# Gen Next modernizes its subscription business with Estuate

Gen Next is an organization of successful individuals dedicated to learning about resolving the most pressing challenges of future generations. It offers an influential network of thought leaders and an elusive learning platform to help the upcoming generations grow and succeed.

1. Business Challenge

Gen Next realized that their homegrown subscription business model was incapable of coping up with their rapid business growth. They were looking for:

- A comprehensive platform that could bring in new, dynamic features to their subscription business

- A recurring billing system that could support multiple payment options and solve their problem of frequent failed transactions

- A solution that could provide them with real-time analysis of their operations

- A cost effective and easy-to-manage subscription business platform

2. Estuate Solution

Estuate worked with Gen Next and implemented Zuora as a holistic subscription billing platform, delivering excellence in all its 9 key areas.

1. Price

Worked out product rate plans based on Gen Next's various offerings

2. Acquire

Integrated Zuora with Salesforce to enable easy acquiring and management of subscribers

3. Bill

Introduced the best practices around Zuora's billing capabilities including API consulting

4. Collect

Optimized Gen Next's payment collection framework with suitable configurations and customizations

5. Nurture

Improved Gen Next's upgrade, downgrade, renewal and cancellation procedures

6. Account

Implemented Zuora's advanced features to enable smooth account-closing, and better finance management

7. Measure

Built custom reports to measure and enable real-time analysis of their performance

8. Iterate

Offered solutions to maximize subscriber acquisition, and enhance market share with growth in business

9. Scale

Integrated Zuora with their commerce systems, introducing new payment gateways and options for smooth transactions

Gen Next Case Study

3. Business Impact

With Estuate's Zuora implementation and consulting services, Gen Next experienced improved efficiencies. The benefits included:

| **Streamlined billing processes** that improved pricing, payment collection and overall performance | **Real-time performance measurement** and analytics ensuring management to make better decisions | Improved efficiencies with **reduced staff time and cost** involved to manage subscriptions | **Seamless data transition** between different systems to manage and nurture accounts and subscriptions |

Testimonial

> "
>
> We needed to consolidate our billing systems and implement a cloud-based billing platform that would give us the flexibility to scale and streamline our subscription business. We found in Estuate, a partner with deep expertise in Zuora that we could count on for advice and support to help us establish a new, modern billing platform that could grow with our business.
>
> - Olga Zemlyanaya Controller, Gen Next

Talk to our experts

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✉️ **contactus@estuate.com**

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.

<u>www.estuate.com</u>

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