2018 WINTER CUSTOMER SUCCESS REPORT

SUBSCRIPTION BILLING SOFTWARE CATEGORY



SUBSCRIPTION BILLING SOFTWARE OVERVIEW

Subscription billing software, sometimes referred to as recurring billing software helps take the headache out of monthly, quarterly, or even annual billing cycles. A good subscription billing software in place can speed up payment processing with fewer accounting or legal obstacles to overcome.

Most subscription billing software can adjust to fit your specific billing cycles (no matter how abstract they may be!). They take care of the entire process including invoicing, billing, fraud management and more. Read on to see which subscription billing service best fits your company's needs!



CUSTOMER SUCCESS SCORING METHODOLOGY

The FeaturedCustomers.com Customer Success score is based on data from our customer success content platform, social presence, as well as additional data aggregated from online sources and social media properties. Our ranking engine applies an algorithm to all of the data collected to calculate the overall Customer Success score. The overall Customer Success score is a weighted average based on 3 parts:

Content Score is affected by the following:

1. # of vendor generated customer success content pieces (case studies, success stories, testimonials, and customer videos)
2. Content quality score generated from all customer success content
3. % Change in Content over past 6 months
4. Number of employees (based on social media and public resources)

Social Score is affected by the following:

1. # of LinkedIn followers
2. # of Twitter followers
3. # of Facebook likes
4. Number of employees (based on social media and public sources)
5. Engagement across all platforms

Company Score is affected by the following:

1. Number of employees (based on social media and public resources)
2. Vendor momentum based on web traffic and search trends
3. Employee satisfaction and engagement (based on social network ratings)
4. % traffic increase to your Customer References
5. Lower Funnel SEO Key Term Rankings

CUSTOMER SUCCESS AWARDS



Market Leader (86 - 90)

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



Top Performer (76 - 85)

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Leader.



Rising Star (70 - 75)

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

ALL VENDORS

MARKET LEADERS	ARIA, zuora, Recurly, cleverbridge, 2CHECKOUT
TOP PERFORMERS	MOON CLERK, FastSpring, chargify, Chargebee, vindicia (Build Subscription Revenue)
RISING STARS	ChargeOver, RERUN



ABOUT ARIA SYSTEMS

Aria, the number one ranked cloud billing provider, helps enterprises monetize and grow recurring revenue at scale. Proven by the world's most demanding businesses, including AAA NCNU, Constant Contact, Falck, Hootsuite, Pitney Bowes, TDC, and VMware, Aria's billing and active monetization platform helps enterprises modernize their revenue operations with a better way to manage offers, customer accounts, billing and financial processes. With Aria, enterprises get to market faster with a wider variety of products and services, retaining more customers and maximizing lifetime value.

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ORACLE

"The powerful duo of CSC and Aria Systems is providing a user-friendly, effective, recurring revenue subscription and billing solution that accomplishes all of this at a low-cost point of entry."

Mary Jo Morris
President, Technology and Consumer Group, CSC

"We felt strongly that the Aria Subscription Billing Platform could support a business of our scale. It allowed the fastest time-to-market and expedited global deployment with the monetization flexibility that we need now and for the future."

Brad Dudas
VP, Product Management, Pitney Bowes

"We're a very lean company and want our development team focused exclusively on evolving our product suite to meet customer needs. The Aria Platform saved us critical inhouse development time by allowing us to rapidly deploy and immediately sign on new customers – advantages worth volumes to our business."

Daniel Mathews
Optimization Analyst, Hootsuite

"We knew what we wanted out of a partnership, and were confident that Aria Systems could support us every step of the way. We were impressed with the Aria Platform's ability to handle any monetization model and our teams clicked from day one."

Sal Visca
CTO, Elastic Path

CONTENT	SOCIAL	COMPANY
87	98	96

TOTAL WEIGHTED SCORE: 89

READ ALL 63 CUSTOMER SUCCESS REVIEWS FROM ARIA SYSTEMS USERS

zuora

MARKET LEADER

ABOUT ZUORA

Zuora provides the only SaaS platform that automates all subscription order-to-cash operations in real-time for any business. Companies in any industry can launch new businesses, shift products to subscription, implement new pay-as-you-go pricing and packaging models, gain new insights into subscriber behavior, and disrupt market segments to gain competitive advantage. Zuora serves more than 1,000 companies around the world in a wide range of industries, including Box, Komatsu, Rogers, Schneider Electric, Toshiba, Xplornet and Zendesk.

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"At CLEAR we are obsessed with the customer experience at every touchpoint and the on-boarding and renewal elements of our customers' journey, which are powered by Zuora, are crucial. The Zuora platform capabilities and support have helped take our billing and subscription management to the next level, setting us up for success…

Ken Cornick
COO and Founder, CLEAR

"Today, we have the largest installed base in our industry with over 500,000 connected assets and those connectivity-based services are subscription-based services. Our relationship with Zuora is important to us because Zuora is helping us transition from a lot of manual-based subscriptions to fully automating that process."

Tom Bucklar
Director of IoT & Channel Solutions, Caterpillar

"There was a pre-Zuora Box and a post-Zuora Box. It was really painful before you guys came along."

Aaron Levie
CEO, Box

"The strategic importance of digital transformation to organizations of every size, industry and geography has accelerated adoption of DocuSign around the world. Zuora offers a simple, seamless solution to support our rapidly growing global customer base. Now we have the subscription management platform we need to offer…

Eric Johnson
Chief Information Officer, DocuSign

CONTENT	SOCIAL	COMPANY
95	88	50

TOTAL WEIGHTED SCORE: 90

READ ALL 119 CUSTOMER SUCCESS REVIEWS FROM ZUORA USERS

Recurly



ABOUT RECURLY

Recurly delivers agile enterprise-class subscription management to thousands of businesses worldwide. SaaS, media, mobile, consumer goods, productivity and publishing businesses depend on Recurly's ability to cut through the complexity of subscription management to drive recurring revenue growth.

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"Recurly has greatly reduced our systems and development costs related to payments and automating our subscription processes. We were able to stand the solution up in a fraction of the time we would have otherwise and it has allowed us to focus on our product and customers."

Justyn Howard
CEO & Founder, Sprout Social

"With Recurly, we were able to launch our freemium business model fast and maintain our team's focus on our core product rather than getting sucked into the complexity of building and maintaining our own billing system. The APIs are straightforward and well-documented, and the support is excellent."

Jon Boutelle
CTO & Co-Founder, SlideShare

"We evaluated several options but Recurly had the APIs and documentation to make this solution for us as it required the least effort on our part. It was easy to understand and simple to implement."

Daniel Bretoi
Software Engineer, Qualaroo

"Recurly has been a key advantage for us and an important contributor to our recent success."

Bartosz Olchowka
Head of Development, LiveChat

CONTENT	SOCIAL	COMPANY
90	80	80

TOTAL WEIGHTED SCORE: **88**

READ ALL 30 CUSTOMER SUCCESS REVIEWS FROM RECURLY USERS

cleverbridge



ABOUT CLEVERBRIDGE

cleverbridge provides flexible ecommerce solutions for monetizing digital goods, online services and SaaS. Their cloud based ecommerce platform simplifies recurring billing, optimizes the customer experience and offers comprehensive global payment capabilities. Leveraging cleverbridge expertise, technology and services, clients effectively increase customer acquisition and retention while rapidly expanding into international markets for revenue growth. cleverbridge is headquartered in Cologne, Germany with offices in Chicago, San Francisco and Tokyo.

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"We didn't know what kind of features we were looking for. Bringing in cleverbridge gave us a lot of knowledge that we did not have in house. When we work with cleverbridge, we know that they are going to pay attention. They make us feel like we are really a part of their company."

Jeff Ozarski
Business Development Manager, Minitab Inc.

"Since the launch, cleverbridge has continued to exceed our expectations with their ongoing analysis, guidance and testing to help us grow and serve our customers."

Wayne Aiello
VP of Information Systems, Webroot

"cleverbridge's continued support and dedication to our business is not something I've seen or experienced with past ecommerce or digital marketing providers."

Jake Matulewicz
Director of Worldwide Ecommerce, ThreatTrack

"cleverbridge not only demonstrated a proven track record of delivering end-to-end e-commerce solutions for global companies, but their quality of support and services is what really made them stand out."

Mike Leyden
VP Growth, Nitro

CONTENT	SOCIAL	COMPANY
90	75	70

TOTAL WEIGHTED SCORE: 86

READ ALL 11 CUSTOMER SUCCESS REVIEWS FROM CLEVERBRIDGE USERS

2CHECKOUT



ABOUT 2CHECKOUT

2Checkout (formerly Avangate), a Francisco Partners portfolio company, is the digital commerce & payments provider that helps companies sell their products and services via multiple channels, acquire customers across multiple touch points, increase customer and revenue retention, leverage smarter payment options and subscription billing models, and maximize sales conversion rates. Avangate acquired 2Checkout in March 2017. More information about 2Checkout's Avangate platform and related services can be found on www.avangate.com. More information on 2Checkout can be found on www.2checkout.com.

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Bitdefender myFICO KASPERSKY hp HIDE MY ASS!

"Bitdefender has been working with Avangate for several years now and clearly they are more than a partner for us. Avangate are not just providing us a platform, they are enabling us to sell any model of software, via any channel, test and experiment, implement flexible pricing strategies, penetrate new global markets. Most of all, they are sharing…

Mihaela Paun
Global Online Programs Director, Bitdefender, Bitdefender

"Having strong Consumer commerce operations is even more important today given their recurring nature. Avangate has helped us to optimize and scale our Consumer business more quickly and cost-effectively. They are a true partner and have bolstered our SaaS commerce and business expertise to help us achieve our business and financial…

Brian Johnson
Area Vice President, Consumer, Absolute

"One Word: Flexibility! The support Avangate provides is really key for enabling the customer experience we expect."

Caroline Tsay
Vice President Web & E-Commerce, HP Software, HP

Solid and complex ecommerce platform. Great and responsive account management. I enjoy working with these guys, things are moving quickly.

Kamilo Tomas
Senior Online Sales Manager - Eastern Europe, Kaspersky Lab

CONTENT	SOCIAL	COMPANY
97	76	51

TOTAL WEIGHTED SCORE: 88

READ ALL 88 CUSTOMER SUCCESS REVIEWS FROM 2CHECKOUT USERS

MOONCLERK

TOP PERFORMER

ABOUT MOONCLERK

MoonClerk is an all-in-one solution for recurring & one-time online payments. MoonClerk is ideal for Web Designers, Non-Profits, Of-The Month Clubs, Subscription Services, Dance Studios, Private Schools, Churches, Gyms, and more.

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"We use MoonClerk for all of our donations. In the last year we've increased our monthly donations by 42% and almost doubled our number of monthly donors, just through changing our system to MoonClerk… It's easier for our donors. It's easier for us."

Ryan McCrary
Founder and Executive Director, Great Outdoor Adventure Trips

"MoonClerk helped us scale our business quickly; growing over 450% in the past 2 years. The efficiencies we've gained through MoonClerk have allowed us to shift 2 roles within our organization from managing development and payment processing to sales and marketing."

Andy Potts
Professional Triathlete, Andy Potts Racing

"MoonClerk integrates perfectly with our Squarespace site and it is easy to use. Basically, MoonClerk's platform checked all of the boxes we needed to drive consistency in payments and real-time team notifications. I cannot begin to say how many hours MoonClerk's automated billing system has helped us save."

Bryan Caplan
CEO, BJC Branding

"We use MoonClerk to handle billing for all our 'website as a service' clients. MoonClerk has helped us grow our recurring revenue to 25% of our overall business and helped us chart a course to a 100% recurring revenue business model in the near future."

Karan Gill
Director of Business Development, Bigfoot Web

CONTENT	SOCIAL	COMPANY
95	50	40

TOTAL WEIGHTED SCORE: 82

READ ALL 81 CUSTOMER SUCCESS REVIEWS FROM MOONCLERK USERS

FastSpring

TOP PERFORMER

ABOUT FASTSPRING

FastSpring builds you a highly customizable, hosted order page (view samples) that seamlessly integrates with your existing website's design and automatically displays to your customers in their local language and currency. Order pages are optimized for all major desktop and mobile browsers. Intelligent payment routing gives you increased customer payment success rates.

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CONNECTIFY

"Working with Fastspring has been an incredible joy. In this age of impersonal transactions, the fact that one can actually communicate with caring individuals, who seem to love their job and their company, is not only refreshing but sets Fastspring lightyears ahead of the competition. Well done."

Robert Sowah
CEO, idoodlesoftware inc.

"Just wanted to tell you guys that you have by far the best e-Commerce product we have ever used. Your product is very easy-to-use, extremely flexible and modern. Keep up the great work."

Thomas Markel
MarkelSoft, Inc.

"After switching to FastSpring, our sales increased over 15%. We experienced a significant increase in order size due to the better implemented shopping cart functionality."

Niclas Bahn
Co-Founder, Noise Industries

"FastSpring's affiliate program is extremely efficient and cost effective. Not only have they removed startup costs and hidden fees, their process ensures that our partners get paid in a timely manner."

Mike Burda
Sales and Business Development, Smile

CONTENT	SOCIAL	COMPANY
86	70	75

TOTAL WEIGHTED SCORE: **83**

READ ALL 58 CUSTOMER SUCCESS REVIEWS FROM FASTSPRING USERS

chargify



ABOUT CHARGIFY

Chargify is a globally-recognized leader in the Recurring Billing and Subscription Management space. Chargify Elastic Billing turns billing into a competitive edge for modern recurring revenue-based businesses that need to personalize and differentiate their offerings for the Relationship Economy. Elastic Billing is transforming the way that businesses package, price, and promote offers and manage change over time.

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"We are so glad we chose Chargify for our billing & subscription management. The features we need, painless integration, and excellent support. Kajabi is definitely a happy Chargify customer."

Kenny Rueter
Co-Founder, Kajabi

"After my previous recurring processor's support failed to meet my expectations, I began looking for alternatives and found Chargify. Not only did their support team exceed my expectations with responsive and thorough replies to my questions, I also feel more confident in the stability and longevity of Chargify."

Vinnie Murdico
Owner, HOASpace.com

"Our Chargify integration is one of our most popular. We have many mutual users who run Chargify for their recurring billing and LeadDyno for their affiliate tracking. Chargify has been an excellent partner for us. It's the first place we send our customers who are looking for help in setting up a monthly billing system!"

Brett Owens
Marketing Director & Co-Founder, LeadDyno

"I love that with Chargify, we don't have to focus on billing. We have the freedom to focus our development efforts on a product that people want to pay for! Thank you Chargify for allowing us to spread our wings."

Eric Sloan
Director of Product Development, Piers

CONTENT	SOCIAL	COMPANY
86	77	25

TOTAL WEIGHTED SCORE: 77

READ ALL 86 CUSTOMER SUCCESS REVIEWS FROM CHARGIFY USERS

Chargebee



ABOUT CHARGEBEE

Chargebee is a PCI Level 1 certified recurring billing platform for subscription based SaaS and eCommerce businesses. Chargebee integrates with the leading payment gateways around the world to let you automate payment collection, invoicing, email notifications and customer management. With power packed integrations such as MailChimp, ShipStation, Salesforce and Shopify, Chargebee takes the pain out of subscription billing.

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"Chargebee is intuitive, simple to use, and powerful. We always receive prompt replies that show a high level of consideration and thought. We highly recommend Chargebee!"

Jeff Mealime

"Working with Chargebee to implement our billing system has been a pleasure. Their APIs and documentation are clear and easy to work with and their support team is excellent. They have been very responsive to suggestions and feature requests."

David Henderson
Lead Developer, Triggered Messaging

"We're very happy with Chargebee. It's a well-thought out system that has almost everything that we need to power our translation project management software, The support team are very responsive and they are constantly adding useful features. Highly recommended."

Fola
Translations Projex

"A great solution for subscription billing. We shopped around and nothing had the features and ease of use that Chargebee has. Simple and seamless. Highly recommended."

Phil
Learning Success Blog

CONTENT	SOCIAL	COMPANY
86	77	41

TOTAL WEIGHTED SCORE: **76**

READ ALL 13 CUSTOMER SUCCESS REVIEWS FROM CHARGEBEE USERS

vindicia®
Build Subscription Revenue

TOP PERFORMER

ABOUT VINDICIA

Vindicia, an Amdocs company, brings enterprise-class innovation to consumer-facing subscription billing to help businesses acquire and retain more customers by making payments seamless, secure and easy. Vindicia® CashBox® and Vindicia Select™ subscription billing and customer retention solutions keep consumers connected to the subscriptions they love, and businesses connected to the revenue they need. Vindicia's trusted SaaS-based platform increases recurring revenue and reduces customer churn.

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allrecipes.com cbusa FreedomPop MLG Perion

"More customers are renewing their subscriptions since we turned to Vindicia. Our transaction success rates have climbed by as much as 10 percent."

Paul Kriloff
Senior Manager Of Customer Revenue And Customer Acquisition Marketing, Allrecipes

"We wanted flexibility, and Vindicia didn't have any peers when it came to flexibility. Their team was also geared towards sharing best practices for consumer subscription billing, and helping us make sure we were maximizing revenue from the beginning."

Steven Sesar
Co-Founder and COO, FreedomPop

"Vindicia CashBox has enabled us to smoothly transition into a subscription billing model, yet still handle one-time payments for specific offerings,This flexibility enables us to focus our energies on crafting a compelling experience for our tournament players and fans, alike."

Steven Flenory
Studio Director, Major League Gaming

"Vindicia Select resolves many of the causes of failed transactions, so we keep customers longer. This increases ACLV, allowing for higher investments in acquisition. It's a domino effect, with higher acquisition and retention working together to boost revenues significantly."

Aryeh Brickner
Vice President of Marketing Consumer Apps, Perion Network

CONTENT	SOCIAL	COMPANY
90	70	68

TOTAL WEIGHTED SCORE: **85**

READ ALL 6 CUSTOMER SUCCESS REVIEWS FROM VINDICIA USERS

ChargeOver



ABOUT CHARGEOVER

ChargeOver automates invoicing, payment acceptance, & more for any business traditional small business, services, enterprise, ecommerce, SaaS, and others. Automated invoicing, accepting payments, contacting customers for new payment information or about missed payments, and more. ChargeOver's flexible setup allows you to invoice exactly the way you want you're in charge, not your invoicing app.

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"I'm thrilled with the ease and functionality. Our yearly renewals went off without a hitch."

Kevin Damghani
Owner, Computer Rescue 911

"There aren't many companies with a great product who are also great at customer service. But ChargeOver excels at both. That's why I recommend it so highly to anyone looking for a payment solution."

Ryan Parshall
President, Lure Creative

"We love using ChargeOver. Our billing is now seamless and the customer service is exceptional!"

Summer Tucker
Dir. of Investor Success, NSRInvest

"The responsiveness has been fantastic. That's your advantage versus other solutions we've used."

Troy Nield
Sr. Accounting Advisor, Security Alarm Now

CONTENT	SOCIAL	COMPANY
89	71	10

TOTAL WEIGHTED SCORE: 75

READ ALL 13 CUSTOMER SUCCESS REVIEWS FROM CHARGEOVER USERS

RERUN

RISING STAR

ABOUT RERUN

Rerun is a software company that had the need to bill their customers monthly for their support plans. Rerun is for any business, organization or association that wants to automate their recurring, subscription or membership billing and accept recurring payments via credit card and ACH. Rerun is a web-based tool that allows you to accept payments from customers or clients on a recurring basis by credit card or bank transfer. With Rerun, you can create event-based email templates to send to your customer groups, track payment activity and pull customized reports. Rerun is part of Acclivity's dynamic product portfolio.

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"The system has helped me save time and energy in operating the club. The synchronization with Xero and automatically creating reoccurring invoices are great."

Frank Goodyear
Treasurer, Rafael Evening Rotary Club

"Rerun has been incredibly responsive to my company's needs. I would definitely recommend them."

Jamie Yuenger
Founder, StoryKeep

"Rerun has saved us hours each week that used to be spent tracking down payments. The interface is simple to use and we love the "set it and forget it" automation. Rerun is the best, most cost-effective payment processing solution available."

Micah Pfaffe
Business Manager, CWC Storage

"Rerun is perfect for my business, very user friendly and convenient. You put the information in one time and you don't have to worry about it again! The fee is minimal for the service that it's provided!"

Sarah Corey
Owner, Movement for Life Massage, LLC

CONTENT	SOCIAL	COMPANY
85	46	28

TOTAL WEIGHTED SCORE: 73

READ ALL 21 CUSTOMER SUCCESS REVIEWS FROM RERUN USERS