

Case Study

Usage-Based Monetization to Accelerate Cash Flow and Sustainability

Multi-National Energy Company

Company Overview

This global resource management provider helps multi-site businesses monitor consumption and reduce environmental impact through sustainable operations. Their services span energy, waste, water, and telecommunications management—empowering organizations to adopt holistic sustainability strategies that improve operational efficiency, compliance, and brand reputation.

As demand for sustainability transformation increased, so did the complexity of their monetization needs. The company realized that a legacy approach could no longer support its hybrid model of subscriptions, usage-based pricing, and commissions tied to resource savings. They needed a scalable, intelligent solution that could grow with their expanding service lines and enable faster, more accurate revenue operations.

Business Challenge

Offering a new kind of SaaS business focused on sustainability, the company faced monetization challenges rooted in service complexity and scale:

- Subscriptions combined with consumption-based fees
- Variable pricing for peak usage, discounts, and resource types
- Regional tax compliance across global operations
- Commissions based on the value of resources saved
- Manual invoice preparation, prone to delays and errors

Their existing tools lacked the flexibility and configurability required to handle these evolving requirements. Manual processes delayed invoicing, slowed cash flow, and limited the ability to forecast or expand product offerings with confidence.

The Solution

After evaluating several vendors, the company selected Gotransverse for its ability to automate rating and usage-based billing with precision and transparency. The decision was driven by a need to:

- Eliminate manual processes
- Support diverse pricing models
- Shorten time to invoice and improve time-to-cash
- Scale monetization as new sustainability services were introduced
- Integrate with systems like Salesforce, SAP, and Thomson Reuters OneSource for tax compliance

The Gotransverse team began with a needs assessment, mapping the company's goals, infrastructure, and future roadmap. From there, rules and rating logic were configured to align to multiple service lines, usage types, and region-specific tax requirements. The result: a unified, automated monetization process that accelerated performance and simplified operations.

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With Gotransverse everything is automated and standardized, so it leads to complete billing transparency with better controls in processing and reduced errors.”



Results

The implementation delivered measurable outcomes in key operational areas:

- **67% reduction in invoice preparation time**, from 15 days to 5 days
- **40% faster close process**, reducing time from 5 days to 3 days
- **40% reduction in required billing personnel**, from 5 to 3
- **Improved cash flow and earlier revenue recognition**, due to faster, more accurate invoicing
- **Scalable infrastructure**, allowing the company to add more product lines without increasing operational burden

Standardization with Gotransverse has allowed billing teams to focus on strategy rather than execution, and has supported more timely customer communication and improved forecasting.

Conclusion

As the company continues to expand globally, including plans for smart city initiatives, Gotransverse remains central to its monetization infrastructure. With a unified approach, they are now positioned to standardize best practices and governance across international offices, all while supporting customers in their journey toward sustainability transformation.



Ready to Get Started?
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About Gotransverse

Gotransverse delivers a fast, flexible billing and revenue management solution. Our intelligent cloud-based software was built by industry experts to handle the most complex pricing models. Since 2008, we've partnered with companies to streamline operations and unlock revenue potential, ensuring they can scale with confidence. From our headquarters in Austin, Texas, Gotransverse leads the way in enterprise monetization. To learn more, go to gotransverse.com.