

Aria Systems

Billing and Customer Management

Edward Sullivan
CEO/Founder
Aria Systems

2008 SAAS Summit



Get Customers. Get Paid. Get Control.



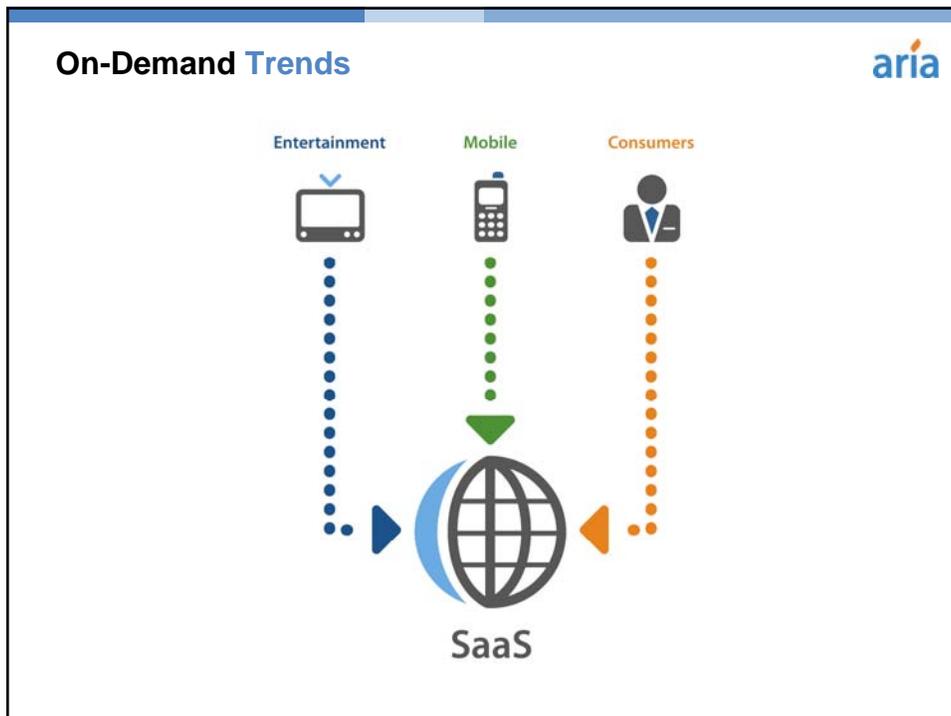
Good Afternoon.

Ed Sullivan

CEO/Founder | Aria Systems
esullivan@ariasystems.com

www.ariasystems.com

On-Demand Realities



The World is Flat



The World is Flat



The World is Flat



Our Clients Call Centers

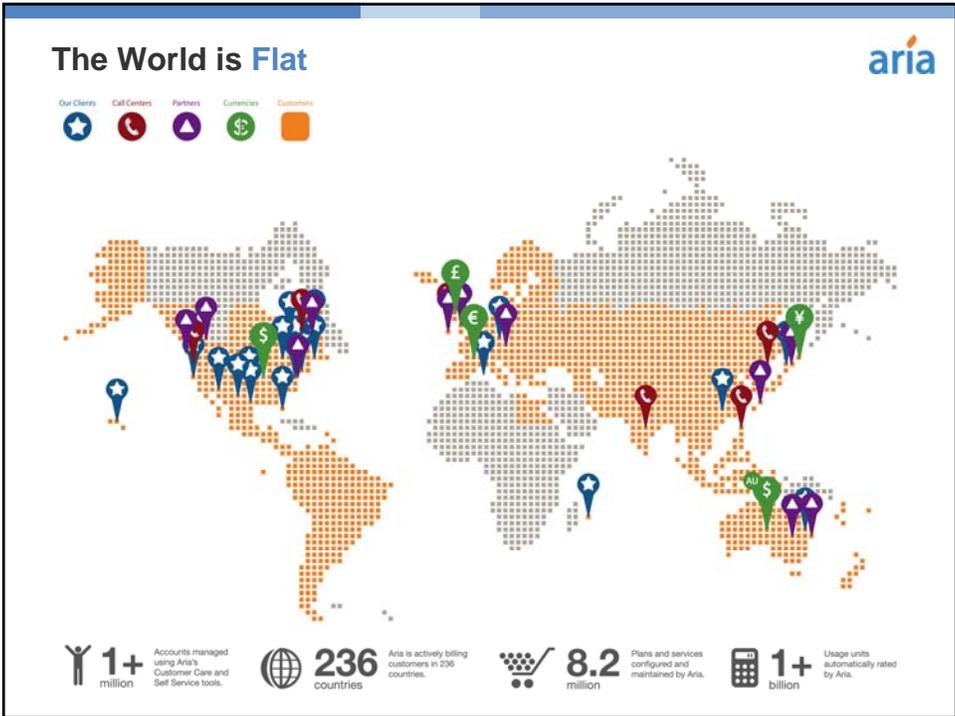


The World is Flat



Our Clients Call Centers Partners







Billing Defined

Billing is not...

**Your accounting
system.**

Billing is not just...

INVOICING

INVOICING

**Calculation
Presentment
Collection
Remittance
Reconciliation**

Billing is not just...

**An “e” commerce
shopping cart...**

Billing is not just...

A merchant account.

Billing is not just...

**On-boarding,
presentment, or
rating.**

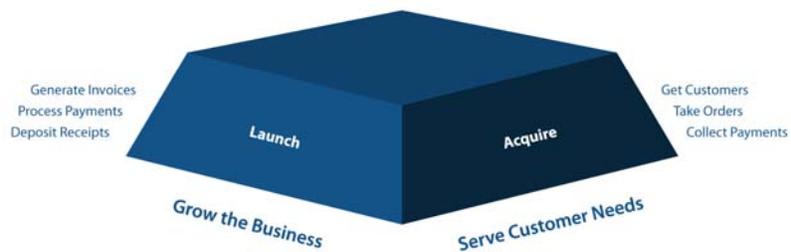
BILLING

Customer Acquisition
Service Activation
Usage Tracking/Rating
INVOICING
Customer Management
Reporting

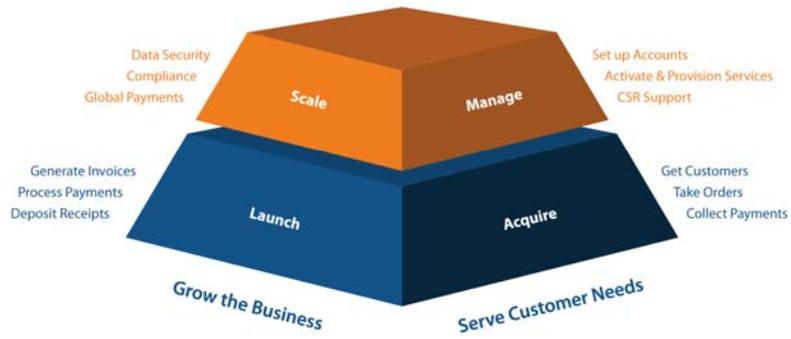


Billing for an On-Demand World

Monetization Maturity Model



Monetization Maturity Model



Monetization Maturity Model



Monetization Maturity Model



Take Away

Your Application is NOT a Business

Billing Before BETA

Focus on Transactions AND Interactions

Thank you.

Ed Sullivan

CEO/Founder | Aria Systems
esullivan@ariasystems.com

www.ariasystems.com