

I/MHP

A PORSCHE COMPANY

MONETIZATION MAKES THE WORLD GO ROUND.

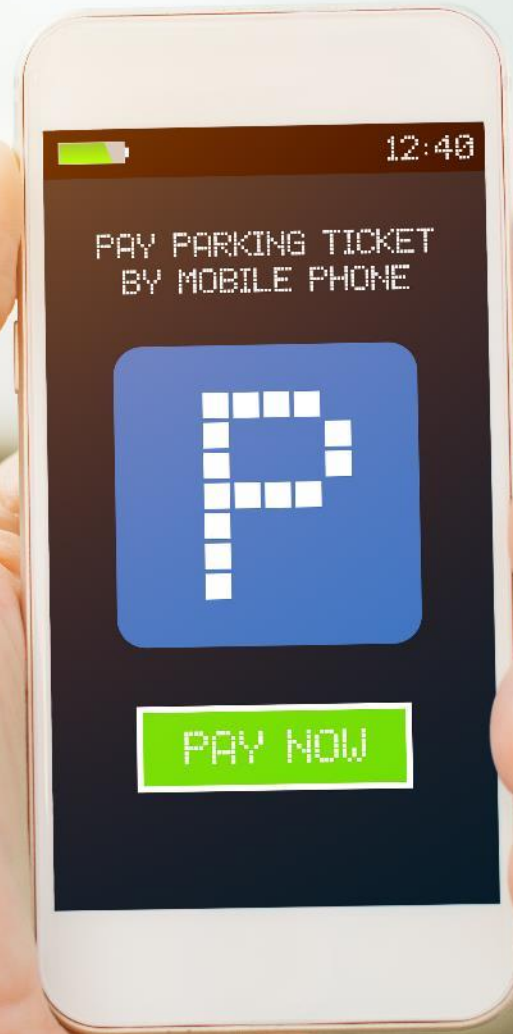


In times like ours, it is especially important that deliverables are accounted for efficiently and transparently in order to increase sales potential. Transactional and usage-bound billing by means of subscription models is the ideal entry point to integrate current solutions as well as new digital services to the market.

**PAYMENT
SUBSCRIPTIONS.
INTELLIGENT
INVOICES.
BILLING ON ALL
DEVICES.**

Providing end-to-end monetization within a seamless, smart customer journey and internal ERP-systems are crucial for success – and at the same time the biggest challenge.

Let's have a look what those challenges exactly are and how to tackle them best!





Payment Challenges

Coverage of the various payment types varying from country to country

Advanced processes for non-payment

One payment profile and intelligent routing



Accounting Challenges

Bookings according to GodB and IFRS

Recognition of postings to the state

Consideration of various tax postings and special regulations within multiple legal entities



Subscription & Billing Challenges

Conditions for store contracts for end customer and partners

Enabling contract-related billing

Accounting split to realize marketplace and platform models

dynamic pricing and special offers and bundles

CHALLENGES? ACCEPTED.

It's always good to know what you're up against at – especially in volatile times when today's news is yesterday's story.

That's why we've quickly gathered the main challenges you will encounter when setting up a functional end-to-end monetization system – because knowing your strength is one thing. Making it work to tackle the challenges ahead, another.

BRIDGE THE GAP BETWEEN ONE END TO THE NEXT.

We believe that the following steps are imperative to implement end-to-end monetization for business models and eventually increase scalability and revenue.

HOW TO REDUCE RISK & COMPLEXITY AND INCREASE REVENUE:

1

Introducing automated billing with the means of a central entity operating and managing the end-to-end monetization

2

Integrate systems such as ID Management, consent and systems for product information to reach customers directly via various touchpoints

3

Integrate strategic thinking into your processes when it comes to Customer Experience, Business and Financial Transformation

By following the above steps, such as reducing manual accounting processes, you will be at ease to develop new business models, consider their distribution and eventually increase revenue.

**BRING YOUR
EARNINGS
HOME.**



Having a scalable and smartly automatized ecosystem that thrives on an end-to-end monetarization system will make your business endeavor more resilient for the volatility and instability that we are facing right now.

So it's high time, to bring your business home, not just today, but for all the challenges yet to come.

Let's go at it!

MHP – ENABLING YOU TO SHAPE A BETTER TOMORROW.



**Get more
information here**

<https://www.mhp.com/en/services/focus-business/marketing-sales-services>