

The Challenge of Billing for Cloud Services

SCENARIO

We are a regional MSP with a growing customer base. While we pride ourselves on being responsive and efficient, our monthly invoicing process continues to be a labor-intensive task.

We have a team dedicated to getting usage reports, feeding them into our billing system to generate invoices, and then sending those invoices to clients. Getting the correct metrics for each client is very time-consuming, and without fail we get invoice-related support calls every month. Customers inquire about usage data, ask for details to be sent over, question pricing, etc.

We would really like to reduce the time we spend on the billing process and related support inquiries. We need invoices that are easy for clients to understand, and usage reports that give us confidence that we are not leaving money on the table.

Provider Requirements and HyAlto

1. More Efficient Billing Process

At the core of HyAlto's usage tracking is transparency.

The provider can easily view all usage & transactions for IaaS/PaaS/SaaS and XaaS services. The level of detail goes right down to the individual customer and SKU level, making it very clear what to bill for.

Having such a comprehensive picture not only resolves the accuracy issue, the data can be fed into a downstream billing system for accurate chargeback/invoicing. This significantly reduces the time spent preparing invoices – even in scenarios where there are different product and service combinations, or different billing increments on the same invoice.



2. Reduced Revenue Leakage

With the accuracy issue resolved, the provider can now trust that they are invoicing each customer for what was consumed. This accuracy actually starts in the HyAlto Marketplace where the provider configures each product and defines pricing, making it even more clear to the provider AND the customer that the expected rate has been charged per product.

3. Fewer Support Inquiries

Customers also have access to their consumption metrics, which not only reduces the number of billing-related support inquiries, it builds a greater level of trust. Customers will appreciate the transparency, and with every new invoice they can be sure they have been billed correctly.

A Few Additional Benefits

Though not covered in the scenario above, there are some additional benefits that come with the level of detail provided by HyAlto.

- Detailed usage data can also be used for planning and budgeting purposes.
- Track revenue and profitability at the product level.
- This can help determine whether a price increase is required, or whether a product/service should be discontinued due to lack of use.
- Leverage historical data for a longer-term view of growth vs. cost for future capacity and resource planning.

CONCLUSION

The time and effort required to produce an invoice can be significant, and if you're working with inaccurate consumption metrics then revenue is being lost in two ways – through inflated operational costs, and through missed service revenue (leakage). HyAlto provides an unprecedented level of detail so both the provider and their customers can trust the numbers and properly understand costs, profits, etc.

The logo for HyAlto, featuring the word "HYALTO" in a bold, sans-serif font. The letter "A" is stylized with a blue triangle above it. The background of the logo area includes a dark blue triangle and white clouds.