intelligent®
billing

Powered by PRD Technologies Ltd

Taking the pain out of billing

10 benefits of Intelligent Billing for CSPs and VARs



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Billing and invoicing is often a pain-point for businesses. Especially if you're a CSP or VAR with multiple providers, hundreds of customers and large sums of money at stake. Manually analysing and collating such detailed and complex data correctly for each customer can feel like a marathon task that has to be done with relentless monthly regularity and accuracy.

But there is a better way. At PRD Technologies, we developed Intelligent Billing, an advanced billing platform that automatically collects, processes, analyses and bills any data.

We're currently the only UK-based service provider that can deliver full web-based automated billing and invoicing for Microsoft licences and Azure consumption data as well as telecoms data, allowing you to manage your CSP and telecoms billing from a single converged platform.



Top 10 pain-relieving benefits

intelligent® billing
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1. Flexible billing to support business growth
2. Save time and resources with automated billing
3. Cost effective sophisticated features and solutions
4. Converged billing managed through a single portal
5. Strengthen your business intelligence with sophisticated reporting and analytics
6. Consumption and usage rating with no limits
7. Expand into new territories: globalisation under one roof
8. Harness the power of integration
9. Exceptional customer care and support
10. Bill for any sector



Here are our top 10 pain-relieving benefits:



1. Flexible billing to support business growth

Regardless of complexities and scale our Intelligent Billing platform can collect, process and bill for virtually any data, products and services. This includes consumption, subscriptions and licenses, one-time, re-billing and much more from multiple and concurrent data sources. Whether you're a start-up processing just £200 a month, or a large enterprise billing more than £100 million a year, Intelligent Billing can scale with your business. .



2. Save time and resources with automated billing

Automating your billing saves valuable time as well as reducing debtor days and billing errors. We try to automate every process where possible. For example, we already work with Westcoast Cloud and have an API direct into their Marketplace. This means we can automatically collect relevant customer and billing data for Westcoast VAR partners, and pass on the billing data to other systems, such as accounting, banking collections and CRM.

Because Intelligent Billing can significantly reduce the time you spend on billing, often from several days to just a few hours or minutes, this can have a big impact on cashflow by reducing debtors' days and credit periods. For some customers we have brought forward billing by several weeks, from mid or late month to the beginning of the month.

The VAR Intelligent Billing platform we developed for Westcoast Cloud, can reduce billing resource requirements by up to 95%. Within a three month period XMA reduced their billing cycle by more than 300 hours. See pages 7-8 to find out more.



3. Cost effective sophisticated features and solutions

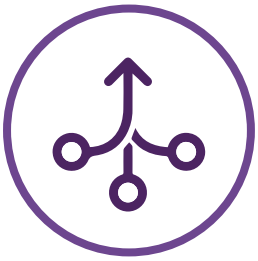
Intelligent Billing can be customised to meet your specifications, whether you require a complex enterprise solution, or an ad-hoc custom feature with the basic platform.

Entry-level versions of Intelligent Billing (Lite and Lite+), which are suitable for start-ups and core VARs, can be up and running within a day or two.

For complex solutions, our development and onboarding teams work with you to ensure your requirements are understood, customised, and delivered to specification.

Even some larger complex requirements can be delivered with rapid turnaround, as was the case for our client XMA. They were live following just eight days of development including QA, meeting their immediate £200K per month complex billing, integration and reporting requirements, with built-in rapid scalability capabilities.

Gone are the days of needing an engineer to install a new system. Intelligent Billing is, of course hosted in the cloud. New users are given a login and password, along with help from our technical support team to get them up and running.



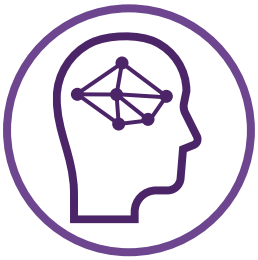
4. Converged billing managed through a single portal

Intelligent Billing offers the ability to manage multiple providers and sectors through a single portal, including separate billing for companies, divisions and bill groups within your business. We are also the only billing provider in the UK that can process data for both CSP and Telecoms activity from one system.

This allows you to replace multiple legacy systems with a single unified platform, streamlining your processes and costs in the process. Data can be converged for multiple sectors, from multiple sources, into one easy-to-understand customer invoice.

Our platform allows you to create single or multiple user access, restricted access and audit logs to help you manage your customers' needs efficiently.

IT management provider Ridgewall makes use of our converged billing capabilities. It includes four separate companies providing different services for different sectors, and each company needs different invoice branding.



5. Strengthen your business intelligence with sophisticated reporting and analytics

Our reporting features provides strategic insight for clients. Whether you want revenue assurance, management and financial data, customer and product performance, validations and reconciliations, or market share reports, we can deliver.

Our standard management and data consumption reports offer good general insight, and we can also create bespoke reports, combining data from multiple sources. These can include different levels of granularity, to give your business as much or as little detail as necessary for complete and accurate billing.

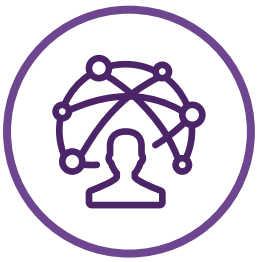
Dan Simpson, Finance Controller at our client Westcoast Cloud, told us: "The biggest development in the past year has been the reporting functionality and the intuitive data insights this provides for our business. When we needed bespoke reporting for one of our partners, all we had to do was ask and PRD Technologies came up with an innovative and dynamic solution."



6. Consumption and usage rating with no limits

We provide variable billing including packages and bundles and over usage, which allows you to create complex products and stay ahead of your competitors.

You can bill for monthly or daily consumption of cloud and CSP data, set up pro-rata billing, white-labelling (Billing-on-Behalf-Off), multi-hierarchical and partner billing. We firmly believe your products and services shouldn't be limited by your billing capability.



7. Expand into new territories: globalisation under one roof

Intelligent Billing offers multi-currency and multi-lingual billing functionality, including international taxation and legal compliance with local legislation. This includes US compliance where we integrate with third party taxation systems.

You can operate and expand into new markets overseas with peace of mind that your billing system can cope with multiple languages, various currencies, regional legislation, changing customer behaviour and shifting market trends.

When it's all 'under one roof' you save your business time and money, mitigate risk, and reduce stress. Our friendly experts will adapt our automated software to meet your needs, support you as you use it day-to-day, and work with you to evolve its capabilities as your business changes.

8. Harness the power of integration

Our advanced IT programming offers API integrations with most systems of choice, exchanging data between your third-party platforms and data sources to maximise billing efficiencies.

For example, we can provide an API into your Microsoft Marketplace or MS partner centre. We've set this up for global distributor Westcoast Cloud and we can pull the correct data for any Westcoast Cloud Partner as a result. This includes auto-populating the platform for onboarding Westcoast Cloud VAR partners.

We have also developed API integrations into popular third-party systems including ConnectWise, Microsoft Dynamics and NetSuite, as well as accounting systems and banking systems for direct debits.

Wherever you need to retrieve data, we can create an API that will collect and analyse the data for you, saving you all the time this usually takes to do manually and eliminating the potential for human error.

9. Exceptional customer care and support

We offer the highest standards of care for our customers, which includes rapid onboarding and training. While we also run a helpdesk portal where users can log queries instantly.

Our dedicated support team has years of experience and knowledge to solve issues efficiently and we build trusted relationships with all customers. A returning customer has sited our care and support as one of the key reasons why they are coming back to us.

10. Bill for any sector

We stand out from competitors with our ability to operate full web-based automated billing across multiple sectors from a single converged platform.

Sectors we can cover include:

- Cloud services
- Cloud usage, such as Azure
- Gaming studios and virtual worlds
- Telecoms
- ISP and fibre broadband
- Utilities and metering

Working with us

Intelligent Billing is the award-winning range of software from PRD Technologies Ltd. We have been delivering complex and sophisticated billing solutions to Telecoms, Cloud Solution Providers, FinTech and other businesses since 2006.

All customers benefit from technical support during onboarding and can access our dedicated help desk with any queries.

Choose your product

We offer Intelligent Billing at four levels:

Lite Our entry level platform is ideal for smaller CSP's and VARs. We offer choice of invoice styles, auto data collection, integrations to accounting and direct debit systems, rapid onboarding and ongoing support.

Lite+ All the benefits of our Lite product as well as bespoke reporting and custom invoice styles, plus a branded end-customer portal.

Pro Feature rich, our Pro product supports global organisations and includes multiple invoice groups, multi-hierarchical billing, multi-lingual and multi-currency invoicing, multiple country area codes, US tax compliance, white labelling, custom invoices, bespoke business intelligence reporting and much more.

Bespoke Tailored to specific client-needs, a dedicated technical architect will build the perfect solution for your business.

Working with Westcoast Cloud

Multi-billion-pound IT distributor Westcoast Cloud was able to rapidly scale up its own billing from £18m to over £80m per annum, thanks to a bespoke version of PRD Technologies Intelligent Billing platform.

Westcoast, which is one of the leading global distributors of major brands such as HP, HPE, Microsoft, Apple and Lenovo, now also offers cloud consumption services as Westcoast Cloud and has a network of 700+ VARs who onward sell CSP data usage.

Westcoast Cloud was so impressed with the capabilities of Intelligent Billing that it asked PRD Technologies to develop a sophisticated billing platform for its VAR network. The distributor wanted an automated way for VARs to analyse and process large volumes of data to onward bill end-users for cloud consumption services.

Our bespoke Intelligent Billing solution created:

- Automated daily collection and processing of data
- Customer and subscription information imported directly from Marketplace
- End-user rates can be applied directly from Marketplace, or entered manually
- Integrations with a variety of other systems including direct integration with the VARs accounting and banking systems

Mark Davies, MD of Westcoast Cloud, said: "The Intelligent Billing system has enabled us to substantially grow our business over the last four years, from £18 million to £80 million per annum in billing. We're so confident in the system and its capabilities we are now planning to introduce it to our network on a resale basis. I can't recommend Intelligent Billing highly enough."

Automated data processing for Westcoast Cloud VARs can reduce billing resource requirements by up to 95%



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XMA saves 300 man-hours a month

XMA is one of the UK's largest VARs and it works with many high-profile organisations such as the NHS, Ofsted, The Cabinet Office and the University of Oxford.

Due to continued growth plans in the CSP space XMA needed to invest in a system capable of the highly complex and accurate billing required by their ambitious Cloud Solution Provider Program, which enables customers to purchase online cloud service subscriptions, Azure services and related software.

PRD Technologies' set up XMA with a Pro version of its Intelligent Billing platform, which has saved the company more than 300 man-hours each month.

Intelligent Billing also delivers:

- Self-population of new customer details and all products and services procured by XMA's end customers, without manual entry and pro-rata calculations by the team at XMA.
- Built-in scope for scalability, with monthly billing already increased from £100,000 to £200,000 per month.
- Integration with XMA's new ISP billing system with a bespoke accounting system.
- Set-up including thorough training and onboarding took eight days.

James Thorogood, CSP Business Manager at XMA said:

"Not only have we reduced our billing cycle by over 300 hours per month, resulting in a significant reduction in debtor days, but we are also now able to offer our clients a faster and more flexible billing experience.

"Previously the billing process was extremely cumbersome and complex for us. We used 7 different programmes and several manual processes to collate, calculate and invoice our billing data.



> "Not only have we reduced our billing cycle by over 300 hours per month, resulting in a significant reduction in debtor days, but we are also now able to offer our clients a faster and more flexible billing experience."



If you'd like to find out more about how Intelligent Billing can transform CSP billing for your business contact us today to discuss your needs and book a demo:

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