Vindicia solutions for SaaS and Services

Vindicia subscription billing and recurring revenue solutions

help SaaS and service providers acquire new customers, optimize retention rates, and build predictable subscription revenue

vindicia®
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The challenge

Today's software-as-a-service (SaaS) businesses and other online service providers are at the leading edge of a transformative wave. This surge in online innovation is profoundly changing the way consumers and businesses purchase services. Taking advantage of subscription and recurring revenue business models, innovative startups launched just a few years ago have today morphed into major household brands.

However, in today's subscription-based economy, trying to use traditional billing systems in a modern recurring billing environment can be frustrating, impacting your company's ability to win, service, and retain online customers. For example, it can take weeks just to set up a simple free trial promotion—and just as long to refine the promotion to identify what appeals most to your target customers.

Legacy billing systems simply weren't designed to handle tasks such as testing potential pricing plans, managing the complexities of recurring payments, resolving payment processing issues without annoying customers – and perhaps most importantly, increasing overall customer lifetime value.

The solution

Our enterprise-class subscription management solution drives higher levels of customer acquisition, retention, and satisfaction for SaaS businesses. Designed to support the entire subscription lifecycle, our cloud-based solutions will help your company launch new services, retain and grow your customer base, and maximize ongoing revenue and profitability.

What's more, our solution delivers the back-office finance, tax, and anti-fraud automation you expect from an enterprise-class subscription billing and recurring payment solution.

Vindicia clients

Vindicia clients include some of the leading SaaS and services brands across the globe, including:

Choosing the right solution

We offer two enterprise-class, cloud-based solutions. Vindicia Subscribe is a complete subscriber acquisition, management, billing and retention solution. Vindicia Retain is a customer retention solution that works with any existing billing system. Our solutions were created from the premise that strategic monetization and billing are critical not just as operational necessities for successful online service providers, but also as a marketing resource that strengthens customer acquisition and retention.

Vindicia Subscribe is the ideal choice if you require an all-inclusive subscriber acquisition, monetization, billing, and retention solution. Provided as a comprehensive SaaS-based solution, Vindicia Subscribe offers integrated marketing functionality and best practices to optimize customer retention, enhance acquisition rates, and minimize operational overhead. For more information, refer to our Vindicia Subscribe data sheet.

If you already has an efficient, agile billing system in place, then Vindicia Retain is the perfect companion to increase subscriber retention and customer lifetime value. By adding this noninvasive solution on top of your existing billing system, you can dramatically reduce the involuntary churn caused by failed payment transactions. For further information, refer to our Vindicia Retain data sheet.

Keep your customers connected

At Vindicia, we keep your customers connected to your services. We make it easy to:

- Create agile, subscription-based and recurring revenue business models that respond to customer demand
- Maximize recurring revenue through pricing, packaging, bundling, campaigns and promotions
- Retain customers longer by implementing frictionless payment strategies and payment methods that reduce subscriber churn

What's more, the Network Effect of our wealth of subscription transaction data combined with detailed, actionable business insights will provide your company with a valuable window into trends and patterns across various online services subsectors. In periodic business reviews, your company will benefit from our use of benchmarking and data-driven analysis to uncover opportunities to increase revenue.

Customer retention

At the first sign of a payment issue, most legacy systems automatically interrupt the subscription service, which can lead to lost subscribers and reduced customer lifetime value. Vindicia Subscribe and Retain, however, incorporate our advanced retention technology that analyzes failed transactions, diagnoses the issue, and fixes the problem.

Our retention technology resolves up to 25% of failed transactions without involving the customer, leading to an immediate revenue uplift of as much as 5%— plus much greater gains in customer lifetime value. Vindicia makes this possible with sophisticated analysis that takes full advantage of our wealth of transaction data, including over 15 years of information related to subscription and recurring payments.

Marketing and monetization flexibility

Enabling unlimited customization to monetize your service offerings, Vindicia Subscribe lets you create the specific recurring revenue model that's right for you. We provide the flexibility to shift and craft service offerings to take advantage of different marketing and monetization approaches. You can offer daily, weekly, monthly,

FreedomPop client success

FreedomPop provides disruptive mobile services, including the world's first 100% free mobile plan so that no one is left off the "connected grid." Founded in 2012, FreedomPop is rewriting the rules of the global telecoms industry, accelerating the convergence of Internet models and technology with traditional telecom.

Challenge: FreedomPop needed a flexible billing platform to maximize revenue as it transformed the mobile services market.

Solution: Vindicia Subscribe delivers go-to-market agility to help drive customer acquisition along with retention support.

Results: FreedomPop is seeing real revenue uplift thanks to Vindicia's subscription expertise.

"It's critical to get all the nuances right, and that's why we chose to work with Vindicia. We look to Vindicia to make sure our billing processes help us retain customers."

    – Steven Sesar
      Co-founder and COO, FreedomPop

Read the complete case study.

quarterly, or annual subscriptions. Then, you can add trials, freemium subscriptions and metered usage to the mix. With Vindicia, you can easily experiment with one-time purchases and microtransactions, including virtual currencies. You find what works and keep optimizing it.

Scalability and reliability

In the online services world, scalability is essential. Your customers won't wait for you to process their transactions—or come back if they encounter error messages. With 99.99% uptime and $38 billion processed to date, Vindicia is always ready to serve your subscribers, even when demand surges or you launch a global promotion.

International support

Vindicia Subscribe and Retain let you accept any currency supported by our payment processors, including virtually all of the world's leading currencies. As you grow internationally, You can provide payment-related communications in any language that is compliant with ISO-639.2 or W3C IANA Language Subtag Registry standards. These standards cover most languages associated with major currencies.

Flexible payment options

Our solutions accept a broad range of the most popular payment methods, from credit and debit cards to PayPal, Apple Pay, Google Pay, Amazon Pay and mobile carrier billing. We also supports bank transfers, electronic checks, and region-specific payment methods. And we are constantly introducing new payment methods.

Finance and tax

Finance, tax, and anti-fraud issue are also vital to your business success. That's why Vindicia lets your finance team define your preferred revenue recognition methodology. Use multiple unit types for different taxable statuses, and take advantage of our integrated tax engine that helps you calculate, collect, and remit transactional taxes, streamlining compliance with thousands of taxes across the regions where you offer your online services.

Protect Your Bubble client success

Protect Your Bubble makes protection plans and insurance easy to understand and buy. Customers sign up online to safeguard the things that matter to them—like smartphones, tablets, and travel plans—without the confusing jargon and processes. Protect Your Bubble automatically charges them for their plans monthly or as a one-time fee, depending on the plan.

Challenge: Protect Your Bubble wanted to improve its customers' experience with a billing platform that supported recurring payments more seamlessly and efficiently.

Solution: Vindicia Subscribe helps Protect Your Bubble automate and improve its billing process.

Results: Vindicia Subscribe reduces billing frustration for customers while also saving staff time thanks to efficient billing processes.

" The implementation process itself went very smoothly, and surprisingly quickly. We told Vindicia what we wanted, and they built it for us.

– Nikki Schmitt
Customer Experience Manager
Protect Your Bubble

Read the complete case study.

Business and revenue optimization

Choosing Vindicia Subscribe or Retain is the first step to increasing your revenue. The Vindicia team can get you up and running quickly with a deployment methodology we've built around proven use cases and team-based best practices. After you're up and running, the Vindicia team keeps working with you. In business reviews, we help you optimize pricing, analyze revenue patterns, manage churn, and benchmark your performance against peers.

Summary: key benefits

Customer acquisition

- Support a broad set of flexible business models
- Offer a variety of promotions and coupons
- Determine which segments to focus on based on analytics
- Reduce chargebacks and minimize losses from fraudulent orders

Customer retention

- Increase transaction successes with patent-pending technology
- Reduce churn with retention offers
- Integrate cross-sell and upsell programs
- Manage and automate localized subscriber communications

Operational excellence

- Benefit from our PCI Level 1 service provider status to reduce your PCI compliance burden
- Extend your global reach with regional payment methods and integrated tax engine
- Rely on our scalable infrastructure with 99.99% uptime
- Leverage our Network Effect for more informed decisions

Learn more

Ready to learn more? Visit www.vindicia.com or contact us today and get ready to ride the recurring revenue wave to success.

About Vindicia

Vindicia offers comprehensive subscription management solutions that help businesses acquire and retain more customers. Providing much more than just a billing and payments system, the company's SaaS-based subscription management platform combines big data analysis, strategic consulting and proprietary retention technology. Vindicia provides its clients with more recurring revenue, more customer data, better insights, and greater value throughout the entire subscriber lifecycle. To learn more visit www.vindicia.com.

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