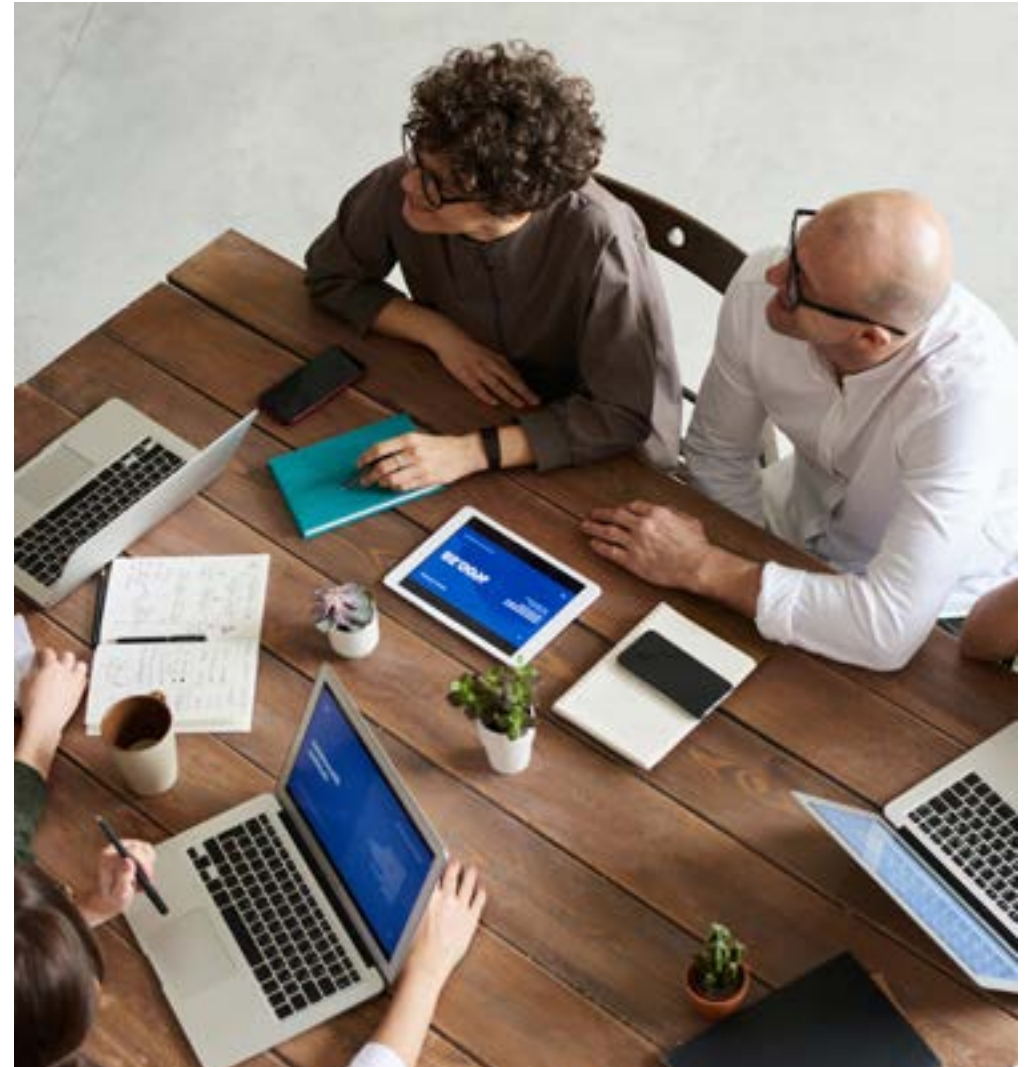# 5 Reasons usage-based billing is ideal for you and your customers

Binary Stream

Overview of usage-based billing

Metered or usage-based billing is a type of billing structure dependent on a customer's use of a specific service or product. A classic example of this is utilities such as water or electricity where a monthly bill is dependent on the usage amount for each customer. With the recent growth in the telecom, cloud hosting, and data warehousing industries, usage-based billing emerged as a go-to option for both startups and large enterprises.

SaaS companies offering anything from ridesharing to e-payments make use of metered billing by associating their pricing with a specific metric such as the number of kilometres driven or payments made, and therefore can offer the fairest pricing possible and accommodate customers whether they use their service once a month, or on daily basis.

55% of finance executives believe that an efficient quote to cash process will significantly raise their enterprise revenue

The 5 reasons to choose usage-based billing

Customers pay for what they need when they need it

If a customer chooses to use more minutes of data for a month, there is no need to contact a salesperson and ask for it, they simply use the minutes and pay for them.

Eliminate manual billing and limit errors

Relying on an accurate and the dependable metering tool ensures that your customers are billed the right amount on time without the need for tedious manual processes and data entry.

Create an easier adoption path for your service

With a usage-based service, customers do not need to worry about choosing a specific plan. Their plan is tailored to them and their usage, and they can begin using the service without worry.

Maximize customer loyalty and trust

A fair billing structure that does not lock your customers into a rigid contract ensures that they trust you and your service, and can better understand its value.

Design flexible payment plans and billing schedules

With a traditional billing model, you have to create plans that can suit different customers and their needs. The extreme flexibility of usage-based billing makes this a thing of the past.

Deploying usage-based billing with Microsoft Dynamics

Without the capability to integrate your metering tools and bill customers based on their usage, this is a very tedious model to adopt.
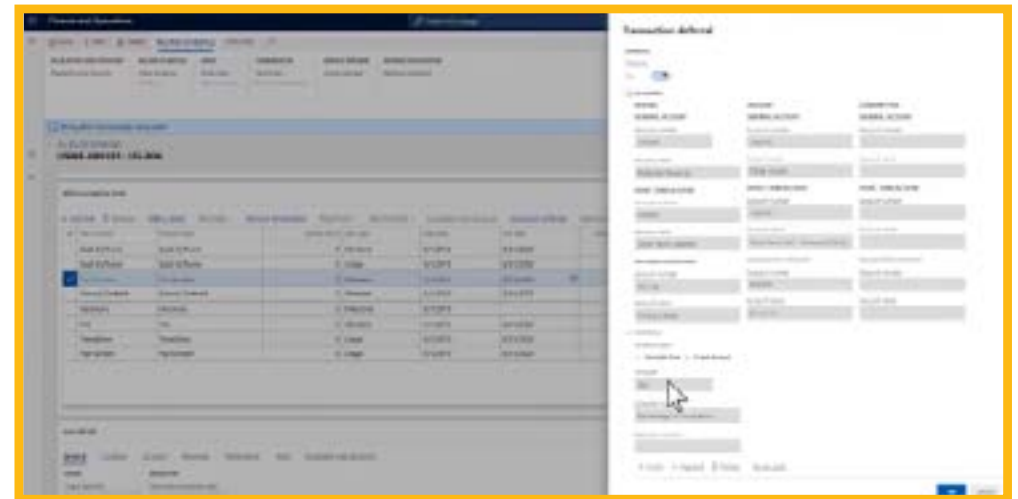
While an out-of-box solution does not allow you to assign a different billing schedule to each line item, Binary Stream's Subscription Billing Suite (SBS) is comprehensive and flexible enough to allow you to streamline your billing whether it is usage-based, or not.

Subscription Billing Suite (SBS)

Binary Stream's Subscription Billing Suite (SBS) is a comprehensive solution for billing, deferrals, and recognition that streamlines the entire quote to cash process at every step from billing and invoicing to reporting and forecasting.

SBS provides consistent and reliable invoicing for a wide range of pricing models and allows you to take control of your pricing and billing schedules at the line item level within Microsoft Dynamics 365 for Finance and Operations, Microsoft Dynamics 365 Business Central, and Microsoft Dynamics GP.

About Binary Stream

Our Microsoft Dynamics ERP solutions are designed to simplify your various accounting procedures for Multi-Entity Management, Subscription Billing, Property Management, and more. These enterprise-grade ERP add-ons work seamlessly with your Dynamics ecosystem to help your organization improve productivity and propel growth.

We are an award-winning non-selling Microsoft Gold Certified ISV with 20+ years of experience creating scalable solutions for over 1900 customers across 30+ countries in the finance, healthcare, hospitality, real estate, manufacturing, and software industries.

Start enhancing your on-premise or cloud-based Microsoft Dynamics 365 platform to do more with Binary Stream. Ask your ERP service provider for more information or visit binarystream.com to learn more.

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Want to learn more about subscription management?

Read our complete guide for insights into recurring billing, subscription page psychology, and plenty more.

[Discover more]

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