SAP BRIM

-Arun Jaiswal.



Recurring Revenue vs Discrete Product Sales.



Software company moving from license software to subscription services.



Technology & media company selling cloud, digital content & streaming subscription services.



Automotive companies moving into mobility & ride share business.



Printer companies selling by the printed pages.

Recurring Revenue Key Characteristics



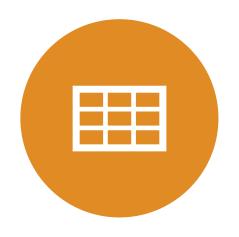
TRANSACTIONS



Our data model should be so strong to support monetization of any services.

Recurring revenue businesses generates a massive volume of transactions.

Types of Recurring Revenue Businesses Model.



CONSUMPTION BASED MODEL (USAGE BASED MODEL).



SUBSCRIPTION BASED MODEL.



EVENT BASED MODEL.



Netflix, Amazon prime, Spotify.



Salesforce, The Economist.

Companies.



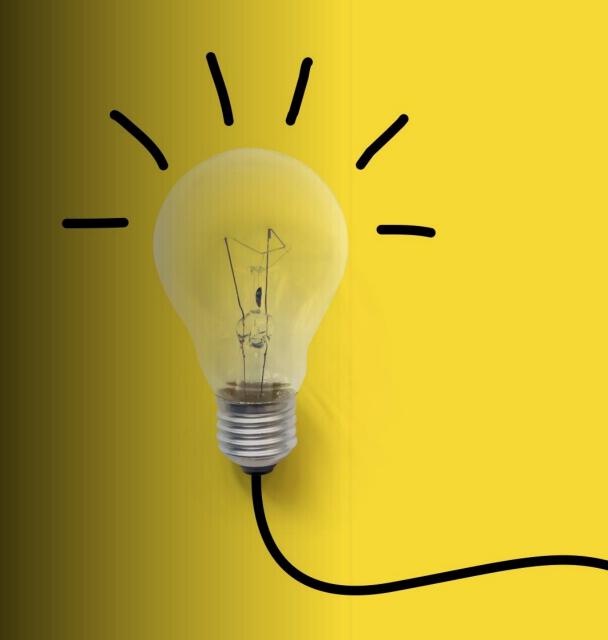
Linkedin, NY times.



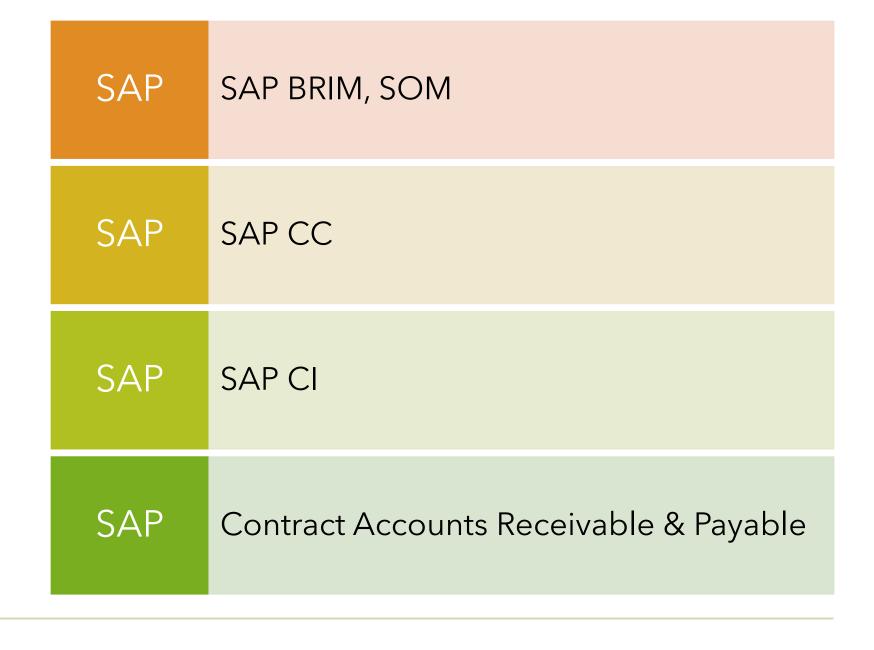
Amazon webservices.

SAP BRIM (Billing & Revenue Innovation Management)

SAP BRIM, previously known as SAP Hybris billing, is a comprehensive solution for high volume consumption businesses.



SAP BRIM Components.



SAP BRIM Peripheral Solutions

