

LEVERAGING SAP BRIM AND CPQ TO TRANSFORM SUBSCRIPTION-BASED BUSINESS MODELS

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ABSTRACT

The emergence of subscription-based business models has reshaped various industries, prompting organizations to adopt innovative strategies for enhanced customer engagement and revenue generation. This paper explores the integration of SAP Billing and Revenue Innovation Management (BRIM) and Configure, Price, Quote (CPQ) solutions as pivotal tools for transforming subscription services. By leveraging SAP BRIM, companies can streamline their billing processes, manage complex revenue recognition, and ensure compliance with evolving regulatory standards. This not only facilitates accurate and timely invoicing but also enhances customer satisfaction through transparent and flexible billing options.

Additionally, the implementation of SAP CPQ empowers businesses to offer customized solutions tailored to individual customer needs. The CPQ platform enables real-time pricing adjustments, configuration of subscription packages, and generation of accurate quotes, thereby improving sales efficiency and reducing the time to market. The synergy between BRIM and CPQ fosters a seamless customer experience, enabling organizations to quickly adapt to market changes and customer preferences.

This paper presents a comprehensive analysis of case studies showcasing successful implementations of SAP BRIM and CPQ in various sectors. By examining the benefits and challenges associated with these technologies, the study aims to provide actionable insights for businesses seeking to innovate their subscription models. Ultimately, this research highlights the critical role of integrated SAP solutions in driving operational efficiency and delivering enhanced value to customers in the subscription economy.

KEYWORDS: SAP BRIM, CPQ, Subscription-Based Business Models, Revenue Management, Customer Engagement, Billing Solutions, Pricing Strategies, Sales Efficiency, Operational Efficiency, Integrated Solutions

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