

———— **Knowledge Brief** ————  
Quadrant Knowledge Solutions

**BillingPlatform is a Leader in  
SPARK Matrix: Subscription & Billing  
Management Applications, 2023**



An Excerpt from Quadrant Knowledge Solutions  
“SPARK Matrix: Subscription & Billing Management Applications, 2023”

## **BillingPlatform is a Leader in SPARK Matrix: Subscription & Billing Management Applications, 2023**

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Subscription and billing management is a framework for handling a customer's entire lifecycle regarding a product or service and charging them appropriately throughout the agreement. It is implemented when a customer signs up for the purchase of a product or a service and terminates when they cancel or end the subscription.

Subscription management application offers tools to manage end-to-end subscription lifecycle processes, enabling organizations to sell their products and services through a subscription-based pricing model across channels. Subscription management software includes functionalities for managing recurring business and pricing models, creating and managing offers, billing, invoicing, payment, collection, & entitlement, and revenue management & analytics. It often supports flexible pricing models, such as flat rate, usage-based, and tiered, and a combination of multiple pricing models. The software helps organizations calculate and recognize revenue based on the usage pattern and actual value delivered to the customers. Modern subscription management software offers features to manage promotional pricing, customer trials, credits and refunds, subscription changes, upselling/cross-selling, and partner management. The software also manages customer information and helps businesses improve customer experience, reduce churn, and optimize revenue.

The billing management application involves tracking and managing invoices and accounts for one or more customers using functionalities such as automated invoicing, product and service cataloging, customizable templates for billing, recurring billing, payment processing, expense tracking, time tracking, client & customer management, multi-currency & multi-language support, reporting & analytics, compliance & regulatory support, audit trail & documentation, and security & data protection.

Billing management primarily focuses on assisting organizations in managing financial transactions and invoicing to ensure a smooth flow of revenue. On the other hand, subscription management focuses on enhancing the customer's experience with the subscription service. Subscription and billing management are often used together by organizations that operate on a subscription model.

The subscription and billing management market has experienced substantial growth due to significant technological advancements and increased investments. It has advanced technologically through the integration of advanced technologies such as artificial intelligence, the Internet of Things, and blockchain into its solutions by organizations offering subscription and billing software. Additionally, the widespread adoption of machine-to-machine (M2M) solutions across various industry verticals such as transportation, manufacturing, energy, utilities, and retail has further accelerated the development of subscription and billing management applications. Customer demands and globalization have also significantly influenced the development of subscription and billing management applications. The preference for personalized services, such as customization of services and promotions based on a customer's past activity and purchase history, influences the subscription and billing management market. The increase in the adoption of subscription-driven business models in various industries, ranging from the manufacturing sector to financial institutions, is also expected to boost the adoption of subscription and billing management applications.

Some of the key capabilities offered by SBMA vendors include end-to-end subscription lifecycle management, billing, invoicing, payment management, product catalog & pricing management, revenue management, analytics & reporting, and account management.

Many SBMA vendors provide comprehensive functionalities that support different use cases. However, their technology and customer value proposition may differ depending on customer size, industry verticals, geographic location, and organization-specific needs. Some of the key competitive differentiators in the SBMA market segment include the capability to provide a unified monetization platform, churn prevention tool, multi-channel & multi-language support, advanced AI & ML capabilities, a self-service portal, subscriber-centric pricing models & payment options, advanced out of the box analytics, and high-performance billing platform for managing the high volume of customer data.

Quadrant Knowledge Solutions' [SPARK Matrix: Subscription & Billing Management Applications - Q4, 2023](#) research includes a detailed analysis of the global market regarding emerging technology trends, market trends, and future market outlook. The research provides strategic information for technology vendors to better understand the existing market and support their growth strategies and for users to evaluate different vendors' capabilities, competitive differentiation, and market positions.

The research includes detailed competition analysis and vendor evaluation with the proprietary SPARK Matrix analysis. SPARK Matrix includes the ranking and positioning of the leading SBMA vendors with a global impact. The SPARK Matrix analyzes vendors, including Amdocs, AppDirect, Aria Systems, BillingPlatform, BlueSnap, Chargebee, Cleverbridge, Gotransverse, LogiSense, Maxio, Nitrobox, Oracle, Recurly, Sage, Salesforce, SAP, Stripe, 2Checkout (now Verifone), Zoho, and Zuora.

## Market Dynamics and Trends

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Following are the key market drivers of the Subscription & Billing Management Applications (SBMA) market as per Quadrant Knowledge Solution's research:

- The implementation of a unified monetization platform is increasingly becoming essential for organizations to effectively manage diverse subscription-related aspects such as compliance, global payments, billing, tax management, and partner sales. This unified platform ensures transparency throughout the subscription and billing lifecycle, streamlining end-to-end business processes and facilitating precise tracking of subscribers at each stage.
- Vast amounts of customer data are being produced due to the increased utilization of digital products and services, resulting in organizations encountering billing challenges. Organizations are thus increasingly prioritizing vendors capable of adeptly handling billing and subscription processes, navigating complex scenarios, and implementing automated recurring billing solutions while managing the high volume of data efficiently.
- There is an increased demand for vendors that can offer the involuntary churn prevention capability as organizations are struggling with subscriber churn complexities. Vendors offering comprehensive solutions, such as smart dunning, advanced retry logic, root cause analytics, and intelligent payment routing, are gaining prominence. These solutions ensure uninterrupted billing, enhance expired card authorization rates, optimize payment retries, and proactively communicate payment issues to subscribers.
- There is an increased focus on vendors that can provide customized multi-level product catalogs. These catalogs help organizations outline various plans, which include details such as product features, pricing, descriptions, and discounts. The catalogs are flexible enough to handle different currencies and billing frequencies within a single plan. This flexibility is becoming essential for organizations that manage different product lines. It helps them smoothly introduce new products to the market.
- Organizations are focusing more on vendors with AI/ML capability to improve their subscriber payments. The capability also helps organizations analyze user patterns, market trends, and demographics by offering personalized suggestions.

## SPARK Matrix Analysis of the SBMA Market

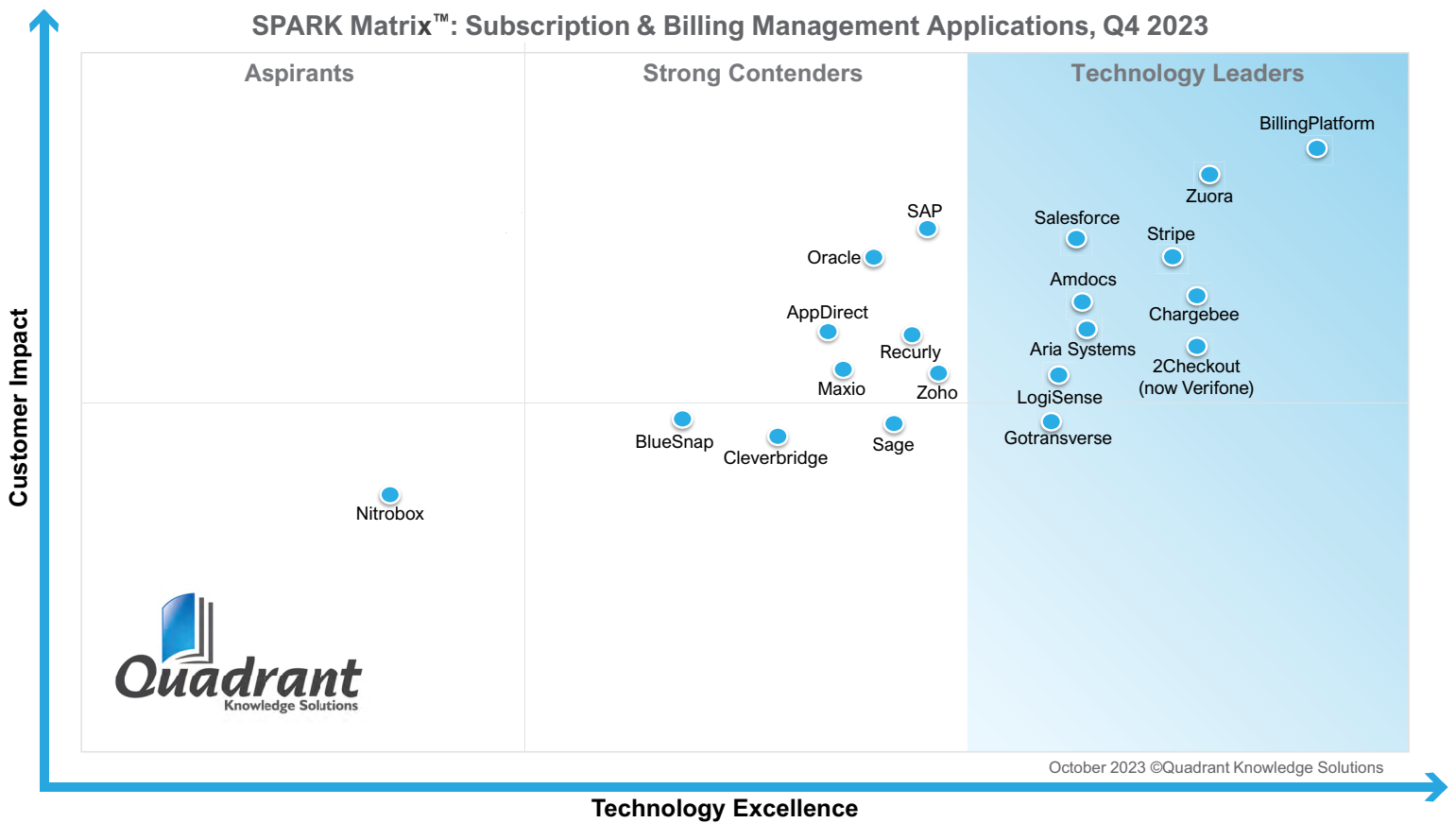
[Quadrant Knowledge Solutions](#) SPARK Matrix™ provides a snapshot of the market positioning of the key market participants. SPARK Matrix provides a visual representation of market participants and provides strategic insights on how each supplier ranks related to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact. Quadrant's Competitive Landscape Analysis is a useful planning guide for strategic decision-making, such as finding M&A prospects, partnerships, geographical expansion, portfolio expansion, and similar others.

Each market participant is analyzed against several parameters of Technology Excellence and Customer Impact. In each of the parameters (see charts), an index is assigned to each supplier from 1 (lowest) to 10 (highest). These ratings are designated to each market participant based on the research findings. Based on the individual participant ratings, X and Y coordinate values are calculated. These coordinates are finally used to make the SPARK Matrix.

According to the SPARK Matrix's analysis of the global SBMA market, "Billing Platform, with the robust functional capabilities of its subscription & billing management offerings, has secured strong ratings across the performance parameters of technology excellence and customer impact and has been positioned amongst the technology leaders in the 2023 SPARK Matrix of the SBMA market."

Service Excellence	Weightage	Customer Impact	Weightage
Product configuration, Pricing and Quote	15%	Product Strategy & Performance	20%
Core billing capabilities	15%	Market presence	20%
Dunning & collections	5%	Proven record	15%
Usage Processing	5%	Ease of Deployment & Use	15%
Account Management	5%	Customer Service Excellence	15%
Revenue recognition & Compliance	10%	Unique Value Proposition	15%
Payment Processing	5%		
Analytics & Dashboard	10%		
Competitive Differentiation Strategy	10%		
Configurability & Customization	5%		
Application Diversity and Use Cases	5%		
Integration & Interoperability	5%		
Vision & Roadmap	5%		

**Figure: 2023 SPARK Matrix™**  
 (Strategic Performance Assessment and Ranking)  
 Subscription & Billing Management Applications



## BillingPlatform in the Global SBMA Market

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**URL:** <https://billingplatform.com>

Founded in 2012 and headquartered in Denver, Colorado, USA, BillingPlatform is a cloud-based revenue lifecycle management company. The company specializes in subscription-based billing, metered billing, high-volume billing, cloud-based technologies, SaaS, consumption billing, high-tech, enterprise monetization, usage-based billing, and revenue recognition.

BillingPlatform provides a comprehensive billing and invoicing system with user-friendly configuration options to support various business models. It accommodates one-time, usage-based, dynamic, and hybrid billing methods for subscriptions, along with robust invoicing and taxation functionalities. It enables customers to customize and automate their billing and pricing models to suit their specific needs. Additionally, BillingPlatform ensures compliance with tax regulations at global, regional, or local levels, utilizing integrated taxation features and seamless integration with leading tax solutions.

BillingPlatform incorporates a built-in mediation software engine that enables users to gather and transform raw usage data from multiple sources into revenue-generating opportunities. The company also provides solutions for CPQ (configure, price, quote), revenue recognition, collections, and a customer and payment portal.

### Analyst Perspective

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Following is the analysis of BillingPlatform's capabilities in the global subscription and billing management applications (SBMA) market:

- BillingPlatform's cloud-based solution is designed to streamline billing processes for enterprises. It accommodates diverse business models for one-time charges, subscriptions, and consumption-based & hybrid billing within a unified platform. The agile and flexible unified monetization platform enables companies to effectively monetize their offerings, creating a seamless experience and seamless integration with various enterprise systems.
- BillingPlatform offers comprehensive billing and monetization support including the ability to manage products and pricing within the dynamic, multi-level



product catalog, usage processing with the native data mediation solution, billing management that includes the ability to support any pricing model along with taxation and invoicing, account management capabilities, which provide a complete view of customer profiles, support for account hierarchies, contract management, and a real-time customer portal and accounts receivable to manage payments, credits & refunds and automated dunning. Additionally, BillingPlatform offers sub-ledger and revenue recognition capabilities for handling accounting data and preparing financial statements. To ensure streamlined revenue recognition, it offers a rule-based revenue recognition engine that complies with ASC606/IFRS15 (accounting standards codification 606 & international financial reporting standards 15) while allowing data export to third-party ERP (enterprise resource planning) systems.

- BillingPlatform also offers add-on products including CPQ (configure, price, quote), Revenue Recognition, Collections, and a Customer and Payment Portal. These solutions all benefit from built-in automation and workflow capabilities to simplify and streamline the end-to-end revenue management lifecycle.
- BillingPlatform offers customers robust reporting and business intelligence tools, such as a user-friendly analytics platform, and the ability to configure reports and dashboards to meet enterprise needs, enabling finance teams to evaluate the entire billing operation.
- The key differentiators of BillingPlatform's subscription management and billing management offerings include its metadata cloud architecture, unified platform, accurate product definition & ratings, built-in mediation, compliance adherence, an option to expand solutions using its pre-built connectors, and integrations with tax solution providers & leading payment gateways.
- BillingPlatform offers a configurable billing solution that has an open architecture, enabling users to extend the application through no-code configuration. The platform employs a metadata-driven approach, allowing users to easily add fields, objects, and relationships without IT intervention. It also provides web service SOAP (Simple Object Access Protocol) and REST APIs (Representational State Transfer Application Programming Interfaces) for seamless integration with front and back-office systems. Additional functionalities include data transformation, business process management, security & control, and global support, which ensures a comprehensive and integrated financial ecosystem.

- From a geographical perspective, BillingPlatform has a strong presence in North America, particularly in the U.S. and Canada, as well as the UK and across Europe and the Asia Pacific regions. From an industry vertical perspective, it caters to industries such as communications, cloud applications & infrastructure, financial services, franchising, IoT, media & entertainment, SaaS, and transportation.
- The top use cases of BillingPlatform's subscription and billing management offering include subscription, recurring, dynamic pricing with Excel-like formula-based pricing flexibility as well as hybrid pricing to manage any combination of pricing models, all of which enables companies to deliver invoices, collect revenue, and automate dunning without manual effort. It also enables organizations to replace legacy billing systems, accomplish revenue recognition, manage considerable mediation, eliminate manual processes, and perform advanced metering and on-demand ratings. The company's platform extension has a point-and-click configuration that enables organizations to create vouchers and perform high-volume billing.
- BillingPlatform's primary challenges include competing with larger vendors and enhancing its market awareness. However, it offers services to mid-to-large-sized organizations, setting it apart from vendors focused on SMBs. BillingPlatform's specialized revenue management solutions and comprehensive functionality, such as mediation, analytics, revenue recognition, and A/R sub-ledger, position it favorably to sustain and expand its global market share. In 2023, BillingPlatform experienced significant year-over-year (YoY) revenue growth, notably expanding its enterprise customer base, and achieving industry-leading net revenue retention with its customer base. Additionally, BillingPlatform substantially increased its R&D budget and expanded the customer success organization.