

The ultimate checklist for choosing the best subscription billing software

Software companies have jumped at the opportunity to build solutions to help manage the complexity of subscription billing. Yet, not all solutions are created equal, and many lack the features you will require to scale and grow your subscriber base sustainably. Ensure you get the most value and efficiency for your money and understand the variability between solutions by asking the right questions and looking for key features. If you're in the market for a solution, this checklist provides a comprehensive list to help facilitate the discussion around your company's requirements.

01 Streamlining subscription billing processes

From customizable billing options to automated renewals and the flexibility to support both free trials and intricate discounts, each feature contributes to a holistic and efficient subscription billing system.

	Must have	Good to have	Nice to have
Customizable billing options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range of billing frequencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automates renewals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supports free/paid trials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automates invoicing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automates collections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supports discounts/special offers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to pause subscriptions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Out-of-box subscriber reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customizable reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-service payment portal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to cancel subscriptions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

02 Comprehensive revenue recognition

One of the most complex aspects of subscription management is revenue recognition and deferrals. It's essential to invest in software that can automate these processes across all contracts so that your team doesn't sink time into managing these manually.

	Must have	Good to have	Nice to have
Automates revenue recognition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manages accrued and deferred revenue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comprehensive dunning tools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automates deferral schedules	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessible subscription metrics analysis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automated billing cycle adjustments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Real-time revenue reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enables compliance with ASC 606 and IFRS 15	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

03 Supports modern pricing models and strategies

You may find yourself experimenting with different pricing models until you find the right fit for your product. The software you select should be flexible when managing recurring billing and pricing management so that your team can tweak strategies to serve your subscribers best.

	Must have	Good to have	Nice to have
Supports all modern pricing models	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bulk pricing updates are possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apply discounts and promotions easily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free/paid trials are possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexible payments schedule	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bundling options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supports tiered pricing structures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usage-based pricing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proration capabilities for upgrades or downgrades	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tracks performance of pricing models	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

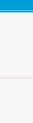
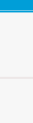
04 Dunning and revenue leakage

Recurring billing faces challenges, like losing about 2% of customers monthly due to expired credit cards. Other issues, like failed payments from spending limits or cancelled cards, add to this problem. Dunning management can be automated, preventing revenue leakage without using valuable resources.

	 Must have	 Good to have	<input checked="" type="checkbox"/> Nice to have
Collections process automation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Voluntary and involuntary churn metrics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sends automatic payment reminders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reminds subscribers to update billing info	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flags expiring credit cards or payment methods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automates communications for end of free trials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enables smart retries for declined/failed payments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alerts subscribers when transactions fail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provides step-by-step instruction emails for failed payments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reports all declined and failed payments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to statements of accounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

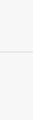
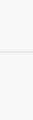
05 Payment portal

With modern subscription billing, payment gateways play a pivotal role in ensuring a seamless and secure recurring revenue experience. To maximize the benefits of subscription-based models, businesses must prioritize certain features in their payment portals.

	 Must have	 Good to have	<input checked="" type="checkbox"/> Nice to have
Self-service payment portal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PCI-DSS compliant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advanced security measures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fraud detection tools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advanced data encryption	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
User-friendly interface	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accepts multiple payment methods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automates payments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easily update subscriber information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effective dunning features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allows for preferred currency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

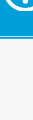
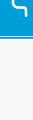
06 Features to enable audit-friendly reporting and compliance

One of the significant differentiators you should look out for is features that enable compliance. No solution can guarantee compliance with accounting standards like ASC 606, but they should provide the tools you need to facilitate compliance with accounting standards.

	 Must have	 Good to have	<input checked="" type="checkbox"/> Nice to have
Enables compliance with ASC 606 and IFRS 15	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accurate, transparent and auditable reporting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tools to help meet tax requirements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



07 Integrating with existing systems

The features required for optimal integration with existing systems go beyond user interfaces and cloud-based reporting; they delve into the very backbone of a company's operations and aim to provide a comprehensive overview of support you will require for a smooth transition to using subscription billing software.

	 Must have	 Good to have	<input checked="" type="checkbox"/> Nice to have
Centralized, cloud-based environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integrates with critical systems such as existing ERPs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiar interface to minimize the learning curve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access across departments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use cases that showcase similar integrations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customizable integration options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data migration assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scalability for future integrations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
API documentation and support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security protocol for data migration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regular updates and compatibility checks schedule	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

08 Implementation support and training

Comprehensive implementation support and training are pivotal elements in ensuring the seamless integration of subscription billing tools into the heart of a business. Ongoing training and support, coupled with access to learning tools and user guides, empower users to harness the full potential of the software.

	 Must have	 Good to have	<input checked="" type="checkbox"/> Nice to have
24/7 global technical support team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regular release schedule	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Standardized communication protocols	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scheduled maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Realistic implementation timeframes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ongoing training and support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to learning tools and user guides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
References/use cases supporting implementation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comprehensive implementation mapping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Begin your search for the right subscription billing solution today

Comprehensive billing solutions built to handle the demands of modern pricing in Microsoft Dynamics 365. Everything you need to streamline billing in one solution.

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