

Datasheet

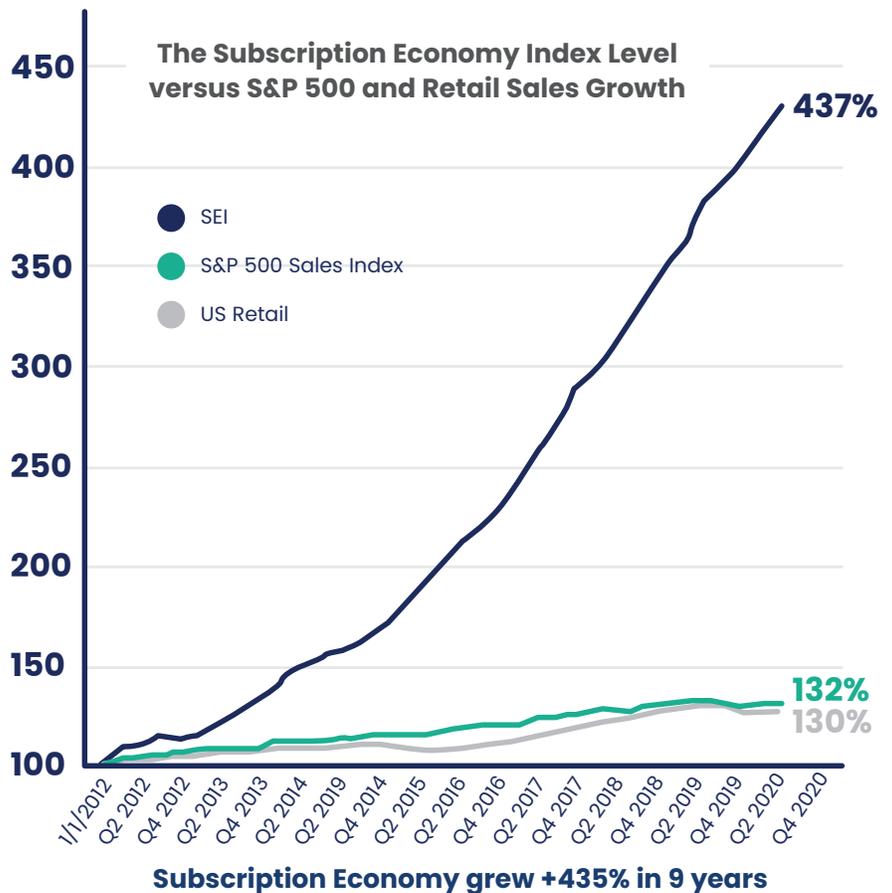
# Powering Subscription Businesses from Lead-to-Cash to Revenue Recognition



## Rise of Subscription Economy

Customers have changed. Their needs have changed. Their expectations have changed. They want guaranteed outcomes, customized experiences, and constant improvement. The end result? The explosion of new business types and models to keep customers engaged in long-term relationships.

In order to drive these dynamic experiences in real-time, businesses want detailed insights into their subscribers, optimized E2E business processes, and the sharpness to quickly respond to changing demands. Having said that, businesses can't achieve these goals with legacy systems.



# The Subscription Economy is Here to Stay

**70%**

of business leaders say subscription business models will be key to their prospects in the years ahead

**53%**

of all software revenue will be generated from a subscription model

**71%**

growth is predicted for the car subscription market between 2022-27

**62%**

of customers prefer subscription

Source: <https://www.socical.com/subscription-economy-statistics/>  
<https://www.openpr.com/news/2706917/car-vehicle-subscription-market-size-growth-rate-21-1>

## Reinvent Your Subscription Business with Ayara

Ayara is the only tool in the market that manages the complexities of recurring revenue business - irrespective of whether you leverage subscriptions, consumption, or custom pricing strategies, and streamlines revenue recognition as organizations scale and comply with existing and future revenue standards, including the new ASC 606 and IFRS 15 standards.

With Ayara, businesses can scale, respond to market demands quickly, map their customer journey efficiently, and move with agility.

- ✔ One central platform to monetize anything-as-a-service.
- ✔ Recognize revenue in real-time for strategic insights.
- ✔ Pre-built revenue reporting & analytics.
- ✔ Meet compliance requirements by automatically applying ASC 606/IFRS 15.
- ✔ SSP analyzer for periodic assessment.
- ✔ Access real-time subscription data such as MRR, ARR, and churn rates, etc.
- ✔ Extendable platform that integrates with CPQ, ERP, payment gateways, analytical data engine, or any data source.

## World's Leading Businesses Rely on Ayara



"The main win from Ayara is that it has created seamless revenue operations with our ERP system. If customers leave and then come back to buy more after we already had booked, Ayara identifies and ties the new deal with the original deal, creating a continuous update that is reported in Ayara and booked in Netsuite. This has improved our customer experience and sales efficiency significantly."

- **Jugnu Bhatia**, Chief Accounting Officer



"Ayara eliminated the manual hours needed to consolidate and clean revenue data each week. Automating this process eliminated dependency on specific resources and the occasional manual errors that led to forecast variance. The executive team really appreciated the up-leveling of the forecasting process."

- **Anthony Baxter**, Finance Director

To learn how **Ayara can open new paths of revenue growth** for your business, **book a free consultation** with our team.



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