

Monetizing Tomorrow's Business Models Today

Concept to Cash to Care in the Digital Economy



To compete in the digital economy, businesses are shifting from a product-centric, transactional relationship to offering everything as-a-service.



Digital and subscription-based services can deliver recurring revenues and deepen customer relationships.

CHALLENGES IN MONETIZATION



75% of monetization decision-makers see launching a subscription-based service as a priority.

Yesterday's transaction-based tools won't support the transition to digital and subscription commerce. Companies must find flexible new ways to monetize offerings.

Simple subscriptions are no longer enough to differentiate offerings in a competitive marketplace. Today's leading organizations are embracing packaged or bundled products and consumption-based pricing to deliver more customer value.

Top reasons companies are adopting innovative monetization solutions:

#1

↓

\$

Reduce cost

#2

\$

Offer new pricing models not supported by current solution

#3

✓

Provide a more compelling customer experience



67% of enterprises have implemented or plan to implement a monetization solution for digital or subscription-based services. What factors should they be considering?

A key requirement for today's Subscription Relationship Management is that the solution can be quickly implemented, includes key functionality out of the box and has strong integration capabilities.

- IDC MarketScape

A COMPLETE SOLUTION FOR CONCEPT TO CASH TO CARE



Every step in the customer's journey matters: From social engagement to personalized offers to billing to self-care and assisted-care. Monetization must tightly integrate with front-office and back-office applications.

A recent survey demonstrates that executives shifting to subscription commerce prefer single-vendor suites across ERP, CRM and monetization.

Full life-cycle capabilities

Easy integration

Less risk and cost reduction

Speed to market

CHOOSE A LEADING, FUTURE-PROOF SOLUTION



Tridens provides a market-leading Concept to Cash to Care solution, from customer experience to monetization to financial management.

Leading analyst IDC highlights Tridens's comprehensive scope, deployment options, and multi-industry capabilities.

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5 out of 5 stars

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WITH TRIDENS MONETIZATION YOU CAN:

- ✓ Drive recurring revenues by shifting from selling products to selling "as-a-service"
- ✓ Accelerate time to market for digital and subscription-based services
- ✓ Differentiate your offerings using flexible pricing and bundling capabilities
- ✓ Reduce risk with a future-proof monetization provider
- ✓ Enhance customer experience with real-time notifications and personalized selections

Power your Concept to Cash to Care process with the leader in monetization. Request a live demo and learn more at <https://tridens technology.com/monetization/>