



Case Study

Ytel Replaces Homegrown Billing and Launches New Revenue Models with Gotransverse



Company Overview

Ytel is a cloud communications platform powering more than 10 billion voice, SMS, and email interactions annually. Businesses and developers use Ytel for programmable APIs, campaign automation, and out-of-the-box contact center solutions. With a diverse customer base and usage patterns, monetization accuracy and agility are critical to profitability and growth.

Business Challenge

Outgrowing a Homegrown Billing System

As Ytel scaled its platform to handle more than 1 billion interactions monthly, its internal billing system couldn't keep up.

Key Issues:

- Inability to track and charge usage-based services with precision
- Revenue leakage due to missed invoices and payment gaps
- Lack of support for volume pricing, prepaid balances, or automated dunning
- Lengthy reconciliation cycles—executives spent 1-2 weeks each month chasing payment status and correcting invoices
 - One customer alone accumulated over \$100,000 in unpaid usage before detection.

An urgent need for a billing overhaul was clear. Ytel needed a modern, scalable monetization engine that could support usage-based pricing, enable prepaid offerings, and integrate with platforms like NetSuite to streamline financial operations.

Why Gotransverse

Ytel selected Gotransverse for its ability to automate complex billing scenarios and support new monetization strategies with precision and scale.

Key Gotransverse Capabilities:

- Support for usage-based billing, prepaid balances, and volume pricing
- Automated dunning workflows with real-time account status updates
- Seamless integration with NetSuite and existing payment gateways
- Accurate charge calculations across SMS, voice, and email transactions
- PCI-compliant, scalable infrastructure

The Gotransverse team worked alongside Ytel leadership to map requirements, model pricing logic, and configure a future-ready monetization environment without requiring custom development.

Solution & Results

With Gotransverse in place, Ytel replaced its brittle internal system with a powerful, cloud-based platform that delivered immediate operational and financial improvements:

Key Outcomes

- **Revenue Assurance:** Prepaid usage tracking and auto top-ups
- **Efficiency:** Billing administration went from requiring two weeks of executive time each month to being fully managed by just two dedicated team members
- **Accuracy:** Every customer—regardless of size—received timely, compliant invoices
- **Growth Enablement:** New prepaid and tiered services launched with built-in scale
- **Automation:** All replenishments and account suspensions now happen without manual intervention

The ability to support mixed billing models (e.g., voice + SMS + email in a single invoice) positioned Ytel to evolve its go-to-market strategy while safeguarding financial operations against the errors and inefficiencies of legacy billing.

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Adopting Gotransverse not only makes our current workflow more efficient and scalable, it also allows us to develop new revenue models that are more attractive to our customers. No business should be limited by its back-office processes.”

— Nick Newsom, CEO, Ytel

Conclusion

Ytel successfully transitioned from manual, error-prone billing to an intelligent monetization platform that supports its dynamic communications business. With Gotransverse, the team can now experiment with pricing, scale globally, and focus on customer growth—not billing fire drills.



Discover Enterprise-Grade Monetization

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About Gotransverse

Gotransverse delivers a fast, flexible billing and revenue management solution. Our intelligent cloud-based software was built by industry experts to handle the most complex pricing models. Since 2008, we've partnered with companies to streamline operations and unlock revenue potential, ensuring they can scale with confidence. From our headquarters in Austin, Texas, Gotransverse leads the way in enterprise monetization. To learn more, go to gotransverse.com.