

Overview

Aria Marketplace Suite enables B2B and B2C marketplace providers to generate recurring revenue from subscription-based and usage-based services.

Benefits

- Enhances the partner experience
- Increases customer lifetime value
- Ensures scalability by automating partner lifecycle processes
- Improves relationships across all marketplace participants
- Enables growth through usage-based services and bundling

Features

- Partner Portal
- Product Catalog Approval
- Revenue Share Calculator
- Partner Purchase Notification
- Usage Processing

Aria Marketplace Suite

Enabling Enterprises to Create Marketplaces and Add Subscription Services

Ecommerce activity continues to grow across both B2B and B2C business models, driven in large part by online marketplaces. In 2019, 50% of ecommerce sales were made through marketplaces. Naturally, enterprises that have an existing ecommerce presence want the ability to capitalize on this trend and quickly stand up a marketplace to harness that market force for growth. Companies with existing marketplaces want to enhance and grow by adding the kinds of subscription- and usage-based services their current systems are not equipped to handle.

Aria Marketplace Suite, an extension to the company’s cloud Billing and Monetization Platform, augments ecommerce platforms by providing the ability to manage recurring billing and the lifecycle changes that accompany digital subscriptions and usage-based services. Recurring revenue services require dynamic changes to product offers and bundles. With Aria Marketplace Suite, enterprises can create bundles across multiple partner products, easily manage revenue share calculations and pay outs, and coordinate customer activities.

Aria Marketplace Suite accelerates time-to-market for new products and services and increases flexibility for marketplace providers, offering an easy onboarding experience for partners, a comprehensive set of product management and revenue management tools for operators, and a seamless billing and payments experience for end customers.

Aria Marketplace Suite Highlights

Orchestrates Activities Between Marketplace Participants

Aria Marketplace Suite automates transactions, provisioning, billing and communications between marketplace providers, partners and customers, which provides the ability to respond to lifecycle changes including upgrades, downgrades, and free-trial rollovers. This reduces revenue leakage and increases customer satisfaction.

Enables Frictionless Partner Onboarding and Partner Enablement

Aria Marketplace Suite allows marketplace providers to codify agreements between provider and partner, swiftly introduce offers into the marketplace, and offer products alongside, and bundled with, partner products. Partners can view information and purchase history of their customers to adapt their offers in response to customer demand.

Coordinates Back Office Operations to Protect Customer Lifetime Value

Aria Marketplace Suite facilitates the introduction of new partner products/bundles and implements an approval process which balances ease, speed and control while maintaining high quality, protecting the lifetime relationship with the end customer.

Automates Revenue Sharing to Ensure Scalability

Aria Marketplace Suite defines rules for revenue sharing ranging from a simple split to threshold-based tiers, automates revenue share calculations, executes distributions, and enables communications with partners, maximizing revenue and efficiency as the marketplace scales.



Did you know?

“50% of eCommerce sales were made through marketplaces in 2019, contributing \$1.7 trillion to the economy.”

Aria Marketplace Suite Extends Aria Billing and Monetization Platform to Accelerate Launch

As an extension of Aria’s Billing and Monetization Platform, the Aria Marketplace Suite accelerates marketplace innovation, combining critical partner management capabilities with lifecycle management functionality.



Partner Portal

Partners can create and manage their own subscription-based and usage-based product offers with an optional approval step from the marketplace provider. The portal allows partners to manage product descriptions and brand presence, format recipient information, establish protocols for purchase notifications and access information related to purchase history for customers of their products.



Product Catalog Approval Engine

Marketplace providers can choose the approval processes for individual partners, allowing creation of new products or updates to become effective immediately, or after review and approval by the marketplace provider. Marketplace provider and partner stakeholders are notified of product catalog changes, and once approved, the approval engine can automatically notify partner stakeholders or customers of changes and availability of products.



Revenue Share Calculator

Marketplace providers can define revenue sharing arrangements with the partner and then calculate remittance due to partners, generate transaction summaries and detailed reports, and feed information directly to accounts payable systems.



Partner Purchase Notification

Aria Marketplace Suite orchestrates provisioning, entitlement, activation or fulfillment, managing communications to systems or human agents for activating or deactivating services and to an order management systems for one-time goods. All orchestration is based on the status of payment for services. Aria supports email or direct post of structured Aria format information (e.g. https, XML)



Usage Processing

To support “pay-as-you-go” and consumption-based services, Aria Marketplace Suite ingests highly structured or partner-tailored usage data from diverse partner systems and can also load non-billable usage data that can be leveraged for analysis and for event triggering.

About Aria Systems

Aria Systems’ cloud-based monetization platform is the analysts’ choice, top ranked by leading research firms. Innovative enterprises like Adobe, Allstate, Comcast, Philips and Subaru depend on Aria to accelerate time to market and increase flexibility, enabling them to maximize customer value and grow recurring revenue through subscription and usage-based offerings.