



## Rock Island experiences tremendous growth in the subscription arena

Rock Island is a leading Internet Service Provider (ISP) and IT services company serving the islands of San Juan County, WA. It provides modern, scalable and reliable broadband services to homes and businesses. Rock Island is growing rapidly as an IT support and service enterprise.

# 1. Business Challenge

**Rock Island was growing pretty fast as a leading ISP provider, but was encountering major setbacks because:**



Their old billing system was not able to keep up with the pace of their growth



Their processes involved a lot of manual labor and weren't cost effective



They had several complexities in their billing processes and payment mechanisms



Their massive product list was getting difficult to manage with their obsolete subscription platform



# 2. Estuate Solution

Estuate implemented Zuora ensuring success in the 9 key areas of Rock Island's subscription business.



## 1. Price

Customized solution that offered products customers in different billing frequencies



## 2. Acquire

B2B customer acquisition with Zuora Quote and Zuora 360 Sync packages



## 3. Bill

Full go-live support to Rock Island's active customers and subscriptions



## 4. Collect

Guidance on creating refunds, credit balance adjustments, linking external payments





## 5. Nurture

Salesforce integration with Rock Island's existing store for smooth transactions



## 6. Account

Training assistance to Rock Island's teams to learn Zuora Finance processes



## 7. Measure

Out-of-the-box customized reports including MRR/TCV and bookings reports



## 8. Iterate

Organized product catalog including a plan for addition of new products in the next 6 months



## 9. Scale

Smooth software transition to Zuora and launch of new products through subscription economy



# 3. Business Impact

Estuate's solutions helped Rock Island achieve some massive gains and brought them back in game. The benefits included:



Integration of **13 products and 170 rate plans** in a single subscription platform



Successful migration of **3118 active customers and 5160 subscriptions** to Zuora



Improved revenue and reduced cost of operation with an **automated subscription platform**



**Faster order-to-cash** and quick conversions with instant access via Salesforce



# Testimonial

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Our IT service networks were growing rapidly over time, but our billing systems were not evolved enough to cope up with the dynamics. Implementation of Zuora has improved our performance substantially. Estuate's expertise with Zuora and their continuous support was commendable.

- Dan Bruke, SVP, Sales and Marketing, Rock Island



# Talk to our experts

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## About Estuate

Estuate is a global Product Engineering and IT Enterprise Services company headquartered in Milpitas, CA, and with offices in Canada, India and the UK. The company specializes in leading edge technology solutions in IoT, AI and Digital Transformation solutions. The focus areas and practices that leverage these technologies are Product Engineering Services, Data & Analytics, Subscription Billing & Revenue Management and Governance, Risk & Compliance.

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