



Powering the entire lifecycle of a subscription model

Subscription, Billing and Revenue Management

Aptitude Software at a Glance

Specialist Provider of Subscription, Revenue, Finance & Compliance Software



6 Offices in 3 Continents - Implemented Software in 17 Countries

120+ Enterprise Global Clients

NBCUniversal

Specsavers

Itron

T-Mobile

GCI

TORONTO STAR

Jellyfish

First

FWD insurance

ING

- **Key Industries:** Publishing, Video, Telco, Banking & Insurance
- **10% Organic Growth** in Annual Recurring Revenue 2021
- **21% Growth** in Software Revenues
- **62% Proportion** of Software & Subscription Revenue
- **51% NORAM & 49% EMEA & APAC** Regional Revenue



Aptitude Software Strategic Pillars

Global Organization



Print & Digital Publishing



Video Streaming Services



Sports



Advanced Industries



Technology & SaaS



Telecoms

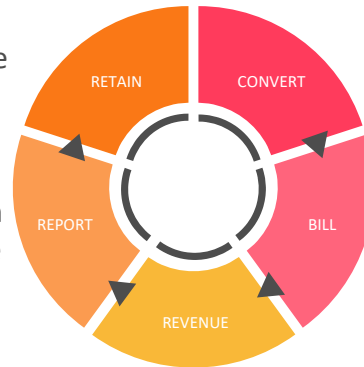


Financial Services

TRANSFORM & PERFORM

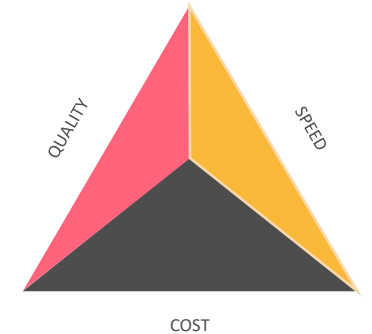
SUBSCRIPTION *MANAGEMENT*

As more organizations across a range of industries deploy subscription models, Aptitude centralizes & automates the entire subscriber and revenue management lifecycle, from acquisition and retention to revenue recognition.



FINANCE *DIGITALIZATION*

Quality, speed and cost are the top drivers on the CFO's agenda, and Aptitude's finance solutions are built with innovative cloud-native technologies to deliver extreme performance at a local TCO.



COMPLY & AUTOMATE

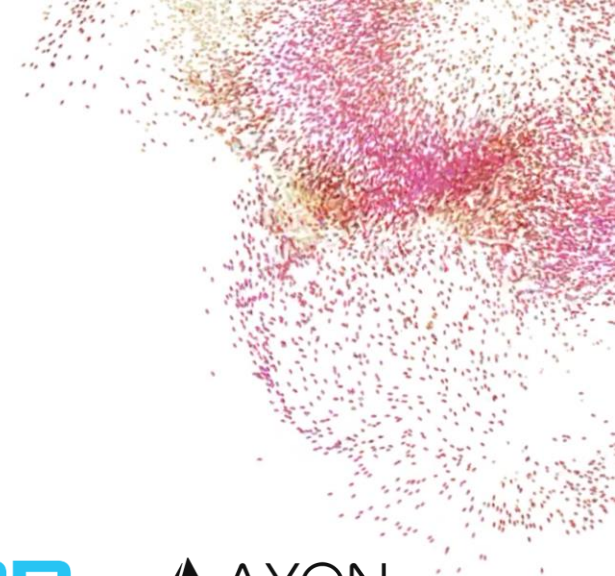
COMPLIANCE *ENGINES*

Complex regulations for finance, payments and data are central to Aptitude's technology. Our compliance engines and support give organizations the confidence to embrace regulations within their digital transformation journey, while drastically reducing client obligations and associated costs.



Who We Work With

Trusted by global enterprises to support **complex subscription-to-revenue management needs**



Who We Partner With



Develop a best-of-breed ecosystem with specialist, pre-integrated solutions and consultancy

STRATEGIC
CONSULTANTS

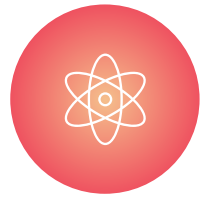


PRODUCT
ALLIANCES



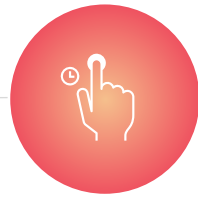
Key Business Challenges & Drivers

What is driving demand and frustration for enterprise businesses?



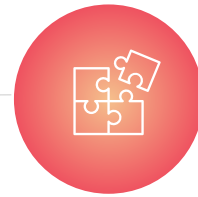
Increasing Operational Complexity

1. Business model inflexibility (recurring, transactional, hybrid etc.)
2. Basic product management, pricing & distribution (physical, digital & bundling, entitlements & fulfillments)
3. Complex accounting and revenue recognition processes
4. Contract arrangement complexities – contract types, tax, currencies, modifications etc.



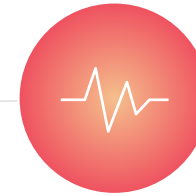
Restricted Business Agility

1. Inability to experiment with new products, services and promotions
2. Slow speed to market for new propositions (days or weeks)
3. Too much reliance on tech teams and little empowerment of commercial functions
4. Unable to respond quickly and adapt propositions based on external events, i.e. COVID-19



Siloed Business Data & Compliance

1. Data chaos with no central control and visibility of siloed data
2. Lack of data confidence and ability to forecast
3. Compliance obligations for payments, revenue, finance and personal data
4. High business risk for payment & personal data breaches e.g. 4% of global revenue for GDPR breach



Limited Growth Opportunities

1. Increasing churn rates and inability to combat effectively
2. Unable to expand domestically or internationally (payment reach, tax, currencies, compliance, multi- GAAP accounting)
3. Limited trusted data to drive strategic insights
4. Inability to launch new, diversified revenue streams globally



Increasing Tech Debt & Cost of Ownership

1. Inflexible, expensive (high CAPEX & OPEX) and not fit for purpose ERPs – Legacy debt
2. Highly, manual, inefficient processes creating business risk
3. Monolithic, hard-to-maintain technology stack
4. Limited specialist partner integrations to build a best-of-breed architecture



Our Subscription, Billing and Management Solution

A fully-integrated, end-to-end solution to automate every step of the business model from subscription to revenue

Powering the entire subscription lifecycle

CONFIGURE	ACQUIRE	BILL	RECOGNIZE	RETAIN	REPORT
<ul style="list-style-type: none">• ANY business model• OMNICHANNEL products• PRICING strategy• TAILORED incentives• FLEXIBLE contracts	<ul style="list-style-type: none">• IDENTIFY users• METER content• ONBOARD frictionlessly• EMPOWER subscribers• MANAGE accounts	<ul style="list-style-type: none">• PROCESS payments• AUTOMATE billing• COMPLY securely• INCREASE loyalty• MANAGE tax	<ul style="list-style-type: none">• MANAGE contracts• RECOGNIZE revenue• RECONCILE accounts• AUTOMATE lifecycle• REPORT accurately	<ul style="list-style-type: none">• RETRY payments• UPDATE accounts• SUPPRESS transactions• OPTIMISE billing• PREDICT churn	<ul style="list-style-type: none">• REAL-TIME insight• ACCESS raw data• FORECAST intelligently• NOTIFY stakeholders• COMPLY globally

Aptitude eSuite is a modular platform combining advanced subscriber management with automated billing and best-in-class payment processing

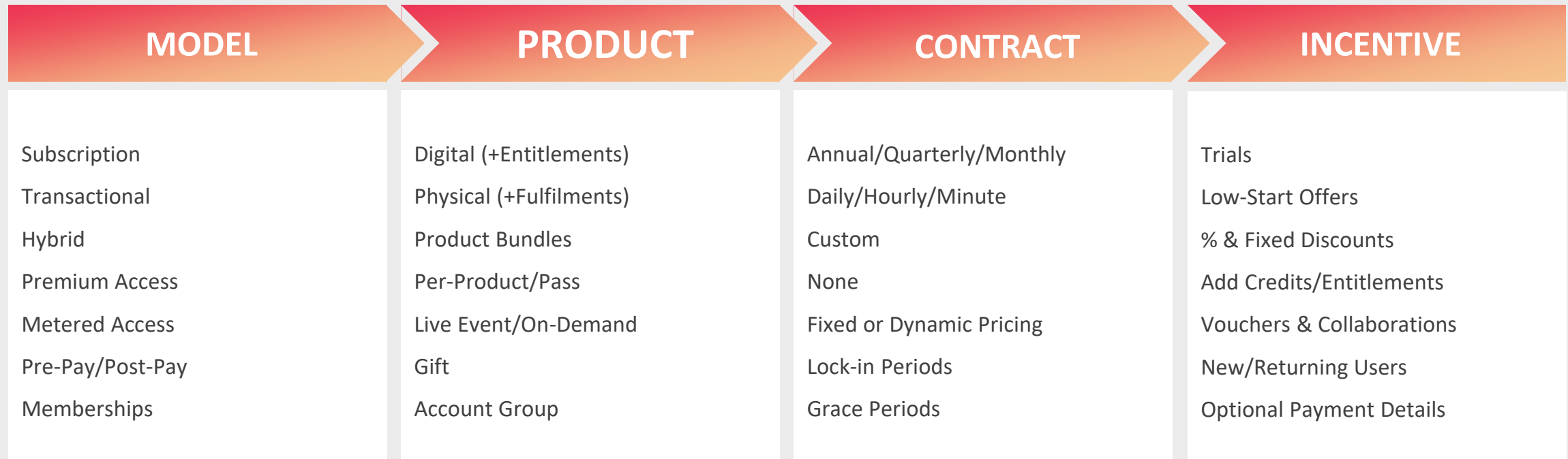
Aptitude RevStream is an industry-leading engine to automate revenue recognition, management, and reporting

Together, these tools automate every step of the business model from subscription to revenue



CONFIGURE | Business Model & Product Management

Monetize any omnichannel product or service across multiple channels, globally, with unrivalled flexibility & agility



ACQUIRE | Subscriber Onboarding & Management

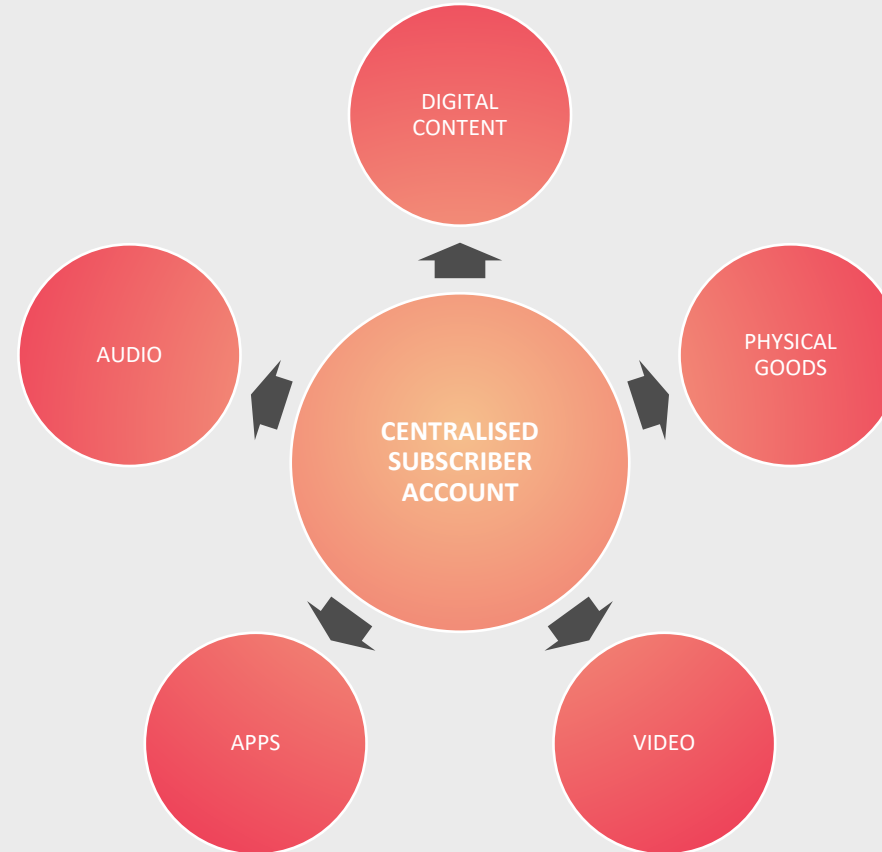
Onboard subscribers with minimal friction and empower subscriber & support teams to manage accounts seamlessly

ONBOARD: Account Creation

- Registration Flows
- Progressive Profiling
- Single & Social Sign-on
- Custom Data Collection

AUTHENTICATE: Validate Identity

- Primary or Secondary IDM
- Single & Social Sign-on
- Google ReCaptcha
- Email Validation



EMPOWER: Subscriber Self-Care

- Account & Payment Details
- Order & Fulfilment Management
- Upgrade/Downgrade/Pause
- Device Management

MANAGE: Customer Support

- Account & Payment Details
- Entitlements & Fulfilments
- Refunds & Order Management
- Support Log & Contact History



CONSUME | Payment Processing & Billing

A single integration to access a wealth of payment options and automated billing

A WIDE RANGE OF GLOBAL PAYMENT METHODS



CREDIT/DEBIT
CARDS



DIRECT
DEBIT



DIGITAL
WALLETS



IN-APP
PURCHASES (IAP)



DIRECT CARRIER
BILLING (DCB)



REAL-TIME
BANK TRANSFERS



OFFLINE
PAYMENTS



CREDITS &
VOUCHERS



PAYMENT CHANNELS



MAIL/PHONE ORDER



OFFLINE/IN-STORE



WEBSITES & APPS



CONNECTED TVS



GAMING CONSOLES



RECOGNIZE | Revenue Recognition & Management

Automation of the entire contract to revenue lifecycle and ASC606/IFRS15 compliance

5. Report Accurately & Analyze

- Revenue forecast
- External reporting
- Disclosure reporting
- Audit & controls reporting
- Revenue analytics and KPIs

4. Reconcile & Financial Close

- Review contract completeness
- Adjustments / amendments
- Approval to commit
- Revenue subledger close
- True-ups / adjustments
- Reconciliations



1. Determine Product Pricing

- Product bundling
- Pricing – standalone or bundle
- Quarterly Standalone Selling Price (SSP) calculations

2. Manage Contract Obligations

- Structure sales quote (Configure, Price, Quote)
- Review credit worthiness
- Submit for due diligence review
- Deal analysis & review (discounts, commissions, etc.)
- Contracts linkage
- Contracts performance obligations review, checklist

3. Recognize Revenue & Accounting

- Contract adjustments
- Exceptions
- Deferred revenue management
- Review & approve allocations
- Review bookings & backlog
- Reconciliations

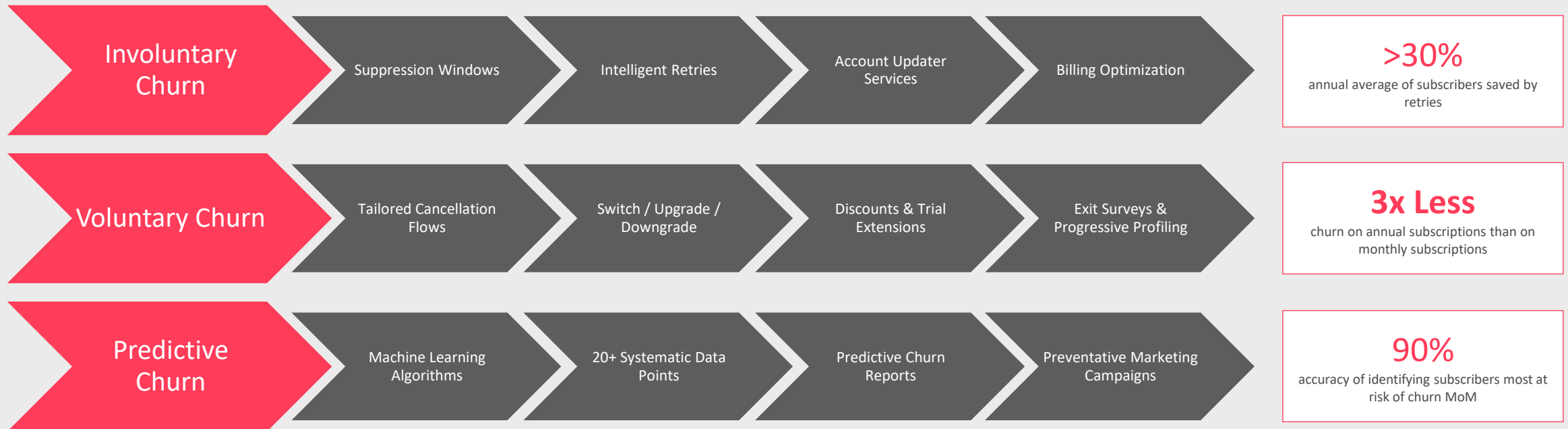
48% of businesses with a recurring revenue model struggle to meet accounting and reporting challenges



RETAIN | Churn Management & Renewal Optimization

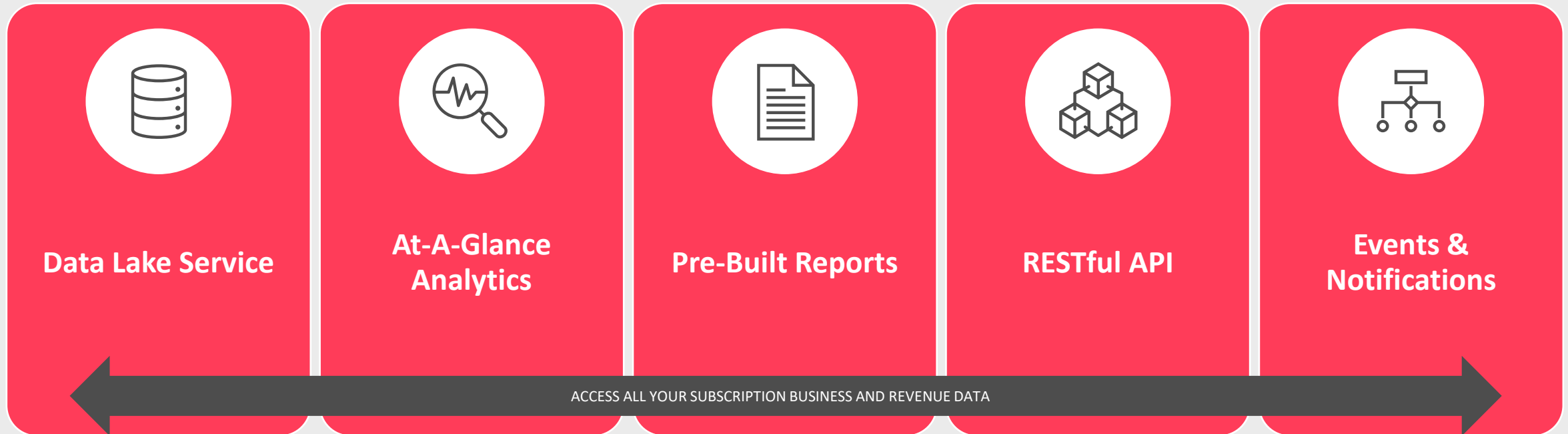
Unlock payment optimization and offboarding tools to maximize retention efforts

Tactics to maximize retention and boost customer lifetime value



REPORT | Data & Compliance Management

Single view of customer, payment, order, contract and revenue data



IFRS 15

ASC 606



Want to find out more?

Contact Me

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