



Game-changing billing now possible. cha-ching.

MONEXA SUITE OF PRODUCTS

EXECUTIVE SUMMARY

Who are we?

Monexa is a provider of on-demand billing and payment solutions for businesses that sell via subscriptions or other recurring billing models.

Monexa has been billing subscription based technology services since 1999. We started life as a billing and payments engine for large ISPs and Telecom companies such as AOL and Bell Mobility as well as companies with complex reseller hierarchies like Amway.

The growth and maturation of the SaaS industry over the last 3 years triggered a number of SaaS providers to call on us for our expertise in subscription billing for online technology services. After working with a number of these clients it became clear that the SaaS and emerging cloud infrastructure industries were on a path that would require billing systems capable of handling complex subscription businesses. It was also clear that

there were very few options available to these companies outside of building their own solutions in house or buying expensive on-premise telecom billing and OSS software.

In 2008 we took our existing feature and function rich on-demand billing system and worked hard on some new user interfaces and billing language appropriate to these markets. In Mid 2008 we launched our solution enabling online subscription companies of any size to affordably obtain the same subscription billing and payments functionality as our large ISP and Telecom customers. The following is the executive summary of our product suite. For a complete capability matrix see our website.

Monetization of Subscription Services: From Start to Finish

Subscription Storefront and Checkout – Monexa provides a complete online storefront that lists your plans and services and walks your customers through the buying process. This is key to getting our clients up and running quickly. Because our storefront is built n top of our open subscription billing APIs, you can use the storefront as is, customize any part of it easily, build your own completely, or integrate our billing solution into an existing storefront.

Subscriber Self-Service Portal – Monexa also provides a fully functional self-service portal that allows your existing customers and subscribers to manage their own accounts. Based on your needs, your clients can manage their billing information, contact information, upgrade services, reset passwords, view and print invoices without calling your support team.

Product Catalog and Pricing – The heart of any good subscription billing solution is the product catalog. Our product catalog allows you to build your service plans and configure required services, usage based or metered services and bundle them all into as many plans as you need. We can support negotiated, legacy or grandfathered pricing as well as discounts, promotion codes and free trials. For metered services we support tiered and bracketed pricing as well as time of day specific pricing for infrastructure services. In short, Monexa excels in any type of variable recurring pricing.

Rating Engine – The difference between a true billing system and a recurring payment getaway. Our engine takes the pricing and service information from the product catalog combined with customer usage and signup information and generates the correct line items and billing amounts each period. This includes pro-rating for mid-period changes to service plans.



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Automated Payment Options – Whether you prefer to use credit cards and electronic transfers only, or issue invoices and receive cheques, we provide a fully PCI compliant platform. Through our own payment gateway and our network of partners we can automate payments for all your customers.

Resellers and Channel Support – If your sales strategy includes resellers, you can now manage that community through to the end user. We support multiple reseller hierarchies with multiple pricing agreements. While we give you visibility to your sales we can also give your resellers the billing relationship, white-labeled storefronts, and subscriber portals they need to manage their customers and subscribers.

Client Communication – Our solution managers all the critical billing events through configurable email notifications. You can also use our APIs to integrate with your CRM system to keep the entire organization up to date .

Reporting – Report on all the critical metrics of any subscription business. We partner with Business Objects to provide the best reporting capabilities to our clients.

Monexa has constructed its suite of products using a modular approach. Start with one module, or use the entire suite. It's up to you.

Our **GOAL** is - to provide a product that is easy to use and has APIs for all it's modules so you can

Our **PHILOSOPHY** is - it should be easy, not painful and time consuming to implement a billing system and start monetizing your service.

Our **COMMITMENT** is - to provide the billing expertise and support services to ensure a long and satisfying business relationship for us both.

It's all about monetizing your product or service.

If you would like more information on Monexa Monetization Suite of Products, visit our website at www.Monexa.com, or call us at 604-630-5695.