



FACT SHEET | APPLICATION SERVICES

# Maximize Customer Lifetime Value With Subscription and Outcome-Based Models

SAP BRIM Services by NTT DATA

## Benefits:

- Builds the right foundation for future digital business growth
- Works with prepaid, postpaid, consumption-based and revenue-sharing models
- Automates billing and invoicing process
- Simplifies the launch of product offerings and complex pricing
- Provides scalability and, by design, works with multiple invoices or invoice items

Today's customers expect personalized offers, services and experiences. To keep up, you need dynamic digital solutions that help you adapt quickly to fulfill customer demands and capture fast-moving business opportunities.

SAP Billing and Revenue Innovation Management (BRIM) is an advanced and flexible billing and subscription management solution. Modular, built to handle complex billing and invoicing processes, and designed for high-volume consumption industries, BRIM enables flexible cash-to-order models and makes the complicated simple.

By facilitating outcome-based, pay-per-use models, your organization can:

- Streamline the entire process of selling products and services
- Achieve effective revenue sharing and tailor pricing models
- Process high volume data more efficiently
- Create targeted products and services based on customers' needs

SAP BRIM Services by NTT DATA can help your organization gain the benefits of flexible billing and invoicing. Whether you're looking to add flexibility to your customer offerings or want to enable a seamless customer experience (CX), our SAP BRIM can have your organization up and running quickly with our agile methodology.

## Why NTT DATA?

- SAP global platinum partner
- More than 58 delivery centers in 29 countries provide SAP application services in all regions
- More than 30 years of SAP experience, focused on providing fully integrated client solutions
- More than 500 revenue management consultants, enabled around the world with deep technical expertise
- Experience in country-specific regulatory requirements for taxation and e-invoicing in North America, Europe, Asia-Pacific and Latin American (Brazil, Chile and Argentina)

**SAP BRIM implementation**

Quote-to-cash implementation, including subscription management, convergent charging, billing and invoicing, financials, revenue recognition and mediation



Figure 1: Our SAP BRIM Services, a one-stop shop for your subscription and billing needs

SAP BRIM solutions for billing and subscription management integrate seamlessly with your organization's customer relationship management (CRM) and enterprise resource planning systems – even if they're not SAP systems – to unlock a world of benefits. NTT DATA has decades of billing and revenue management expertise across a wide variety of industries and regions.

To help you automate the invoicing process, we leverage an established, proven methodology for rapid deployment through end-to-end product configuration, as well as CRM and revenue engine integration, driven by best practices and process accelerators, including:

- Rapid design of subscription business models
- Holistic management of recurring and usage-based revenue
- Customer-focused settlement and service at scale
- Accelerated transformation from product sales to recurring revenue models
- Real-time and usage-based services

NTT DATA offers unmatched experience in subscription, billing and revenue management, powered by the most comprehensive and fully integrated SAP BRIM Services portfolio.

**Overcome industry challenges with our expertise**

Ensure you receive the right product, in the right place, in the right quantity, at the right time – every time.

Our recent SAP BRIM success stories include:

- Implementing a subscription-based billing model for a global security alarm systems company
- Building a successful portal for an American multinational cybersecurity company's subscription business
- Implementing vendor invoicing process automation for a U.S.-based distributor specializing in IT products and services

**Outcomes delivered**

Created seamless CX via detailed insight on every invoice provided

Enabled business users to quickly create product bundles and service offerings based on customer usage analytics

Set up a single invoice per customer for all services provided

Improved accuracy in invoicing

Reduced revenue leakage and optimized collection process

Visit [nttdataservices.com/sap](https://nttdataservices.com/sap) to learn more.

NTT DATA Services is a recognized leader in IT and business services headquartered in Texas. A global division of NTT DATA – a part of NTT Group – we use consulting and deep industry expertise to help clients accelerate and sustain value throughout their digital journeys.