



Empowering the Netflix Economy Success in a Subscription Based World

Opsource SaaS Summit 2008

Introducing Zuora

- Founded by veteran executives from the two largest public SaaS companies: **Salesforce** and **WebEx**
- Headquarters: Redwood City, CA
- 20 Employees (we're hiring!)
- Funded by Benchmark Capital
- **Combined 50+ years** team experience building billing systems to support **complex billing** and **subscription-based** businesses (we built Salesforce and WebEx's billing systems)

“Keep an eye on Zuora ... definitely a company to watch in 2008.”

— Denis Fombriant
Managing Principal
Beagle Research

salesforce.com  Success On Demand™

 webex™

accenture

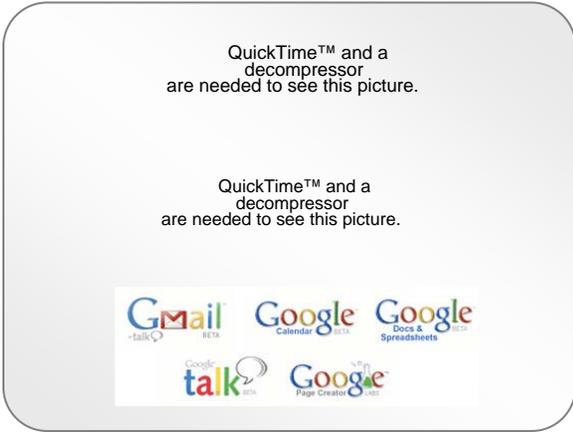
BENCHMARK
CAPITAL

postini 
POSTININ® EMAIL PROFESSION

Google™

 zuora

Everything is Going “As-A-Service”



Software-as-a-Service



Entertainment-as-a-Service

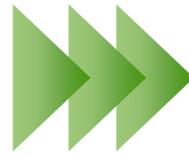
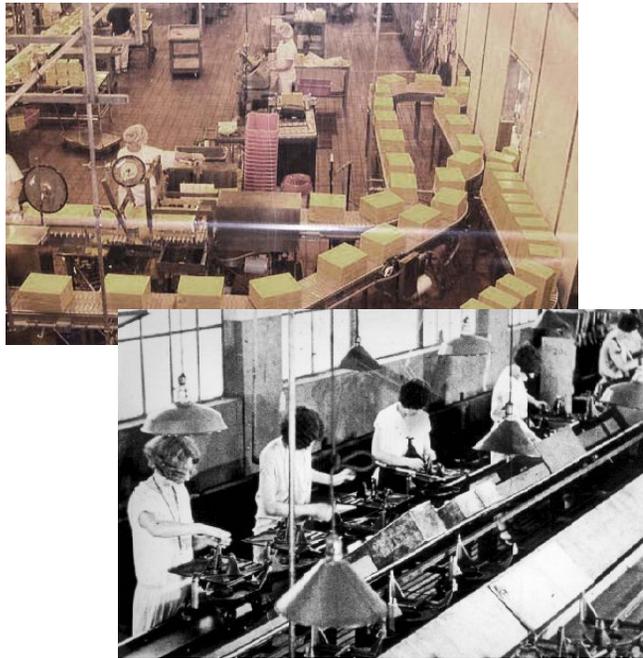


Content-as-a-Service



Everything-as-a-Service

Why is this happening? The Internet!



“Computing today. It’s turning into a service supplied over a network. It’s becoming a utility.”
— Nicholas Carr, *The Big Switch*

Subscriptions: The Fourth Way to Monetize



“Zuora is one of the very best new businesses Benchmark has backed.”

— Peter Fenton
Benchmark Capital



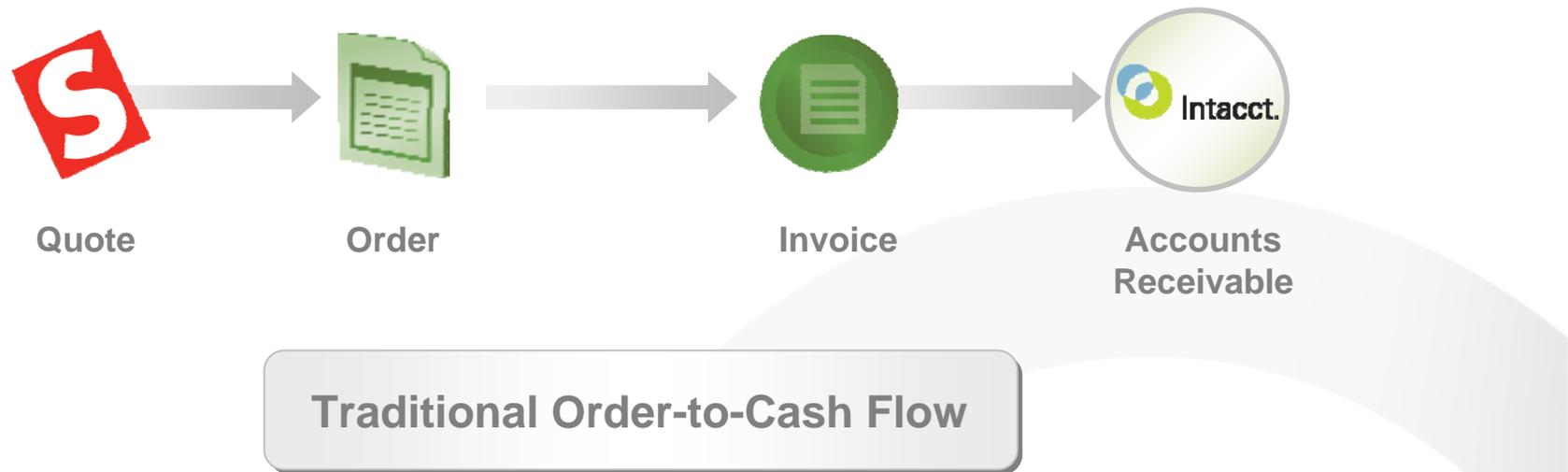
What is at the Heart of a Subscription Business?



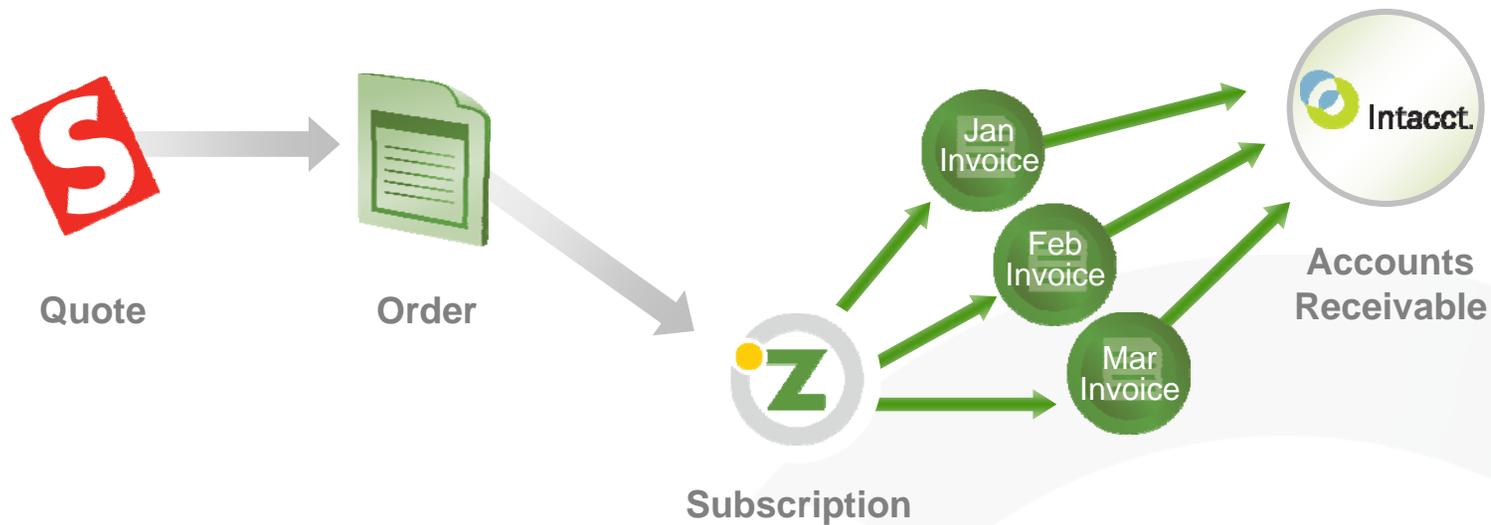
The Subscription!!!



What is at the Heart of a Subscription Business?

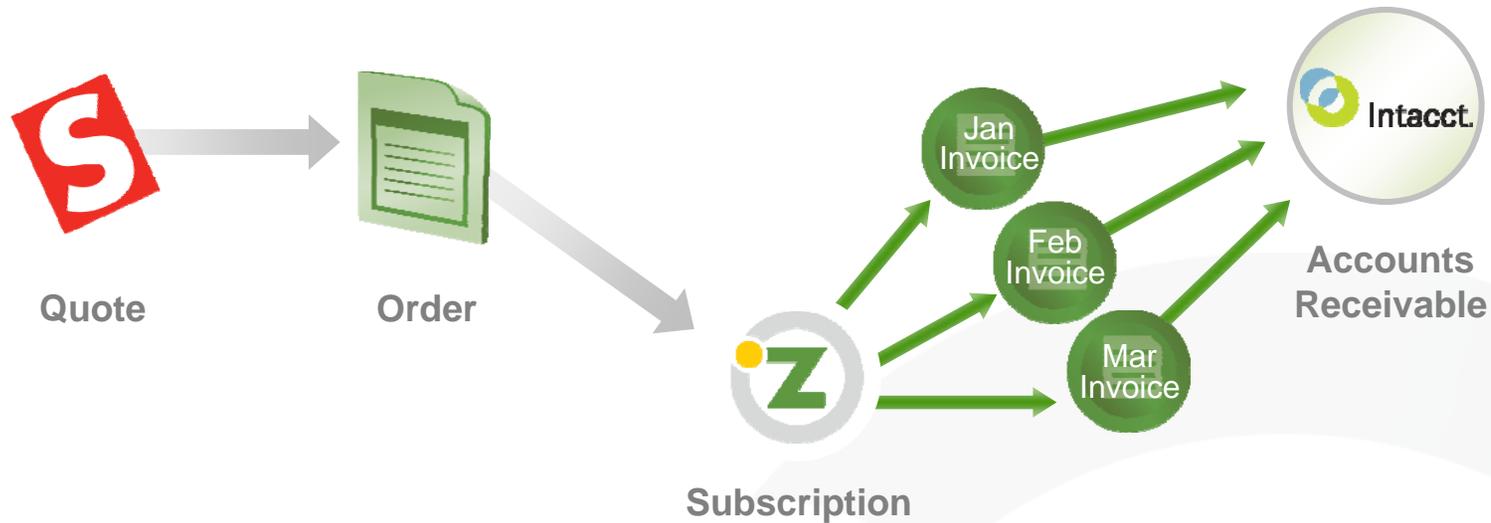


Subscriptions are the **Heartbeat** of your Recurring Revenue Business



Order-to-Cash in a Subscription Business

Subscriptions Give You Pricing Flexibility



Pricing Plan

One Time Activation Fee
5000 USD

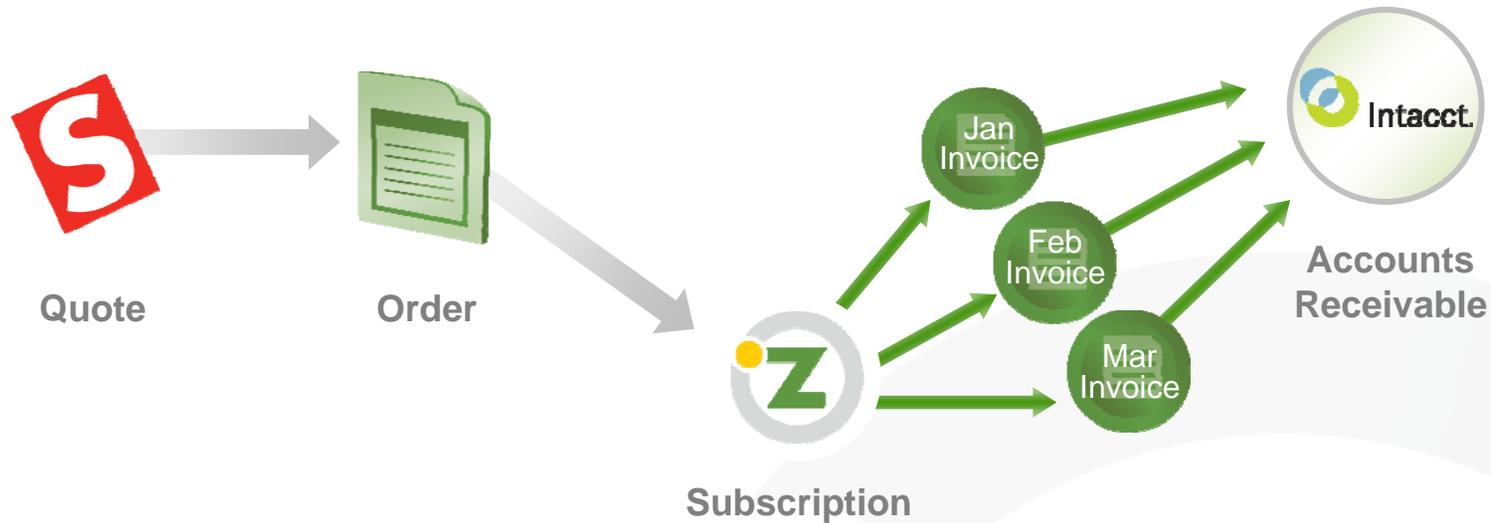
Recurring Monthly Fee
100 USD / license / month

Usage Fees #1
450 units included / month
200 USD / unit/ / month

Usage Fees #2
0 units included / month
10 USD / unit/ / month



Subscriptions Give You **Packaging Flexibility**



Team Edition

One Time Activation Fee
5000 USD

Recurring Monthly Fee
25 USD / license / month

Usage Fees #1
100 units included / month
200 USD / unit/ / month

Usage Fees #2
0 units included / month
10 USD / unit/ / month

Professional Edition

One Time Activation Fee
10,000 USD

Recurring Monthly Fee
65 USD / license / month

Usage Fees #1
500 units included / month
200 USD / unit/ / month

Usage Fees #2
0 units included / month
10 USD / unit/ / month

Enterprise Edition

One Time Activation Fee
25,000 USD

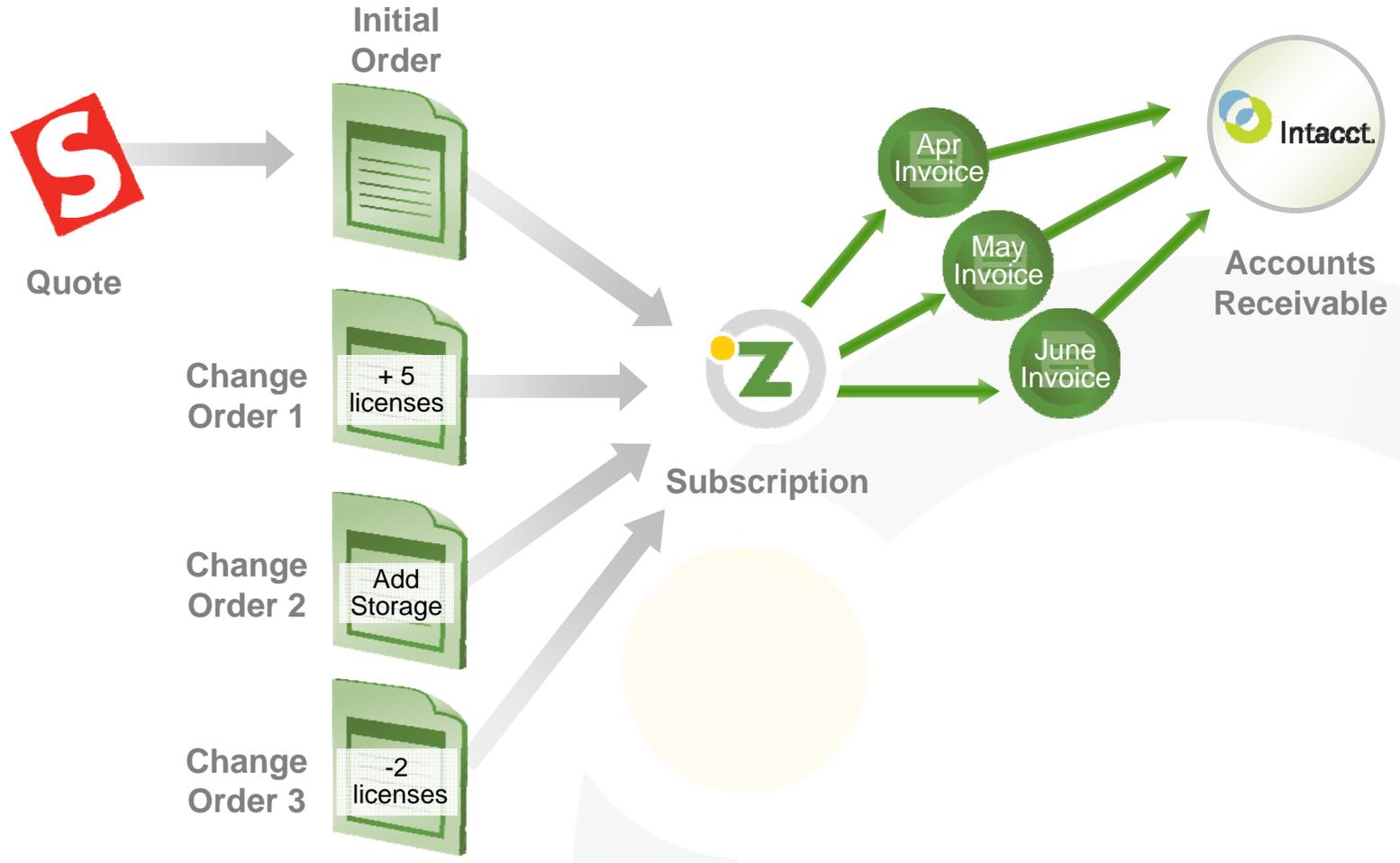
Recurring Monthly Fee
125 USD / license / month

Usage Fees #1
1000 units included / month
200 USD / unit/ / month

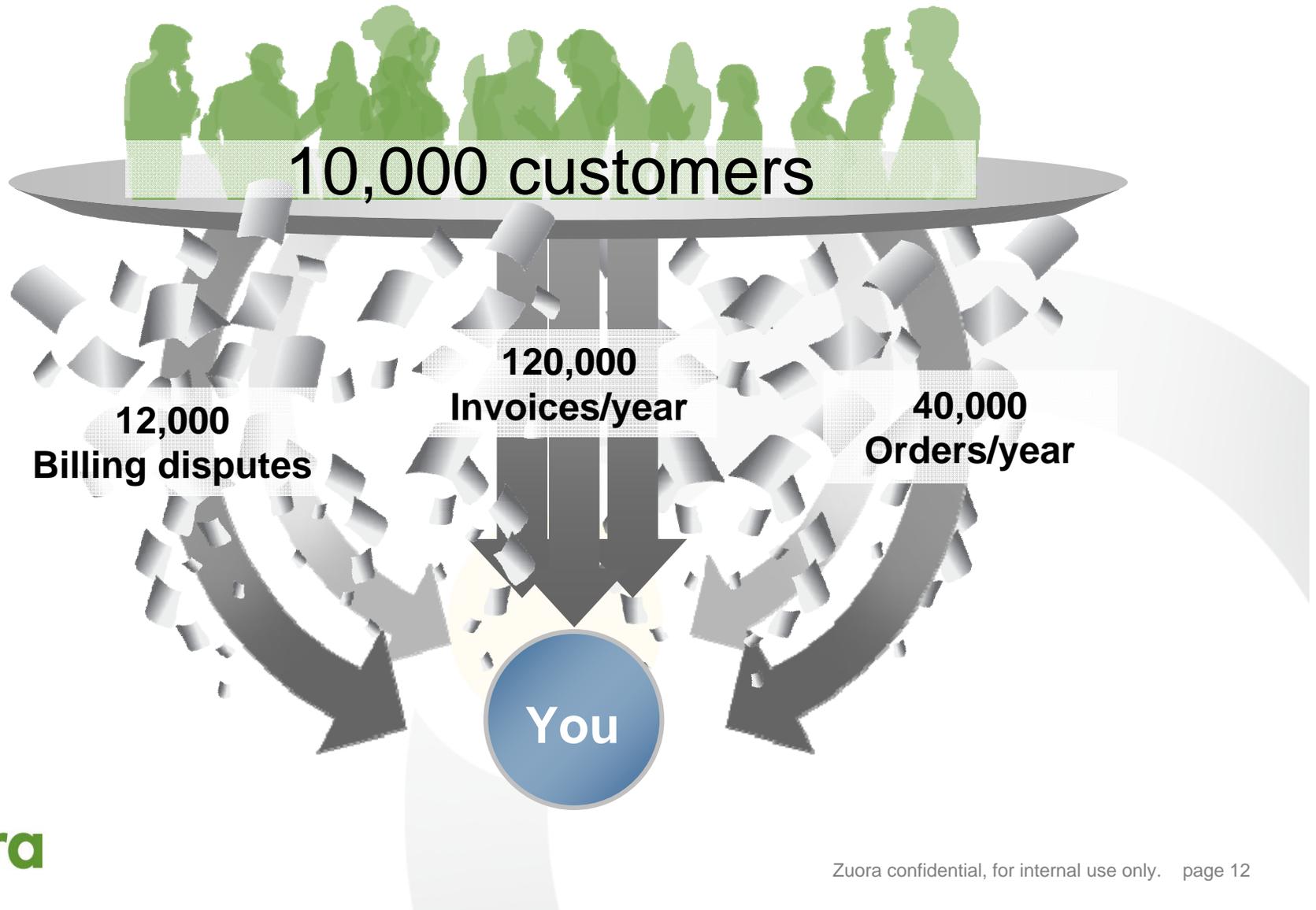
Usage Fees #2
0 units included / month
10 USD / unit/ / month



Subscriptions are your Customer Experience



Subscriptions allow you to Scale with Success



Subscriptions and Billing are Hard

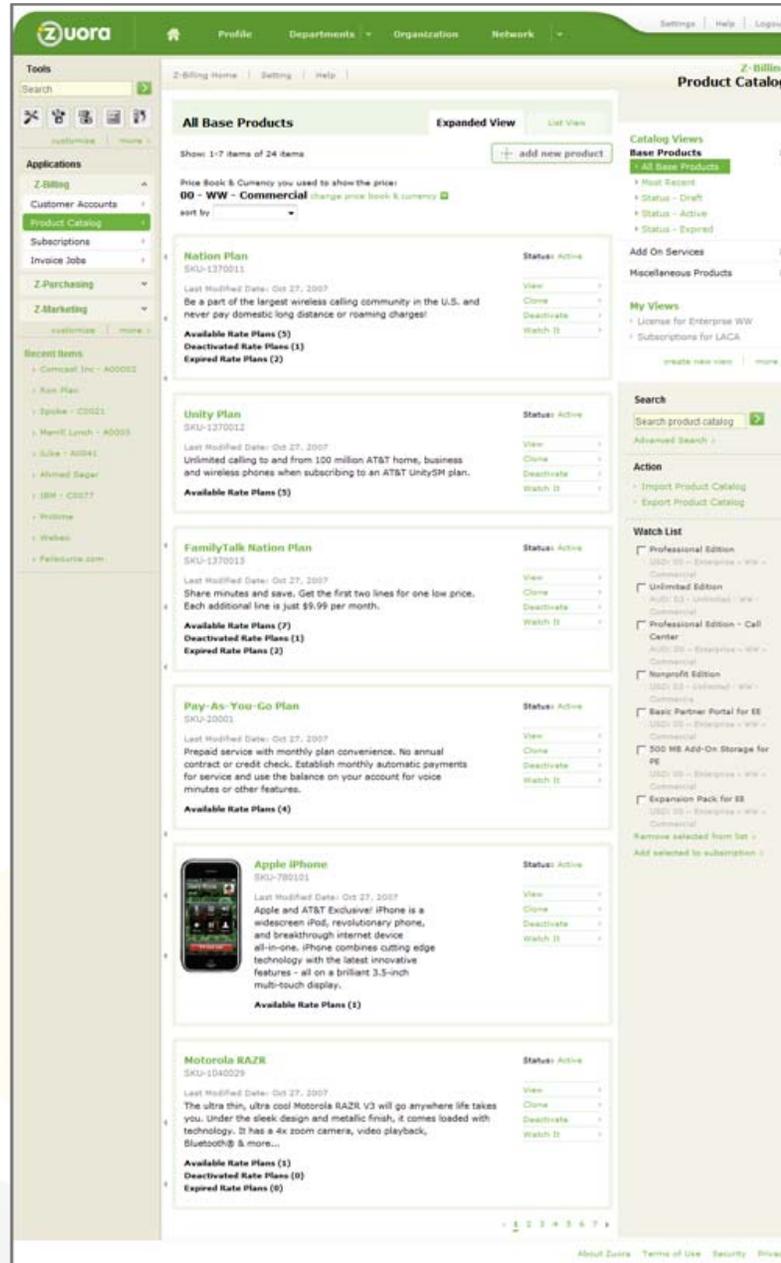
- It can divert your precious development resources towards “non core activities”
- It can make it hard to gear up for your exit strategy
- It can prevent you from launching new products
- It can prevent you from launching new pricing and packaging options
- It can lead to “revenue leaks” due to billing errors
- It can create overhead for your reps, and take them away from selling
- It can create a terrible customer experience, leading to frustrated customers
- It can lead to the need for a massive finance or customer support team

Introducing the Z-Billing Platform

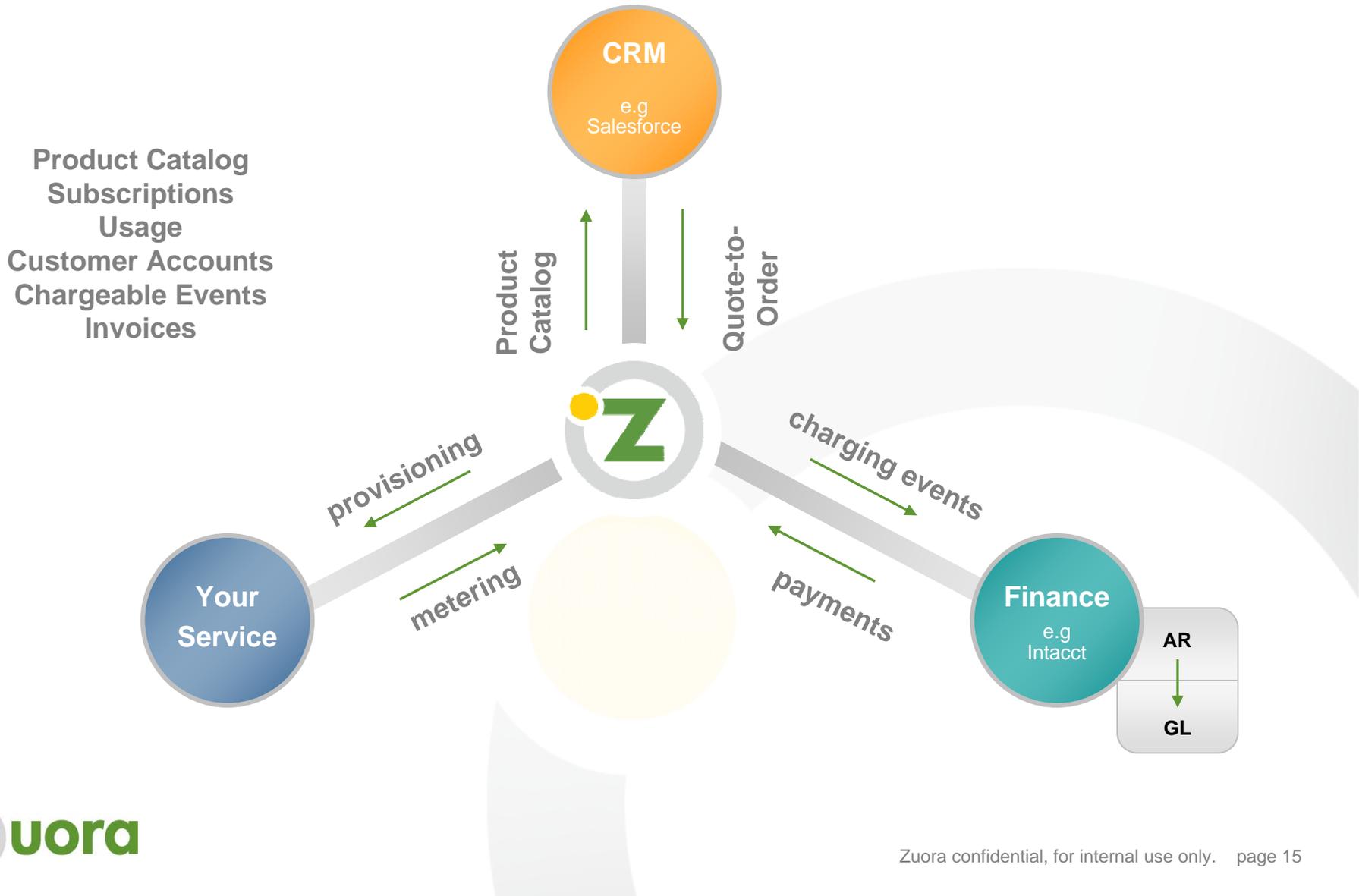
QuickTime™ and a decompressor are needed to see this picture.

“Zuora clearly understands a subscription business, and they help us scale our billing and business operations efficiently.”

— Mark Resnick
Coremetrics



The **Heartbeat** of your Quote-to-Cash Process



The **Heartbeat** of Your Business

"I want to sell more and offer customers flexible and different pricing options!"

QuickTime™ and a decompressor are needed to see this picture.

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"We need more visibility into the business."

QuickTime™ and a decompressor are needed to see this picture.

"I need to reduce the amount of manual entry and reconciliation, and plug revenue leaks."

"I do not have the resources to build a custom applications."

QuickTime™ and a decompressor are needed to see this picture.

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"I need to better support the customer and be able to up sell and renew contracts."

QuickTime™ and a decompressor are needed to see this picture.

"I need to create more products and solutions to drive revenue."



Our Key Takeaways for You

“[Zuora] has assembled a strong team, with top notch people from places like Accenture, Salesforce.com, and WebEx.”

—Tom Tauli
Author

- SaaS and Services: Subscription Based Businesses are the Future
- Billing (and Business Operations) is Hard
- We Know How to Do It, At Scale
- We're Hiring
- We're Looking for Pilot Customers
- We Want to Talk to You!!



Thank You

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