

OVERVIEW

Adapting to the Subscription-Based Economy

Almost every hot and up-and-coming tech start-up has a subscription business model and that is no coincidence. High growth consumer brands such as Netflix, Spotify, Amazon Prime and Zipcar, understand the value of the subscription model. Likewise, B2B companies such as Salesforce, DropBox, Slack and every “XaaS” company take advantage of the compelling economics of a subscription-based, recurring revenue business.

To meet this shift, Mobile Matterz has custom-built a database engine that has the capability to collect, monitor, and retain an endless amount of data streams to make your customer’s experience with your brand an exceptional one. With MM technology, track all relevant data points and integrate with customer management tools (3rd party integrations included) in one simple and intuitive platform.

Recurring billing — or we can call it the ‘subscription business model’ — is the new black of Internet marketing. Recurring billing is an industry game changer. If you don’t start a subscription component to your business, then you’ll have to compete with companies in your industry that do.

Neil Patel KISSmetrics

ONE POWERFUL PRODUCT

MM SubHub offers an infinite number of accounts, products, services, price plans, bundles, promotions, tiers and combinations that enable you to deliver what your customers want, when and where they want them and to reward them for sticking with you. Optimize and iterate quickly with the tools to test and analyze results so that you can pivot or double-down to maximize profits. You can also fully automate the customer ordering, provisioning, service and maintenance processes.

It’s all the things you need to enhance the brand experience in one platform.



Subscription Management Platform

- Track customer behaviors to target or personalize.



Customer Relationship Management (CRM)

- Inventory management and fulfillment system.



Point of Sale (POS) System

- Adaptability for multiple online payments systems such as Apple Pay, Paypal, Stripe.
- Double-verified SSL and password encryption to protect sensitive customer information.
- Commission tracking for POS.
- Custom administrative interface to clarify permissions between team roles.

WHY MM SUBHUB?

Whether you're a passionate start-up founder or a seasoned exec looking to innovate your customer engagement strategy, MM SubHub enables companies to launch and scale subscription businesses and manage the entire lifecycle of their subscribers, products and revenue streams.

MM SubHub has the functionality of multiple customer relationship management tools all rolled into one, including:

Products and Pricing

- Easily manage products, services, price plans, bundles, terms for B2B and B2C.
- Quickly iterate your product offers, bundles and pricing plans.

Subscription Management

- Optimize customer lifetime value (CLV) with engagement tracking via the subscriber management portal.
- Hassle-free service activation to get your customers on-boarded quickly and seamlessly.
- Target and personalize offers with sophisticated segmentation based on customer behaviors.

Flexible Revenue Models

- Address all types of customer needs with a robust billing and revenue management engine.
- Package your products with advanced revenue modeling tools and unlimited customer categories.
- On-demand reports from our intuitive admin portal all in real-time.

Web Commerce-Self Service and Customer Care

- E-commerce and self-service sites combined with powerful billing solutions.
- Pricing and payment packages to meet any business strategy including free trials and freemium models, flexible payment plans, tiered pricing structures, unlimited plans or your innovative pricing ideas.

Customer Web Portal and Dashboards

- Customer Care Portal gives care agents easy access to the relevant data needed to quickly address customer inquiries.
- Optional connection to Salesforce CRM.

Automated Secure Payment Processing

- Suite of tools for seamless, secure, automated recurring payment processing.
- Support credit/debit cards, Paypal, Direct Debit, ACH, Alternative currency.
- Double-verified SSL and password encryption to protect sensitive customer information.

Handle Returns and Refunds

- Connect your preferred payment processor to SubHub with payment APIs.
- Mobile payments and mobile wallet solutions available.

Sales Channel Management

- Point of Sale (POS): Powerful retail and agent channel sales module to streamline, track and manage sales and cash receipts.
- Tie commissions, promotions and incentive plans by location and/or channel.
- Hierarchical channel structure provides each sales tier the visibility and control needed to manage the underlying tiers and end users connected to that channel.
- Optional connection to Salesforce.

Revenue Tracking and Assurance

- Minimize Revenue Leakage: Manage every revenue moment by ensuring that customers get the product and services they are entitled to but are blocked from those that they have not paid for.
- Revenue Assurance: Tie out revenues with associated cost of goods (COG) from your suppliers.
- Automated credit and collections modules.
- Permissions-based access to clarify permissions between team roles and limit access to appropriate personnel. Make updates/changes in real-time from customized admin interface.

Integration with Other Applications and Platforms

- Utilize MM's growing suite of integrated applications such as CCH-Wolters Kluwer Tax Software, several mobile device suppliers and fulfillment solutions, multiple payment processors, OTT Video Monetization Platform & Salesforce or integrate quickly and efficiently with MM's REST API library.



MM SUBSCRIBER MANAGEMENT HUB

PRODUCT GUIDE

How MM Customers are Leveraging SubHub

Our entire platform is **database driven** which means that any query you can ponder, we can provide a solution through your existing dataset. For many customers this has taken the shape of customizable reports, which can be modified to share internally to track online sales or directly with your customers to manage purchased subscription-based products and services. Pretty cool right?

Here are just a few ways clients are currently using MM SubHub to track multiple data sets:

Product and Data Usage

- Mobile usage
- Reference/marketing codes
- Lead gen
- Referral codes
- Campaign tracking

Customer Behavior

- Number of brand interactions
- Behavior pre- and post-sale
- Subscription status

Third Party Integrations

- Salesforce
- Pardot
- Kiip
- Wolters Kluwer-CCH Tax

Flexible Billing Triggers

- Multitude of rate types
- Manage and adapt rate plan

Fulfillment and Inventory

One of the biggest barriers to entry for a growing business can be the upfront cost of stocking large quantities of inventory prior to selling. MM Fulfillment significantly reduces capital needed but also helps manage risk from slow selling or obsolete products.

Accounting Module

- Autopay
- Payment processes
- Multiple payment gateways
- Tax management software
- Late payment alerts and triggers
- Subscription renewal

To learn more about ways to optimize your customer experiences and increase revenue, [contact us](#).