birlasoft

Birlasoft XaaS
- Anything as a Service

Unlock business growth

A Shift Towards New Business Model

With customers expectation from businesses changing rapidly it is imperative for businesses to adopt new business models. A business model which will allow Organizations to deliver value and create a streamlined experience for customers.

XaaS – Anything as a Service is a business model in which enterprises can develop a smart intelligent platform/package/entitlement (called as offer) as a combination of multiple products and services. XaaS allows enterprises to adopt a service-oriented business model which enhances the value of a business by reducing costs of asset ownership, allowing management to focus on entrepreneurial opportunities, access to newest technology and divesting activities with low value-creation prospects
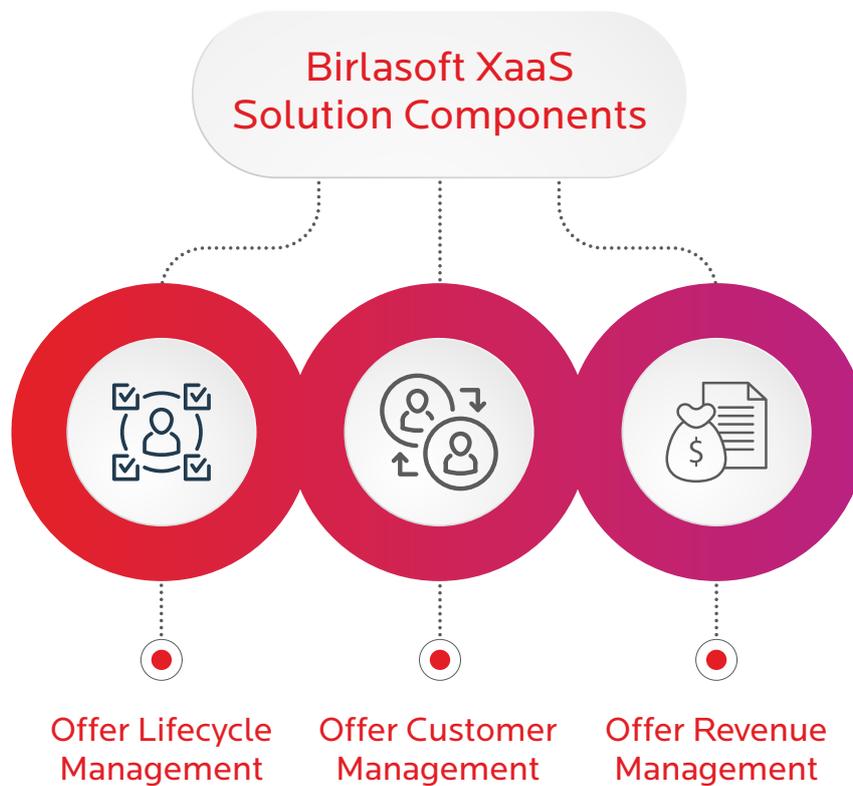
Challenges

The introduction of XaaS business model might result in challenges for organization such as transitioning from traditional IT solutions to diverse XaaS solutions and interoperability issues among various XaaS solutions. Companies existing IT System might be non-capable to enable XaaS Business Model. If the transition to XaaS business model is not done well, it might lead to Product Slow to market, Wrong offers to market, Waning customer loyalty, Increased customer frustration, Customer finding better offer from competitor.

Birlasoft a trusted global IT transformation partner address these challenges and enables organizations to transition from traditional business model to XaaS business model.

Birlasoft XaaS Offering

Birlasoft offers pre-configured end-to-end technology solution for enabling XaaS business operating model for any enterprise. Birlasoft's XaaS Model Company template has prebuilt process for innovate to commercialize, quote to subscription, subscription to billing, revenue to offer initiatives, monitor to resolve & adoption to retention.

Birlasoft XaaS Solution has been purposefully built to help enterprise organization to respond to market shifts and accelerate new business model transformation with a freedom to work with existing application architecture.

Birlasoft XaaS Solution Components

Offer Lifecycle Management

Offer Lifecycle Management develops and delivers new offers based on market requirements. Offers are built in collaboration with different teams with modern technology needs.

Solutions Features

- Register Offer
- Offer Assessment
- Commercial Design
- Construct Offer
- Publish offer
- Offer Modeling
- Offer Launch

Solution Benefits

- Shortens time to market
- Single source of truth for offer and offer structure
- Enable collaboration during offer lifecycle management
- Realtime visibility across application
- Enhance offer quality

Offer Customer Management

Offer Customer Management has been developed using Design, Launch, Sustain, Renew (DLSR) framework. Enable the sales management team to develop a strong business pipeline and opportunities for the new offers. Also enable the team to share the customer feedback to the offer managers to improve the quality of the existing services and customer experience.

Solutions Features

- Offer Launch
- Offer Commercialization
- Offer Sustain
- Offer Upsell, Cross Sell, Upgrade, Downgrade, Cancel
- Offer Service Automation
- Offer Monitoring – Csat, Renewal, Replace
- Offer Management

Solution Benefits

- Enhance strong relationship with customer
- Expedite the offer delivery
- Create KPI – Offer Lifetime Value, Churn Rate, Revenue Management
- Support service using IOT

Offer Revenue Management

Offer Revenue Management has been developed to increase the revenue growth and decrease the cost of the product maintenance. Enables the finance team to share the feedback about the revenue generation, life cycle time value, customer renewal rate about the offering.

Solutions Features
- Offer billing & invoicing
- Offer revenue recognition
- Offer Cost Optimization
- Offer pricing management
- Offer financial management
- Offer fund management
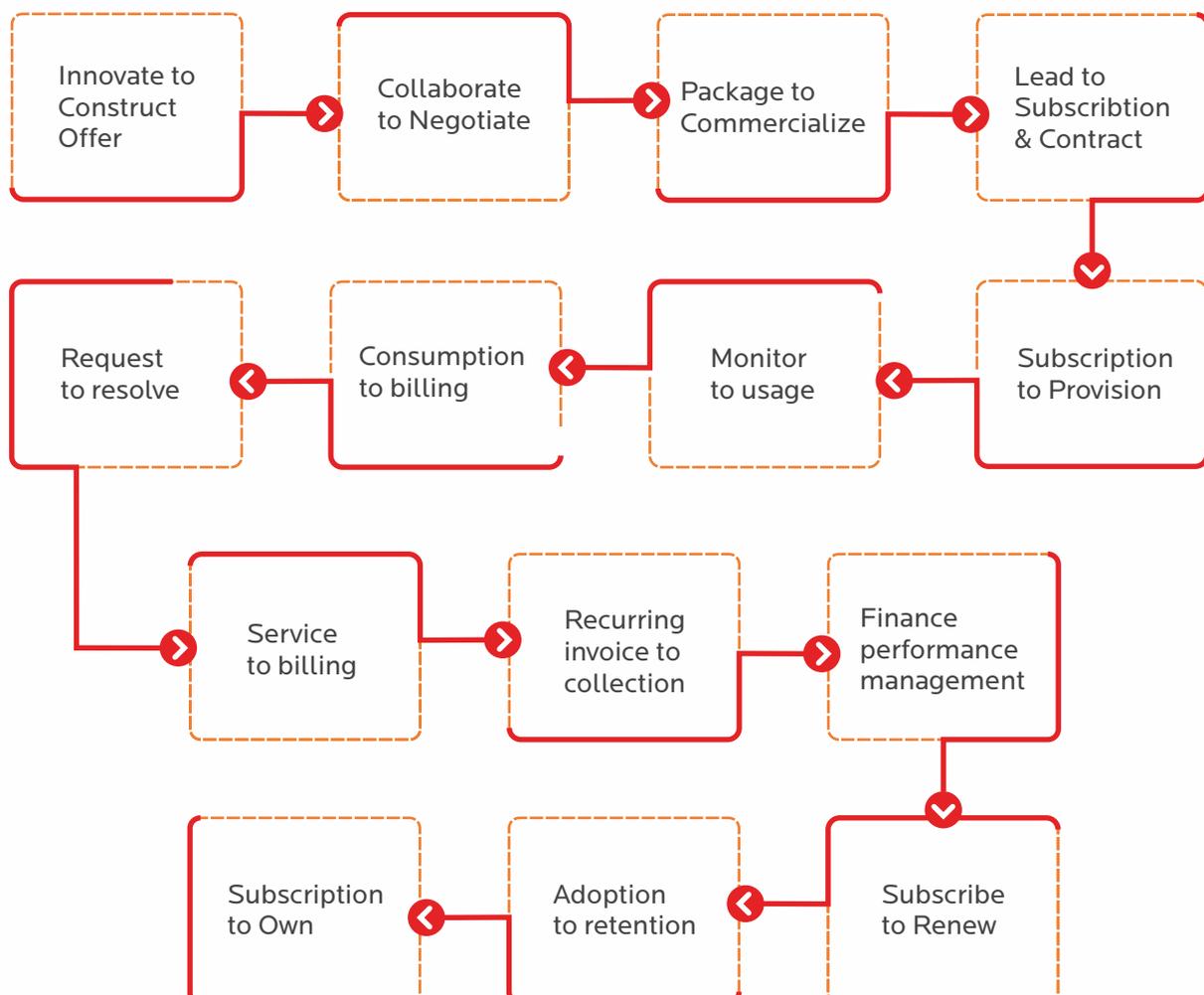- Offer asset management

Solution Benefits
- Improve the revenue potential and areas of development for your end customer
- Expedite the offer pricing optimization and investment strategies
- Create KPI – Cost Acquisition Cost, Net Revenue Retention, Annual Contract Value
- Leverage modern tools to identify the renewal frictions and growth potential

Key Differentiators of Birlasoft XaaS Solution

Birlasoft R&D team has designed and developed business process flows purposefully built for enabling XaaS business model

Business Process Flows

Innovate to Construct Offer → Collaborate to Negotiate → Package to Commercialize → Lead to Subscribtion & Contract → Subscription to Provision → Monitor to usage → Consumption to billing → Request to resolve → Service to billing → Recurring invoice to collection → Finance performance management → Subscribe to Renew → Adoption to retention → Subscription to Own

Birlasoft R&D team has worked with multiple customers across industries to develop persona-based dashboards required to evaluate the business critical KPI's in XaaS business model

Persona based Dashboards

CEO	CFO	CIO	VP of Sales
• Dashboards which allows real time visibility of key business KPI's and business outcomes	• Ability to check the financial viability of new business model	• Full system automation enabled with XaaS solution architecture	• Improved customer relations by offering better business outcomes.
• Revenue Growth - Offer, Industry, Geo's	• Customer Lifetime Value	• Dashboard for offer lifecycle, offer operation, offer service, offer revenue management	• Opportunities to prioritize
• Capital Acquisition Cost	• EBITDA	• Reduce lifecycle time	• Opportunites to upsell & cross sell
• Offer Trends - New Customers, Churn Rate, Renewal Rate	• Investment & Capitalization	• Process Improvement	• Customer under risk, renewal
• Offer Revenue Vs Product Revenue	• CapEx Procurement		• New customers - Regions, offers, Industry
	• Offers under risk		• EOL Offers & Customer
	• Competitor offers		

Choosing the Right Partner for Your XaaS Initiative

To implement the XaaS Business model, it is essential for enterprises to partner with an expert who understands their industry and possesses the technology capabilities required to enable the XaaS business model. Birlasoft helps enterprises to accelerate the adoption of the XaaS business model by offering XaaS – Everything as a Service solution. Birlasoft XaaS is a complete technology solution to set up a strong foundation of the XaaS business model for any enterprise on both the front end as well as back office.

Birlasoft is an Oracle partner with over 2500+ consultants delivering Oracle services across the globe. We possess more than 20 years of delivery excellence across Oracle Enterprise Applications servicing customers worldwide, with dedicated practices for eBusiness Suite, JD Edwards, Cloud, MDM and Supply Chain Management, etc.

Have an expert discuss how Birlasoft XaaS Solutions can help you transform your business. Schedule a meeting today!

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Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion dollar diversified The CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 159-year heritage of building sustainable communities.