
Contract Management	Contract Management + Contract Customization, Hold, Proration.
Revenue Management	Revenue Management + Long & Short-term Deferral for Revenue, COGS and Discount.
Price Management	Price Management + Escalations, Promotions, Discounts and CPI Increases.
Automatic Renewal	Automatic Renewal + Evergreen Contracts, Renewal Levels & Renewal Reports.
Usage Billing	Usage Billing + Tier-Pricing Support, Consumption Commitments & Billing Limits.
Invoicing	Invoicing + Batch Invoicing, Milestone Billing and Invoice Consolidation.

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

09

Company overview.

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.

“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

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. Weeks spent on monthly invoicing due to manual processes.
- **2+** weeks saved each month on manual invoicing.
- **Improved data** accuracy and error reduction across systems.
- **Automated** deferred revenue recognition for accurate financial reporting.

Go further with Binary Stream's Subscription Billing for Business Central.

With the growing complexity of subscription management, Binary Stream has developed an advanced subscription billing bundle designed to meet the needs of businesses looking to optimize their billing processes. This bundle provides all the essential features mentioned earlier, but with a focus on taking these functionalities to the next level. Here's what you can expect from Binary Stream's advanced subscription bundle.

- **Emailer Manager:** Automate communications to ensure customers are always in the loop, improve engagement, and reduce churn.
- **Payment Portal:** Binary Stream's payment portal offers customers a user-friendly, self-service platform to manage subscriptions, update payment methods, view billing history, and more.
- **AR & collection automation:** With Binary Stream's AR & Collection module, you can automate key processes such as invoice generation, payment tracking, and dunning. Reduce manual intervention, minimize errors, and speed up your collection process.
- **Advanced financial reporting:** Binary Stream's enhanced partnership with Solver enables powerful reporting for users. Identify trends, forecast future revenue, and make data-driven decisions with customizable reports on revenue, deferred income, churn rates, and more.



Optimize your subscription billing.

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 empowers finance teams to reduce manual processes, improve compliance, and scale seamlessly within Microsoft Dynamics 365 Business Central.

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

