



# Smart Services Digital Monetization Platforms

Payments for the  
subscription economy

Q3 2017

## SMART SERVICES DIGITAL MONETIZATION PLATFORMS

APTTUS  
ARIA SYSTEMS  
AVANGATE  
BEARINGPOINT  
CHARGE BEE  
DIGITAL RIVER

CONSTELLATION  
ShortList™

**11**  
solutions  
to know

FINANCIALFORCE  
GOTRANSVERSE  
RECURLY  
VINDICIA  
ZUORA

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The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis, and briefings with vendors and partners.

### About This Constellation ShortList™

The emergence of a subscription economy coupled with digital business models drives the creation of a new type of solution known as Smart Services Digital Billing. Legacy billing systems lack the ability to support subscriptions, consumption-based models, and one-time transactions. Smart Services Digital Billing provides a billing solution for organizations operating untraditional business models. Expect Smart Services Digital Billing to support business models built on smart services for IoT, blockchain consensus and sharing economies.

### About Constellation Research

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation.

Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

## Threshold Criteria

Constellation considers the following criteria for these solutions:

- Account management
- Alerts and notifications
- Billing
- Complex event processing/workflows
- Configure, price, quote (CPQ)
- Contracts
- Financials
- Invoicing
- Integration and orchestration
- Partner platforms
- Pricing
- Product catalog and PIM
- Reporting and analytics

## Frequency of Evaluation

Each Constellation ShortList evaluation will be updated every 180 days as needed.

## Evaluation Services

Constellation clients may work with the analyst and research team to conduct a more thorough discussion of this Constellation ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

## Business Themes



Technology Optimization

## The Constellation ShortList™

Constellation evaluates over 20 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- Apttus
- Aria Systems
- Avangate
- BearingPoint
- Chargebee
- Digital River
- Financialforce
- goTransverse
- Recurly
- Vindicia
- Zuora

To learn more:

Visit [www.constellationr.com/ShortList](http://www.constellationr.com/ShortList)  
or email [shortlist@constellationr.com](mailto:shortlist@constellationr.com)



### R "Ray" Wang Founder and Principal Analyst

R "Ray" Wang provides insight into how disruptive technologies and new business models, such as digital transformation, impact brands, enterprises and organizations. He also focuses on harnessing innovation, creating next-generation business and IT leadership, and applying the new rules of business. Wang has held executive roles in product, marketing, strategy, and consulting at companies including Forrester Research, Oracle, PeopleSoft, Deloitte, Ernst & Young, and Johns Hopkins Hospital.

