

# Exponentially grow revenue through innovative monetization models



Cloud Native | Cloud Agnostic

In the rapidly changing economy, organizations that build and monetize business, market and technology ecosystems and platform-as-a-service models, and scale their ability to co-innovate with a partner ecosystem strategy will have a competitive advantage resulting in revenue growth. But creating and implementing innovative ecosystem of partners who act as resellers and white labelers to support selling of products and enable bundling offers, third party providers in the open banking context or even act as simple referrers, marketplace aggregators with flexible monetization models and performance tracking in a sustainable and scalable fashion is not an easy task. Also, without an enterprise wide strategy, different business units will end up defining their own models and programs which will adversely impact customer experience, and therefore increase complexity and cost.

**SunTec Ecosystem Management and Monetization enables organizations to build and monetize their own ecosystem or partner with ecosystems of other organizations.**

SunTec Ecosystem Management and Monetization based on our proprietary Xelerate® platform enables organizations to set up innovative monetization models to cater to different type of ecosystems and business models including products, services market place aggregation, distribution, API consumptions, data sharing and so on. It also enables incentive and commission models for partners, automates computation and settlement based on partner sales performance, as well as charges partners based on the subscription & usage of the products.

Organizations can also launch innovative incentive schemes and offers to improve product sales and ecosystem handling.

- Accelerate **time to market** and **increase market penetration** by leveraging the partner ecosystem.
- Improve **revenue, profitability, and customer experience** by co-innovating products with partners.
- Create new business models, **monetize internal ecosystems and services** by allowing partners to subscribe and use these systems.
- Avoid fraud risks, **mis-selling** and ensure **regulatory compliance**.
- Simplify and **streamline partner commissions** and **incentive** management.
- Avoid **revenue leakage** by accurately invoicing and billing partners.

# 4X

Increase in Sales

# 3X

Increase in Customer Base

# 2X

Increase in Product to Customer Ratio

# Months to Days

Launch new monetization models





### Create & Manage Partners

- Create and manage partners, partner groups and partner hierarchies by business unit and geography.
- Categorize partners based on various parameters including relationship type, products and services entitled, whether reseller or referrer. Partnership for selling products by internal teams, among others.
- Define both internal and partner commitments, targets, upgrade or downgrade rules.
- Launch campaigns with innovative incentives that can be realized based on the achievement of targets within the stipulated timeframe.



### Implement Pricing & Commission Models

- Create and manage various partner commission models including upfront commissions, trailing commissions, contribution-based commissions, revenue, profit share based, payout and penalty options.
- Setup innovative pricing models based on multiple parameters including events, product, services subscription and usage by partners, sales through partner and partner products sold by internal teams.
- Automatically calculate commissions, incentives, and manage payouts for both internal teams and partners, based on product, partner and partner level within the hierarchy.
- Perform revenue forecasting and modeling to understand the potential revenue from across players of the ecosystem, their usage and sales.



### Manage Products & Services

- Maintain a central repository of partner products and services sold by internal teams.
- Extend offerings beyond traditional products and create a one-stop experience for customer needs.
- Define attributes including features, benefits, pricing, terms and conditions, eligibility criteria, validity and so on across all business units and locations in a central repository.
- Create hybrid product bundles by combining internal and partner products.



### Create & Manage Contracts

- Create, store, and manage partner contracts with details of products, entitlements, product pricelists, commission and incentive models, service level agreements, payment and settlement options.
- Automatically route contracts for review and approval based on pre-defined conditional workflows.





### Automate Billing and Invoicing

- Automatically generate bills and credit payments to partners based on sales performance.
- Prepare scheduled and ad-hoc billing, invoice reconciliation, invoices to partners based on their usage, events and subscription based on pre-defined time periods.
- Provide complete transparency around partner settlements and investigate any discrepancies or errors related to billing and invoicing.



### Analyze, Track and Predict Performance

- Get real-time insights on revenue, cost and profitability by partner, product and service with dashboards.
- Monitor and track performance against commitments, sales and usage patterns to decide on optimal pricing and incentive strategy.
- Analyze partner transactions, performance and take immediate corrective actions.

## About SunTec

SunTec is the world's No. 1 pricing and billing company that creates value for enterprises through its Cloud-based products. More than 130 clients in 45+ countries rely on SunTec to provide hyper-personalized products, offers, pricing, loyalty programs, tax compliance, and billing for over 400 million end-customers. SunTec products are based on our cloud-native and cloud-agnostic, API first, micro-services-based proprietary platform, Xelerate and are delivered on-premise, on private cloud and as SaaS. SunTec has global operations including the USA, UK, Germany, UAE, Singapore, Canada, Australia, and India. For more information, please visit us at [www.suntecgroup.com](http://www.suntecgroup.com) or email us at [marketing@suntecgroup.com](mailto:marketing@suntecgroup.com)

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