Amdocs Media's MarketONE Subscription Lifecycle Management

Successful and scalable OTT monetization

Partnerships with OTT partners are growing rapidly

Service providers are increasingly offering OTT partner services that include video, music and gaming, and bundling them with their own core communications services. Their aim is to tap into the lucrative, rapidly growing content market, while encouraging customer stickiness. Already, service providers worldwide have launched more than 600 premium partner services over the last five years.

Subscription billing more difficult than expected

Still, operators are not set up to manage all the ways their customers want to consume and pay for OTT subscriptions. Many find it difficult and time-consuming to create promotions, such as free trials or coupons, and to support the growing variety of payment methods consumers want to use. Another fundamental question is how to manage a partner-based subscription business. While most existing IT systems are designed to manage customers for core telecom and cable services, they lack the ability to offer subscription services with flexible terms without making extensive changes to the existing BSS. To enable complete subscription billing – and with it, the ability to react rapidly to ever-changing market conditions – greater agility and speed are required.

Manage subscribers with MarketONE's Subscription Lifecycle Management

Subscription Lifecycle Management (SLM) is a comprehensive, proven, SaaS-based subscription billing and recurring payments solution, designed to enable the rapid launch and management of a partner-based OTT subscription business. It drives higher levels of customer acquisition, retention and satisfaction, while providing the power, speed, scale and best practices to attract, onboard and retain more customers.

Our solution is currently deployed at 100+ clients, including leading entertainment, telecom and OTT providers such as BBC, Eros Now, FreedomPop, NASCAR Digital Media, NBA, NFL, Telstra, Turner and Vimeo.

SLM key features
- Easy integration with external systems using fully documented REST/SOAP APIs
- Pure SaaS with high availability (SLA of 99.99%) and highly scalable to support many millions of subscribers
- Integrated with 40+ payment processors and 90+ payment methods
- Military-grade security and privacy compliance – PCI DSS, SSAE 16 and GDPR compliance; ASC 606 and IFRS 15 ready
- Global solution supporting almost any language, currency and taxation method
- Guided implementation approach and migration

SLM executes multiple functionalities:

Product catalog and pricing   Packaging and campaigns   Free trials and freemiums   Coupons and discounts

Payment methods   Currencies and taxation   Report and dashboards   Failed payment recovery

Subscription Lifecycle Management Overview

SLM enables you to address all requirements of the subscription lifecycle's five key phases:

1. Acquire

The acquire phase requires generation of products and offerings to attract new customers. This involves activities such as product and offer definition, segmentation, personalization, pricing, packaging, promotion, campaigns, testing, iteration, onboarding and managing entitlements.

2. Bill

The bill phase covers billing and related financial activities. This includes support of one-time, fixed and recurring billing, minimum and maximum charges, and usage-based charges; free trials and freemiums; the ability to accept multiple payment types, invoicing, payment handling, tax calculation, fraud detection, chargeback management, revenue collection, revenue recognition and reporting.

3. Retain

In subscription-based business models, the retention-based Customer Lifetime Value (CLV), is the most important indicator of success. The retain phase involves employing multiple strategies such as customer engagement, loyalty programs, churn prevention, failed payment recovery and more, beginning from the moment the subscriber signs up.

4. Expand

During the expand phase, up-sell and cross-sell activities are employed to achieve retention and revenue growth. For example, you need insights on which up-sell offer to pitch to which subscribers and when. In addition, to grow the business, you need reports, dashboards and analytics that reflect key business and operational metrics relevant to the SaaS business model for OTT services.

5. Succeed

The succeed phase is about optimization. It includes reporting, analytics, consulting, peer analysis, cohort analysis, payment optimization, as well as iterating on offering scope, price point, subscription duration and other parameters to continuously hone your product and offerings to match the desires and pockets of your target audiences.

Partnering for long-term business success

Post-production, we provide ongoing value with our analytics and consulting services, including:

- **Active implementation involvement:** Optimizing project planning, configuration, deployment, launch and migration
- **Customer success teams:** Accompanying you with ongoing support and consultations
- **Customer business reviews:** In-depth analysis of data to help you optimize and improve business metrics
- **Best practices and business intelligence:** Sharing of best practices through ongoing discussions and consulting engagements

Delivering real business value

Low risk: Fully-proven, low-cost SaaS platform to enable flexible billing – either separate from existing systems or easily integrated with them

**Ultra-fast time to value:** Deploy in just 8-12 weeks

Ultra-fast time to market for new offer experimentation: Define and modify offers in minutes

Innovative customer acquisition tools: Free trials, freemiums, discounts and more to reach new audiences and occasional users

Unique IP to drive revenue and reduce churn: Recover failed payment transactions to prevent customer churn and increase immediate and long-term revenue

Partner Lifecycle

User & Identity Lifecycle

Subscription Lifecycle
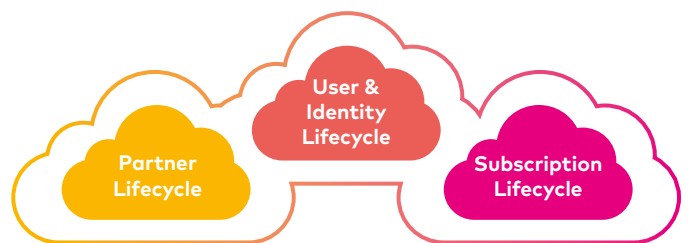
Amdocs Media's MarketONE delivers an end-to-end OTT solution for service providers that avoids the many pitfalls and points of failure, while bringing together the user, a subscription, and a partner within a holistic solution.

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