

Start-up to scale-up, flexible subscription billing solution sets the stage for growth



As a well-established content management provider, facing a few start-up hiccups and looking to grow, Norway's eZ Systems needed to dispense with cumbersome, error-prone spreadsheets and find a subscription billing solution that could seamlessly integrate with their Microsoft Dynamics 365 Operations (previously AX) accounting system. eZ found that solution in Binary Stream.

Since 1999, eZ Systems has provided developers, editors, and marketers around the globe with an open content management platform for website and app creation that delivers optimal customer experiences. eZ offers its clients a variety of flexible, innovative platforms and services that can be adapted and customized to meet their unique content management needs.

With clients all over the world—including organizations like Whirlpool, The Economist, and SwissLife Banque—and 70 employees, eZ CFO, Eivind Hesjadalen, was ready to take the company on a great leap forward—"from start-up to scale-up."

To make it happen, Hesjadalen needed a scalable subscription billing solution that could manage the personalized contracts required to meet the individual needs of eZ's clients. A little Internet research led them to

Binary Stream, and with their new partnership, eZ is charging at full steam into the future.

"What makes Binary Stream different from other software companies we have worked with is their ability to truly listen to customer input and enhance their subscription solution to meet those needs."

Flexibility and Efficiency

eZ provides flexible content management solutions to meet their many clients' diverse needs, and as such, their subscription billing needs are not one-size-fits-all. The company's growth was being hindered by an inefficient, inflexible manual spreadsheet contract system.



eZ needed a scalable subscription billing solution that could not only manage the individual needs of their clients but also seamlessly integrate into their accounting system—Dynamics 365 Operations.

With many clients, each with unique subscription billing demands, and after investing in the complex switch to a new accounting system—Dynamics 365 Operations—eZ was still hamstrung by their outmoded billing system.

CFO Hesjadalén explains, "We had multiple Excel spreadsheets to keep track of everything to do with our customers' contracts." He even found that different eZ teams were sometimes working in different versions of these spreadsheets. Rather than tinker to improve a broken system, Hesjadalén decided it was time for a big change.

To extract maximum value from their new accounting system, eZ needed a subscription billing solution that could easily adapt to their needs and work seamlessly with Dynamics 365.

eZ found a willing partner and collaborator in Binary Stream. Hesjadalén says, "Binary Stream was very proactive, sought out our feedback, incorporated our suggestions into their products, and have been there every step of the way."

As they get ready to fully roll out Binary Stream's Revenue & Expense Deferrals and Contract Billing solutions (ARCB & ARED), eZ looks forward to a streamlined, automated process of inputting new customer contract information. Then, the finance team will be able to send invoices, create deferral schedules, and ensure automatic renewal—all with the push of a button.

In a company where no two customers are alike, this automated, scalable solution will be invaluable for scaling the business.

Icing on the cake?—from a user experience perspective, working in Binary Stream's Subscription Billing solution feels no different than working in Dynamics 365. "You don't have to learn a new system, and you don't have to duplicate information that's already in Dynamics 365," Hesjadalén says.

Though they're not yet able to quantify the time savings Binary Stream will afford, Hesjadalén is confident that the ARED & ARCB solutions "will free a lot of resources that we can use to develop and grow the company."

Compliance with ASC 606 and IFRS 15

As they look forward, eZ sees ASC 606 and IFRS 15—a new revenue recognition model that all private companies must adhere to by January 1, 2019—on the horizon. ASC 606 and IFRS 15, which standardize the way companies recognize revenue from customer contracts for organizations around the world, went into effect recently for public entities at the start of this year, and its impact will be felt by companies worldwide.

Transitioning to ASC 606/IFRS 15 compliance can involve changes at every level of a company—a process that could be overwhelming—but eZ has an advantage in Binary Stream, whose Subscription Billing software enables effortless compliance with the new revenue recognition standards. “Having ASC 606 and IFRS 15 compliant solutions was, along with Binary Stream’s proactive customer service, a huge selling point for eZ,” Hesjadalen says.

A Future Poised for Growth

eZ Systems is taking their clients into the future, and with crucial support from Binary Stream’s flexible, efficient, scalable billing solutions. The sky’s the limit for eZ’s dynamic, growing enterprise.

Transitioning to Binary Stream’s Subscription Billing solution is a cinch. “You don’t have to learn a new system, and you don’t have to duplicate information that’s already in Dynamics 365,” Hesjadalen says.

Scaling Up and Looking Ahead

Enabling compliance with ASC 606 and IFRS 15, no small matter for a growing company like eZ, is yet another aspect of Binary Stream’s Subscription Billing solution that makes it indispensable.

