



THRIVE24

Tame Complex Billing Scenarios for Large Enterprise

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Your routes to market

If commerce was a train, billing is the rails it moves on.

In a world of multi-party commerce you need a billing platform built for multi-party billing

Billing is Core

But it doesn't exist in a void

Your and your customers' experience before & after is what differentiates you



Before Billing

Storefront & Commerce



Billing

Pricing
Payment Methods
Invoicing
Payments
Usage & Rating
Reconciliation
Commissions and Payouts



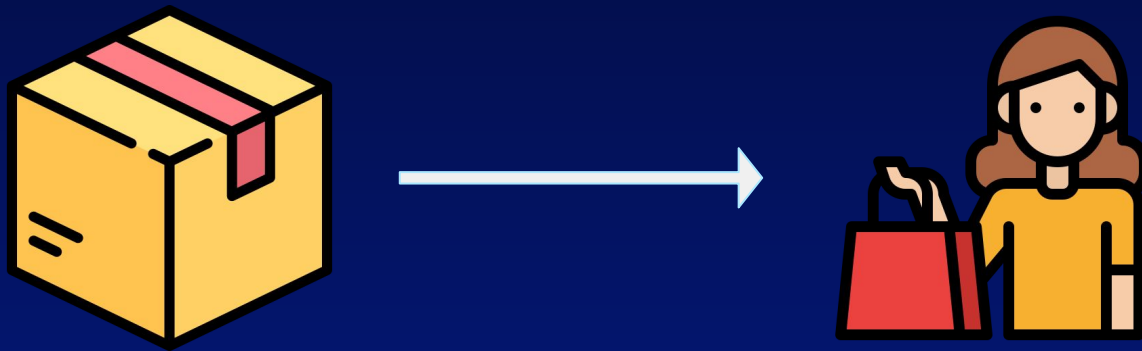
After Billing

Subscription, Entitlement and Identity
management

First Party Products

Sell your own product to your customer directly

The commerce is simple, but the billing powerful



Third Party Products

Sell a vendor's product to your customer

A Marketplace emerges, as you bring together supply & demand



Third Party Products, Referral

Sell third party products using partners

Your platform grows, as third party sellers power the sales on your marketplace



Third Party Products, Indirect

Sell third party products via third party resellers to customers

Your marketplace now is a distribution platform for network of independent sellers



Multi Party Reconciliation

Your Vendors

Pricing Management

Cost Management

Revenue Sharing

Your Channels

Commissions for your partners (or sales force)

Wholesale pricing and invoicing for your resellers

Pay-in and Pay-out mechanisms

Your Customer

Custom pricing

Split Billing



Powerful Billing Controls

Highlights of how AppDirect will help you boil down complex billing scenarios to simple operations

Billing is Core



Pre Billing



Billing



Ongoing Subscription



Pricing



Storefront



Checkout



Invoice



Payment



Revenue
Share



Crediting &
Refunds



Split
Invoices



Upsell &
Subscription
Mgmt



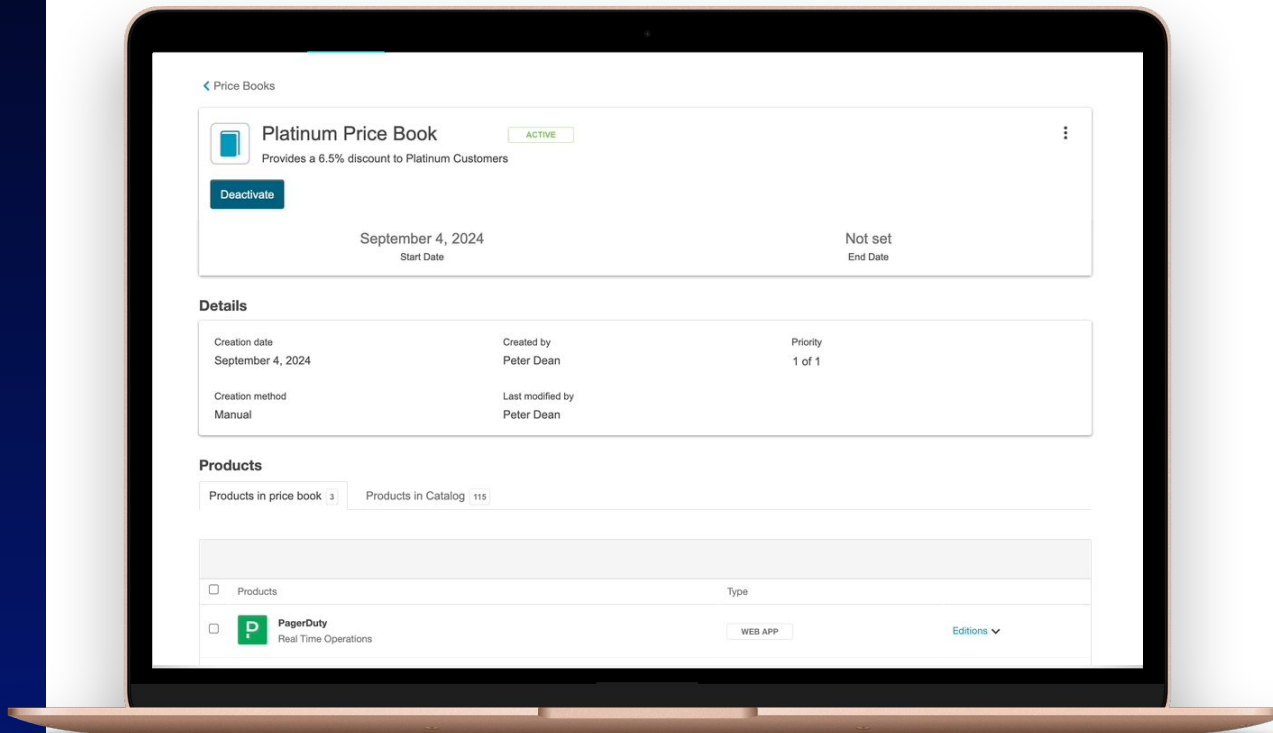
Reporting



Pricebooks

Define a different pricebook that targets a specific:

- Customer
- Customer Segment
- Advisor
- Channel
- Reseller
- Reseller Tier





Invoicing

NEW Create Ad-hoc invoices

- Recoup missed charges
- Amend subscription charge
- Apply late fees
- Apply special handling fees
- Re-invoice from different platform

*"An excellent WYSIWYG designer for invoice and email templates is included"**

The screenshot shows a web application interface for creating an invoice. The top navigation bar includes links for Home, Operations, Products, Settings, and Theme Manager, along with a search bar and a 'Create +' button. The main content area is titled 'Create an invoice' and includes a section for 'Invoice details' with fields for Company, User, Payment terms, Invoice date, and Invoice due date. Below this is a section for 'Items' with a table for adding line items, including columns for Item name, Description, Quantity, Unit price, Tax, and Total. The bottom of the screen shows a summary table with Subtotal, Tax, and Total tax amounts.

Company	User	Payment terms	Invoice date	Invoice due date
Select	Select	Net5	09/12/2024	September 17, 2024

Item name	Description	Quantity	Unit price	Tax	Total
Search or enter item name				-	\$0.00

Subtotal	Tax	Total tax
\$0.00	-	-



Crediting & Refunds

NEW Credit Memos replace Negative invoices

- Generated from downgrades and usage
- Create it ad-hoc
- Automatically apply to new invoices
- Manually apply to any open invoice
- On-account credit or refund a customer

Create credit memo

Invoice 196758 PAID
ID: c210e1d5-df19-43b6-b999-ee4f32b7f489

12 August, 2024 Invoice Date	\$459.20 Invoice Total	Test Company Automation Company	Aravind Kulali User	aravind.kulali+automation@appdirect.com User Email ID
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Credit reason ⓘ

Invoice Items

Item	Description	Quantity	Unit Price	Total	
Test Credit Memo Product2 - Standard	Test Credit Memo Product2 - Standard - Per User Fee Period from 08/12/24 to 09/12/24	41	\$10.00	\$410.00	Edit

☒ Include in Credit Memo

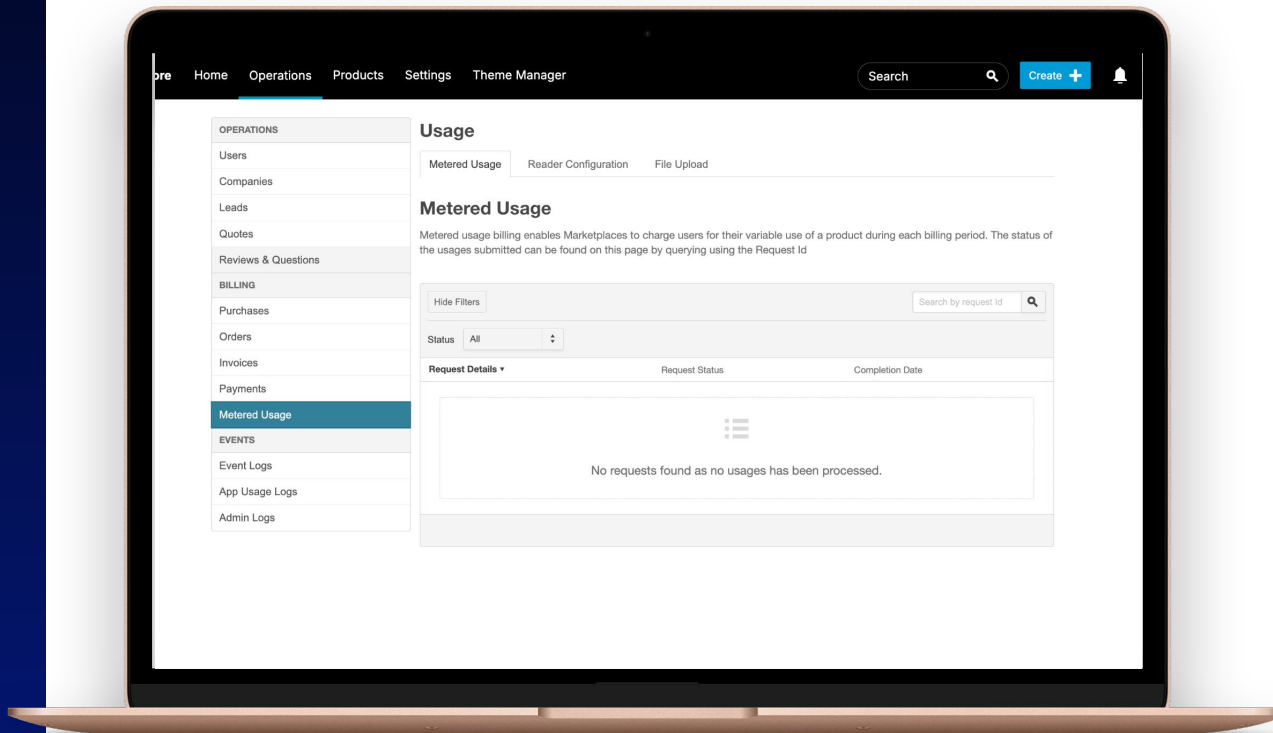
Subtotal	\$410.00
Tax	\$49.20
Credit Memo Total	\$459.20

[Save](#) [Cancel and Go Back](#)

Usage Dashboard

NEW Monitor your usage runs

- Audit Errors
- Fix Errors
- Monitor Performance





Multi-party Revenue Management

Manage vendor revenue share

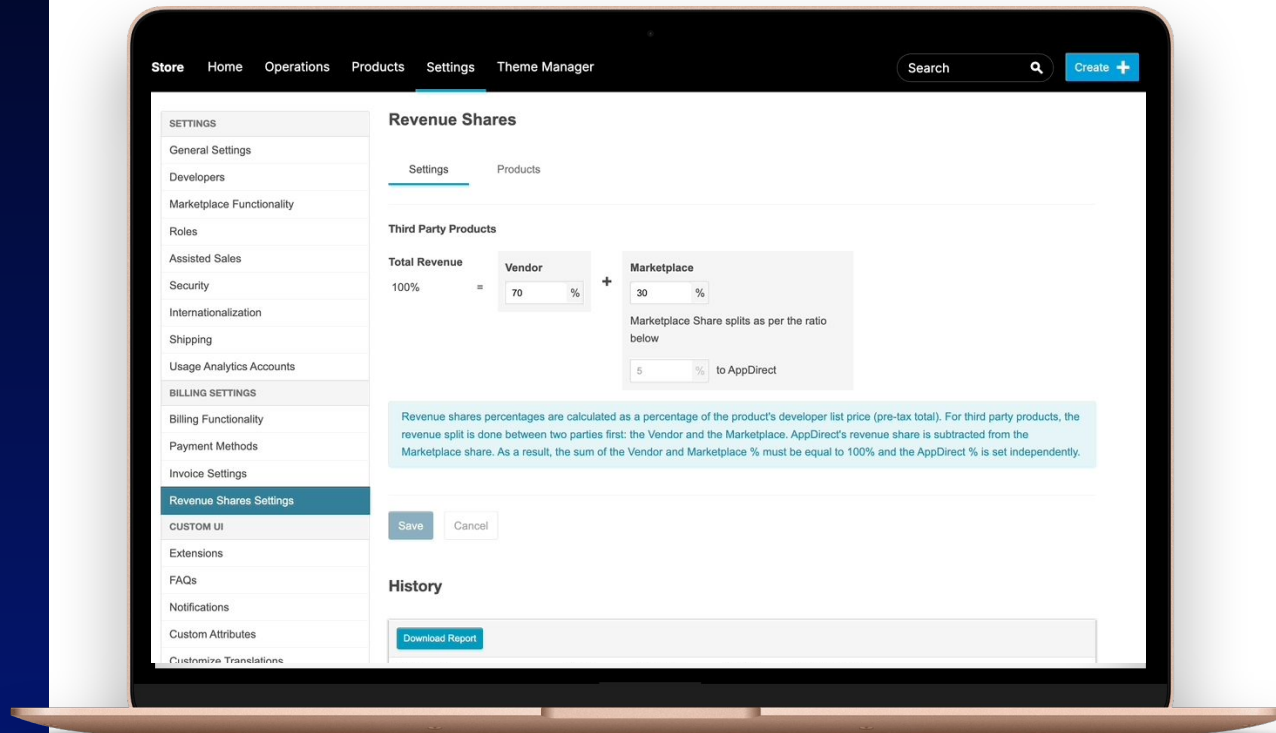
Manage vendor costs

Manage Markups to customers or advisors

Pay Vendors

Pay out commissions

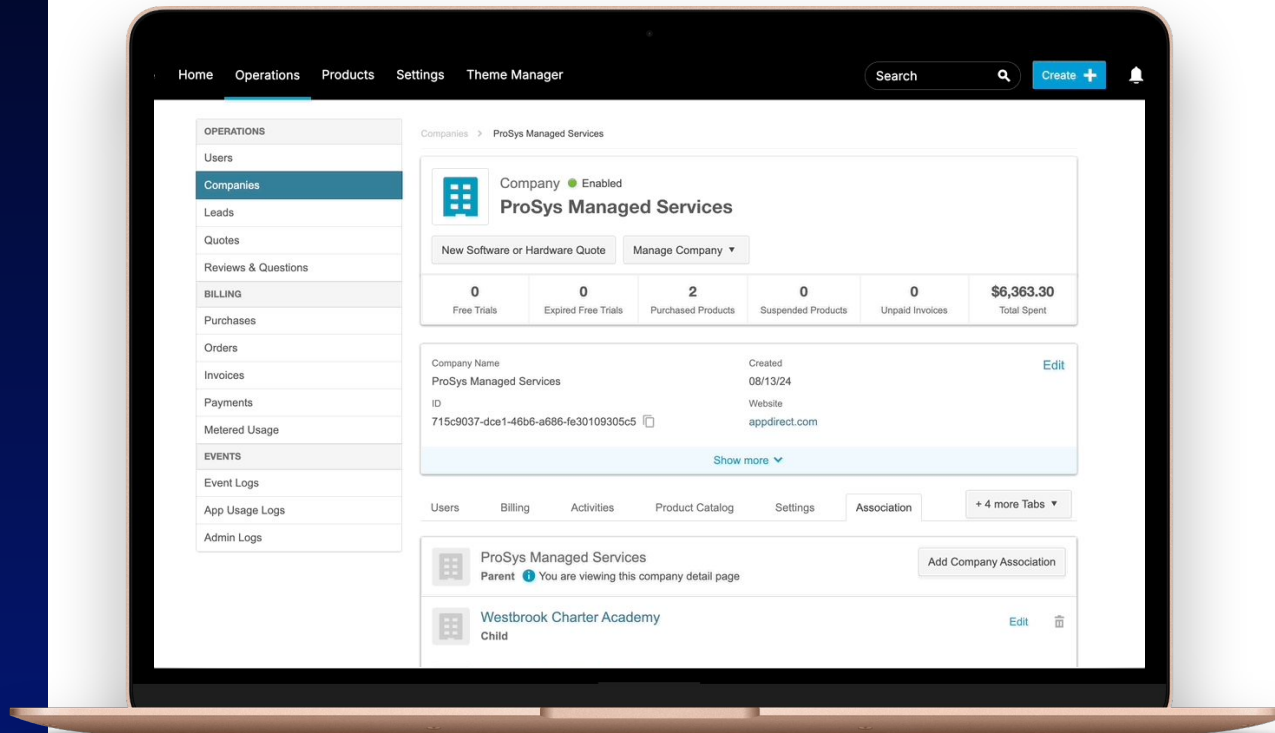
Monitor AP





Split Billing

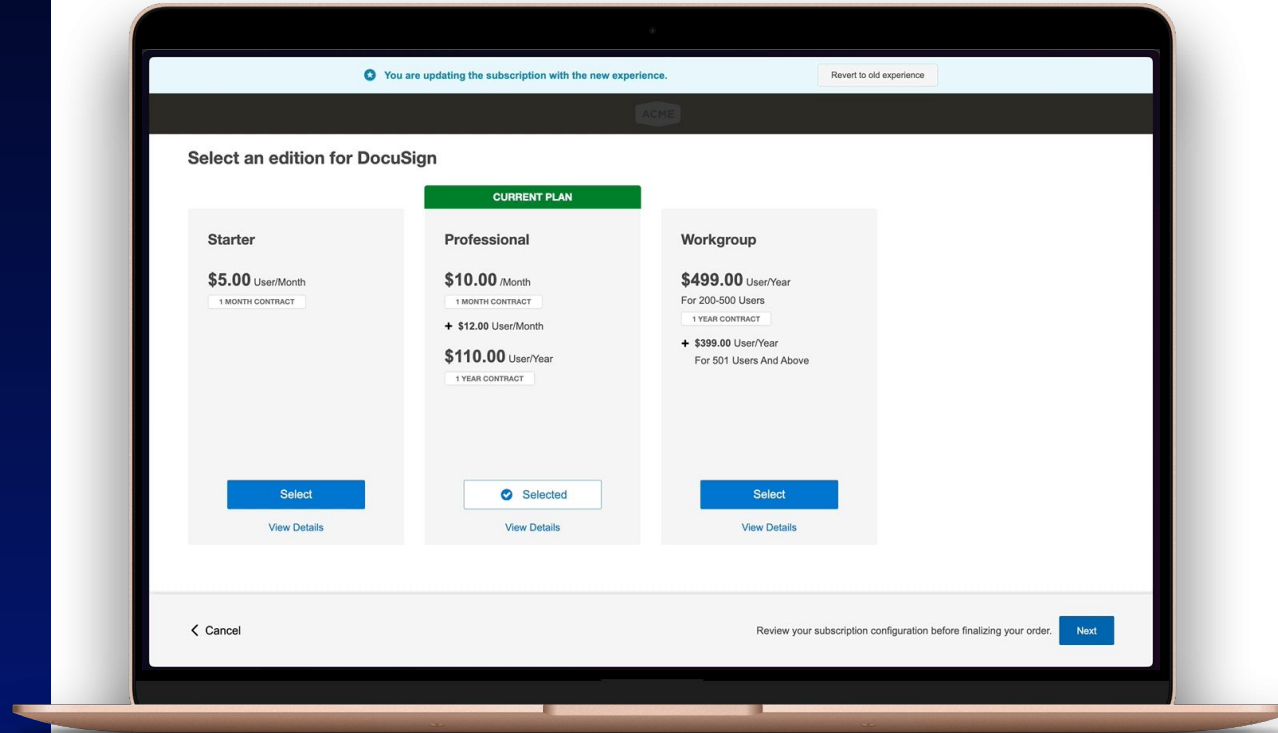
- Define Customer Hierarchy
- Define subscription allocation
- Issue payable invoices to parent companies
- Issue sub-invoices to child companies





Subscription Upgrades

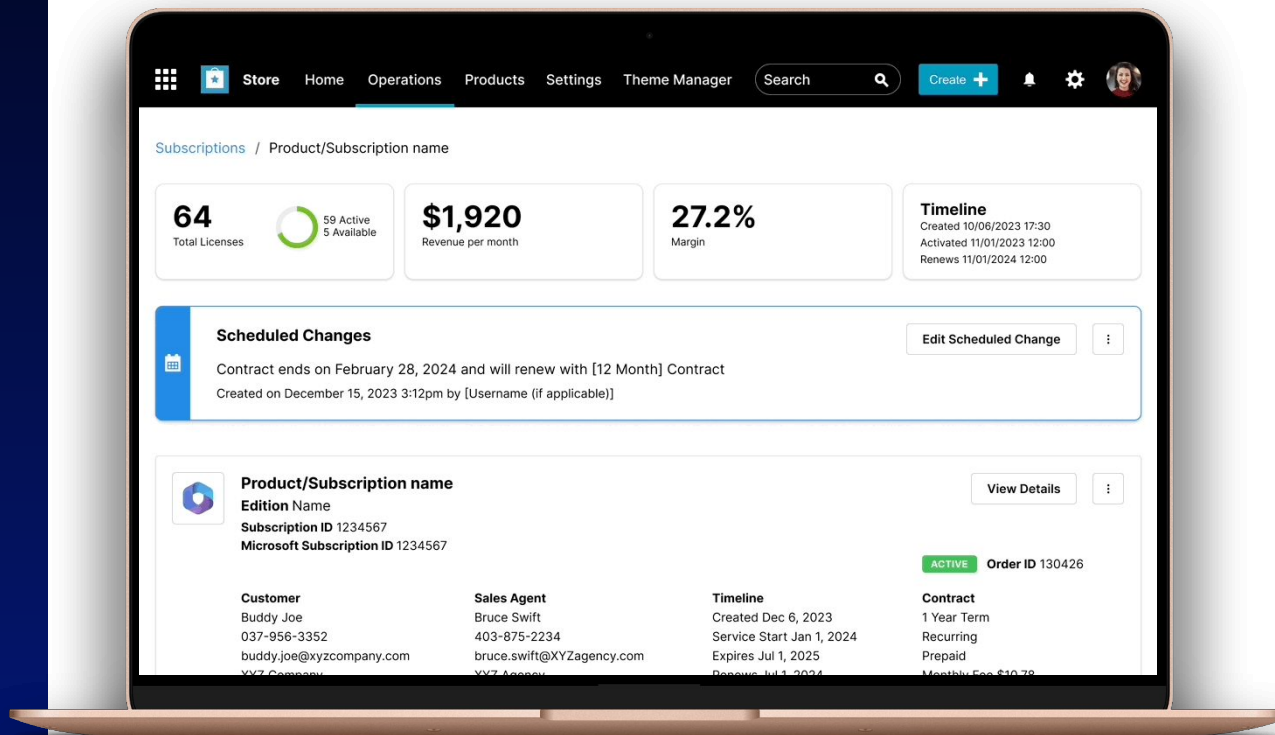
- Cart based subscription changes
- Upsell, Cross-sell and bundle multiple products
- Self-service and assisted
- CPQ complex deals
- Schedule Changes
- NCE and Adobe*





Subscription Management

- Modern user experience designed with dozens of hours of research with our power users
- Track important KPIs
- Assign Users
- Drill into all related data
- Support Customers from one page





Assets and resources
appd.it/thrive2024



Scan this QR code to access
assets related to this session



Thank You

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