



# TURNING CUSTOMERS INTO SUBSCRIBERS

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A woman with blonde hair in a braid, wearing a black long-sleeved dress and black high-heeled sandals, stands smiling in front of a large, ornate golden door with intricate carvings. The door has two octagonal panels at the bottom. The background is a light-colored wall with a door handle and keypad on the right side.

# WE NOW LIVE IN A SUBSCRIPTION ECONOMY

#shifthappens

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# A SHIFT FROM PRODUCTS TO RELATIONSHIPS

Products

1970s



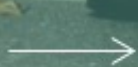
Product + Services

1990s



Customer Centric

2000s



Relationship Centric

Today

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**THE WAY  
PEOPLE BUY  
HAS CHANGED  
FOR GOOD**

**We have new expectations**

**OUTCOMES**

Not Ownership

**CUSTOMIZATION**

Not Generalization

**CONSTANT IMPROVEMENT**

Not Planned Obsolescence

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# A GLOBAL PHENOMENON

80%

Of customers are demanding new consumption models

- *The Economist* 2014

50%

Of people in France are moving away from traditional ownership

- *Institut Français D'opinion Publique (IFOP)*

80%

Of German companies have dealt with the issue of subscription business models.

- *IDG Research Services*

\$420B

Spent on subscriptions in the US in 2015; up from \$215B in 2000.

- *Credit Suisse*

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# EVERY INDUSTRY IS SHIFTING

Leaders are creating new experiences through a new kind of business model





# THE BEST COMPANIES HAVE REINVENTED THEMSELVES—AWAY FROM PRODUCTS

#allaboutrelationships

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# IN THE LAST 15 YEARS, 52% OF THE FORTUNE 500 COMPANIES HAVE DISAPPEARED

1955

vs.

2015

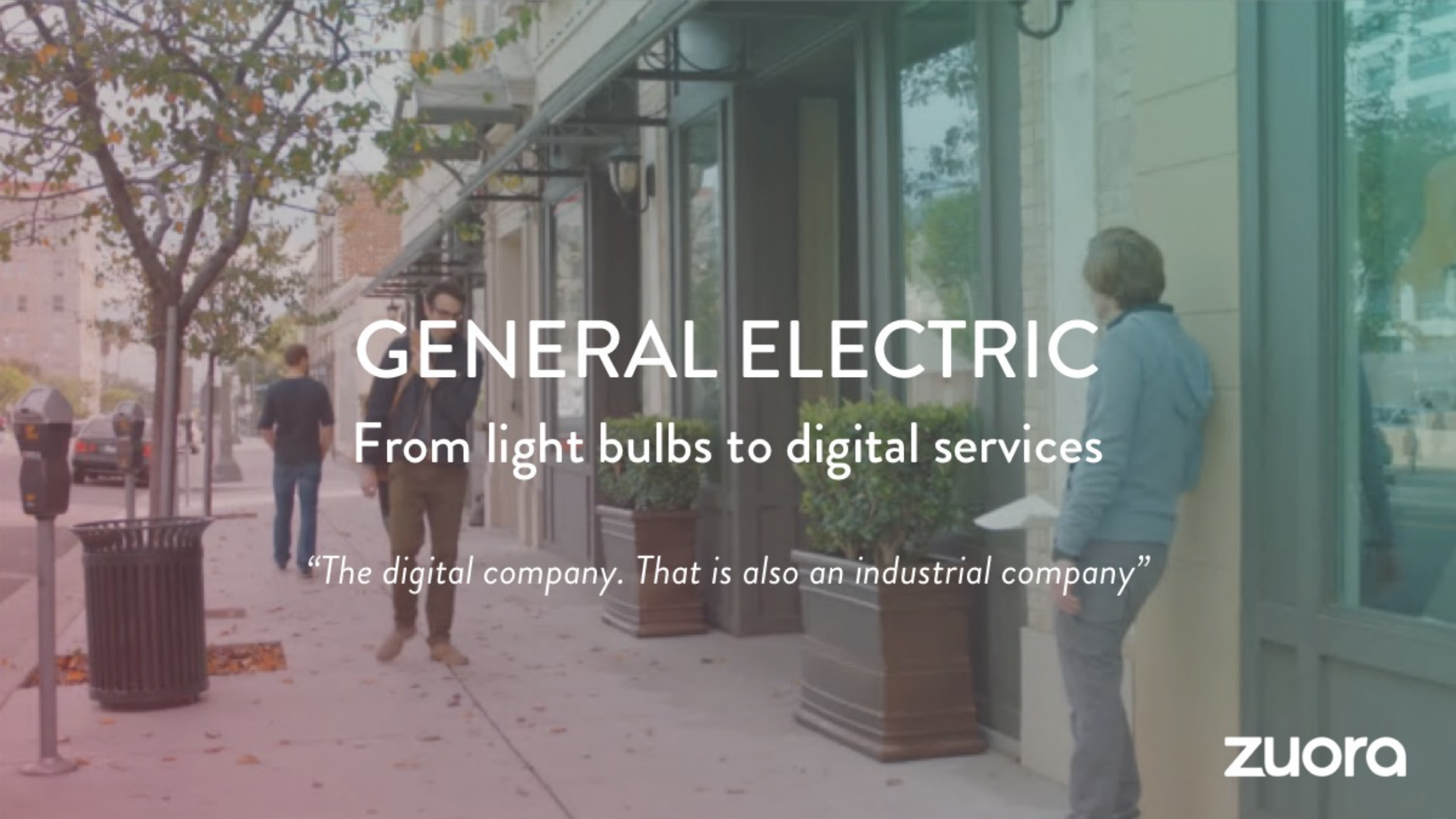
*Average life expectancy 75 years*

*Average life expectancy 15 years*

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# WHO SURVIVED THE MASS EXTINCTION?



# GENERAL ELECTRIC

From light bulbs to digital services

*“The digital company. That is also an industrial company”*

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**Bob Dylan +  
IBM Watson**

**IBM**

**From punch card tabulators to cognitive data services**

*Bob Dylan + IBM Watson*

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OUR  
BLADES  
ARE  
F\*\*KING  
GREAT

# UNILEVER

Buys Dollar Shave Club for \$1 billion to challenge P&G



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A photograph of two men sitting in white plastic chairs in a cafe, laughing heartily. They are both holding coffee cups. The man on the left is wearing a light pink shirt and blue jeans, while the man on the right is wearing a blue checkered shirt and blue jeans. The background shows a cafe counter with various items like coffee bags and glassware. The image has a semi-transparent dark overlay.

# AMAZON, GOOGLE, APPLE, FACEBOOK, SALESFORCE

The relationship-makers

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# UBER, SPOTIFY, BOX, AIRBNB

The new disruptors

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An aerial, high-angle photograph of a busy pedestrian plaza. The ground is paved with a complex geometric pattern of large, light-colored tiles forming a grid of squares and diamonds. Numerous people of various ages and ethnicities are walking across the plaza in different directions. Long, dark shadows are cast across the pavement, indicating a low sun position. The overall scene is one of a vibrant, public urban space.

WHAT IS THE COMMON THREAD?

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# THEY UNDERSTAND WE WANT THE SUBSCRIPTION EXPERIENCE



Ongoing  
Value



Memorable  
Experiences



On-demand  
Fulfillment



Anywhere,  
Real-time

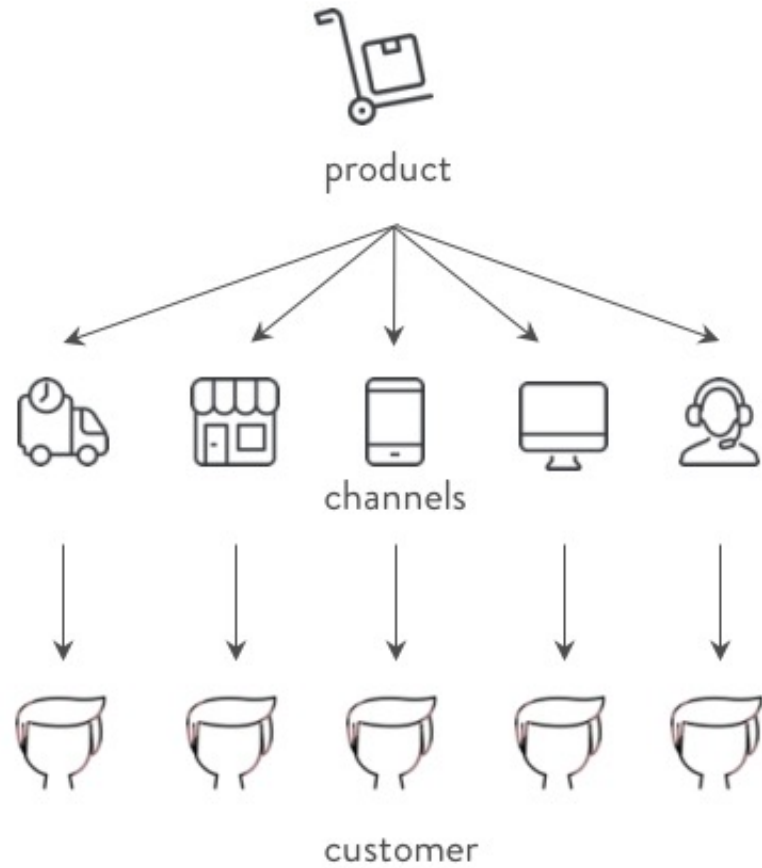


Personalized  
Service

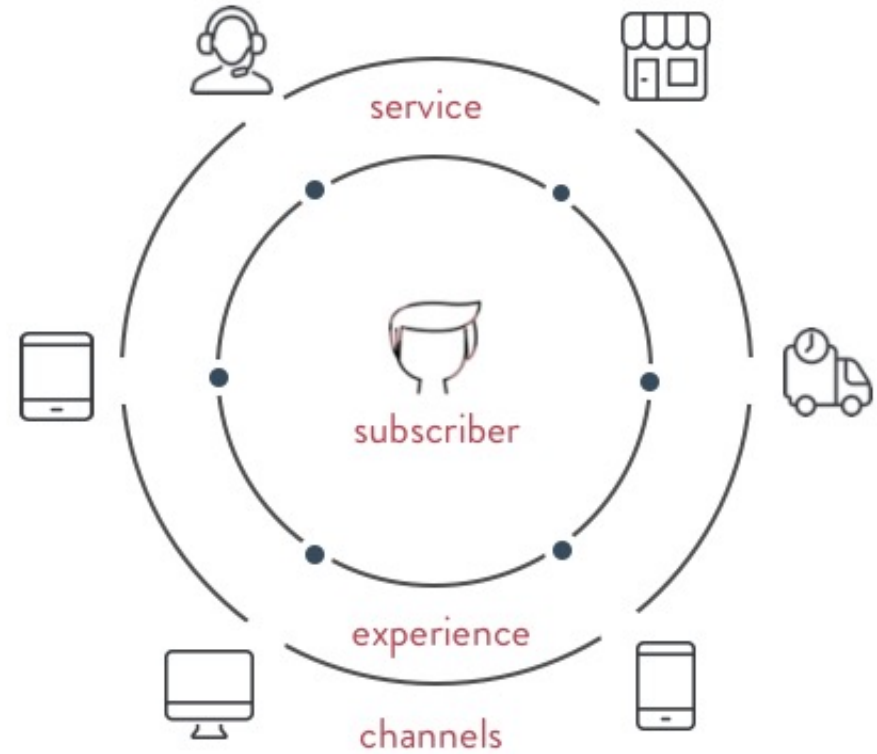
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# IT'S A NEW WAY OF THINKING



VS.



# THIS CHANGES EVERYTHING

PRICING

Unit Sales



Value pricing

MARKETING

Branding



Experience

SALES

Selling products



Solving needs

FINANCE

Unit margins



Customer lifetime value

CULTURE

Hit products



Deep relationships

# SUBSCRIBER IDENTITY

*Demographic data*

*Behavioral data*

*Financial data*

**#beyondCRM**

*Old world:*

## TRADITIONAL RECORD

Name	Phone
Email	Company
Twitter	Facebook

*New world:*

## SUBSCRIBER IDENTITY RECORD

Purchases	Payment history	Customer Moments
Products	Refund history	Usage metrics
Local Pricing	Lifetime Value	Add-Ons
Promotions	Renewal Value	
Adjustments	Aging balance	

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# THAT'S WHY WE BUILT ZUORA

A unified solution for the Subscription Economy

## Subscriber Management

Cross-sells  
Upsells  
Renewals  
360 Sync

## Pricing & Packaging

Pricing  
Bundling  
Entitlements

## Billing

Rating  
Taxation  
Billing  
Collections

## Payments

Credits  
Adjustments  
Online Payments  
Offline Payments

## Quoting

Configuration  
Guided Selling  
Rules Engine

## Revenue

GL Integration  
Revenue  
Recognition  
Accounting Close  
Roll-Up

## Analytics

Dashboards  
Sub. Identity,  
Report Builder  
Segmentation  
Triggers

## Platform

Integration Scalability Reliability Security Compliance Extensibility

#happybusiness

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

— Aaron Levie, CEO

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“Zuora has given us more presence on the global stage to be able to sell to more markets, to more people.”

– *John O’Donovan, CTO*

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**Schneider**  
Electric

“Zuora is helping us to achieve our ultimate goal: to improve the environments where people live and work, while dramatically reducing the consumption of resources.”

– Cyril Perducat, EVP of Digital Services, IoT

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THE END

#startyourstory

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