

Subscription Management in 2021 & Beyond

SUBSCRIPTIONS – THE DYNAMICS

Market Drivers



- Newer Business Models
- Reducing Subscriber Churn
- Improve Customer Retention
- Compliance
- Scale & Upgrade Legacy Systems

Opportunities



- Scalability of SaaS Business Models
- Subscription Billing with AI/ML

Challenges



- Cloud Data Security
- Data Synchronization – Online/Offline modes
- Newer Billing Models
- Privacy Concerns
- Payment Infrastructure

CAGR **14%** Growth



SoftClouds
OPTIONS REDEFINED

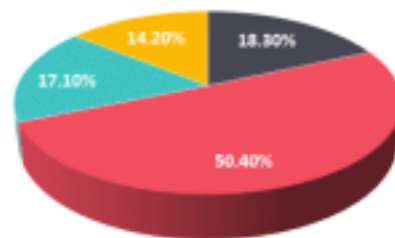
2020

USD 4,054 Million

2025

USD 7,813 Million

Industry Impact



- Accelerating
- OTT Streaming
- Digital News & Media
- E-Learning

- Limited Impact
- General Software
- Software for Communication
- Telco / Utilities
- Software for SMB

- Slowing
- Memberships
- Information Services
- Consumer IoT
- Business IoT

- Contracting
- Travel & Hospitality
- Real Estate

Subscription Growth Rate

Mar 2020 Growth Rate vs Baseline



Note: Baseline Growth Rate is from Feb 2019 – Feb 2020

Future of Subscription – Our Predictions

- Artificial Intelligence/Machine Learning
- Hybrid Commerce
- Subscription based KPI Analytics
- Embrace the Customer

10 Trends in Subscription Economy

- 1 Customer Experience
- 2 Data, Data - Everywhere
- 3 Focus on Retention
- 4 Loyalty as Priority
- 5 Fraud Detection
- 6 Services as Subscription
- 7 Personalization
- 8 Bundling for Growth
- 9 Geo Targeting
- 10 Usage Based Billing