

Subscribe.Nxt

A subscription-based platform to manage products and services

Subscribe.Nxt

The solution is an end-to-end platform designed to manage products and services in a subscription model. It provides a 365-degree view of the business, including customers, resellers, and back-office operations. The platform offers high flexibility in defining fees based on the product model, reseller network, and location. It also supports configuring unlimited subscription plans and extending the solution to different regions. The platform includes out-of-the-box features such as a customer portal, partner/reseller portal, marketplace for B2B and B2C, content management system, and online/offline modes.

Challenges

- Offering flexible pricing and plan options is complex due to diverse customer needs and fluctuating market dynamics
- Handle promotions, discounts, and add-ons requires meticulous planning and integration to ensure a seamless experience.
- Balancing efficiency and sensitivity in dunning and overdue collections.
- Manage diverse transaction flows and user interactions in B2B and B2C marketplaces.
- Ensure compliance with local regulations involves staying updated with laws and integrating these requirements into the platform.
- Implement detailed and accurate transaction report across multiple systems for transparency.
- Provide user-friendly interfaces and efficient back-end processes for all stakeholders like customer, dealer, and salespersons.
- Implement secure e-signature solutions for contracts demands high security measures to protect sensitive information and prevent fraud.

Offering

- Comprehensive subscription management platform with customizable plan and pricing management.
- Integration with general ledger systems, popular payment gateways, and Microsoft Dynamics 365 ERP systems.
- Automated accounts payable and receivable processes, including dunning and overdue collection.
- Real-time order management and detailed transaction reporting.
- In-built fraud detection engine and AI/ML tools for fraud management.
- Support for multiple promotion codes and flexible management of promotions and discounts.
- Customer, dealer, partner, and reseller portals with self-service options.
- Enhanced customer experience through mobile apps, e-signature support via PandaDoc, and integration with IoT devices.
- VR/AR tools for warranty approval and replacement

Outcomes

- Improved processes lead to smoother operations and less manual intervention.
- Firm adherence to local and international regulations ensures legal and operational security.
- Detailed reporting enhance trust and accountability in every transaction.
- Enhanced portals provide users with more intuitive and satisfying interactions across all platforms.
- Efficient and secure signing processes protect sensitive information and streamline agreements.
- Robust content management systems support dynamic and engaging digital showcases.
- Integration of online and offline processes ensures a consistent and reliable user experience.
- IoT devices provide accurate tracking and better service personalization.
- AI/ML tools detect and mitigate fraud, reducing potential losses.
- VR/AR tools enhance the handling of warranties, providing more immersive and efficient service.

Key Features of Subscribe.Nxt

Origination

- Provision of personalized quotes and fee calculations based on the specific product or service.
- Capability to customize at regional or partner levels.



Warranty Management

- Self-service portal for retailers to manage warranty repairs and claims.



Real-Time Order Management

- Creation of service orders related to leased assets, ordering services, and items from third-party suppliers.
- Tracking of actual service costs and prices, invoicing, customer services, and scheduling work orders.



Coupon, Discounts, and Add-ons

- Options to define various types of promotion codes, such as one-month fees, percentages, values, or brand-based promotions.
- Ability to share coupons on social media platforms.



Plan and Pricing Management

- Flexible options to define plans and product prices based on multiple parameters such as region and network.



Assets / Product / Service Management

- Flexible options for setting up rentals or subscriptions, including fixed assets and accessories.
- Option to calculate depreciation if a product is involved.



Automated Accounts Payable Processes

- Built-in feature enabling three-way matching of dealer invoices and handling auto-approval based on configured limits.



Credit Management

- Fully automated process for overdue collections.



Fraud Detection

- Inbuilt complex fraud detection engine to identify and prevent fraudulent transactions, including analysis reports.



Real time ID verification

- Built-in rules to manage fraud, integrated with a third-party provider for real-time ID verification.



Dealer/Customer/Salesperson Portal

- Enables dealers to create quotes and serve returning customers through an easy-to-use dedicated portal.
- Self-service portal for customers.
- Salesperson portal for enhanced interaction with B2B customers.



Integration with General Ledger

- Application includes an in-built subscription posting setup, mapping subscription processes to G/L accounts.
- Multiple automated functions for G/L posting, such as contract activation, installment due, and contract termination.

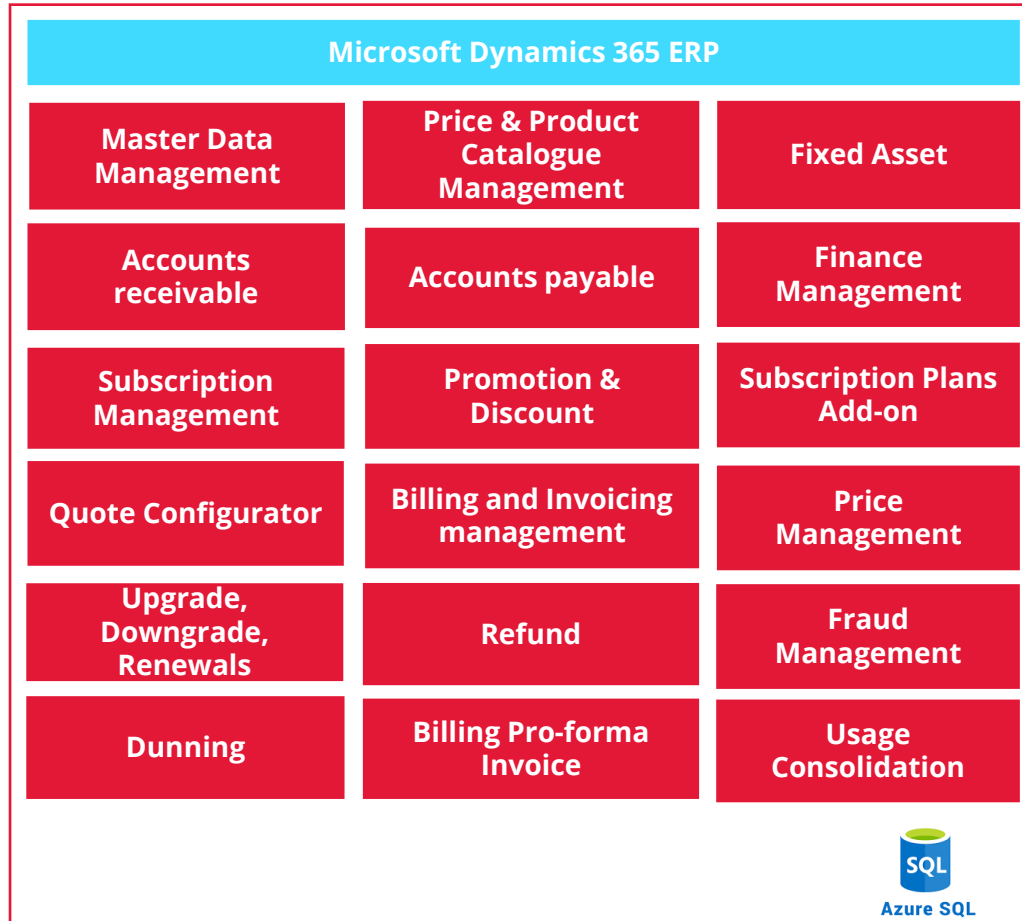


eSignature Document

- Electronic signing of contracts and related documents (e.g., direct debit mandates) along with PandaDoc integration.



Functional Building Blocks

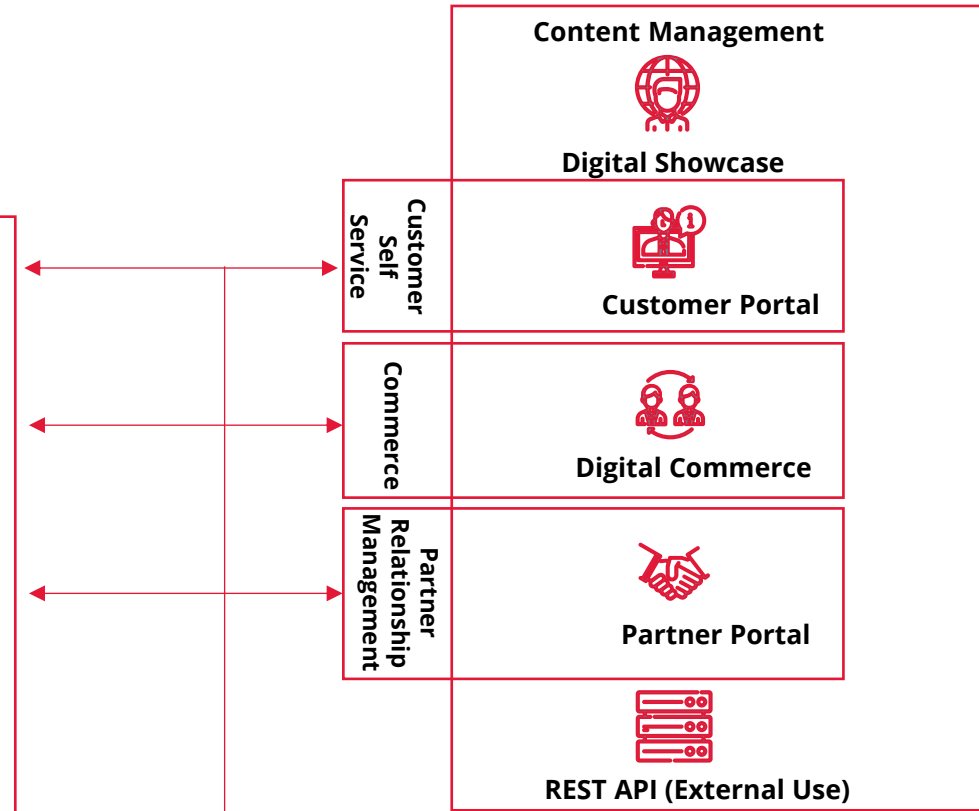


Back Office User

Customer Care

Customer Care

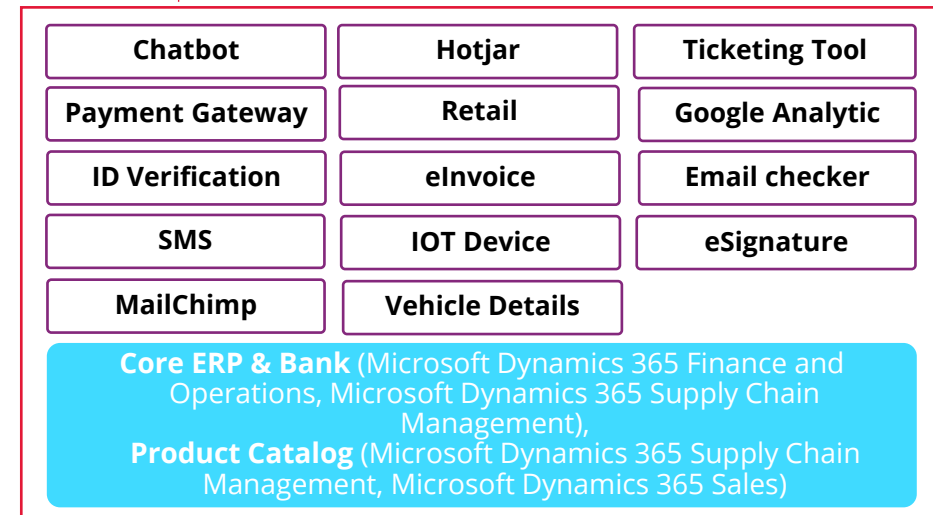
Ticketing Tool
(Microsoft Dynamics 365 Customer Service)



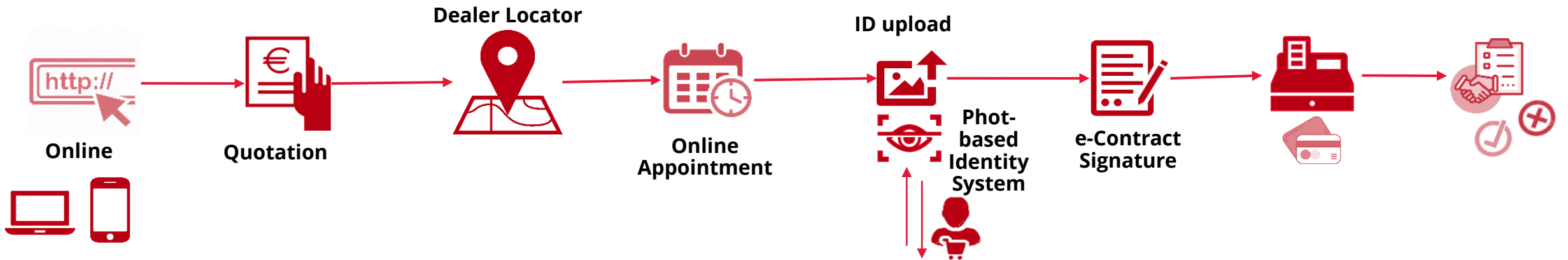
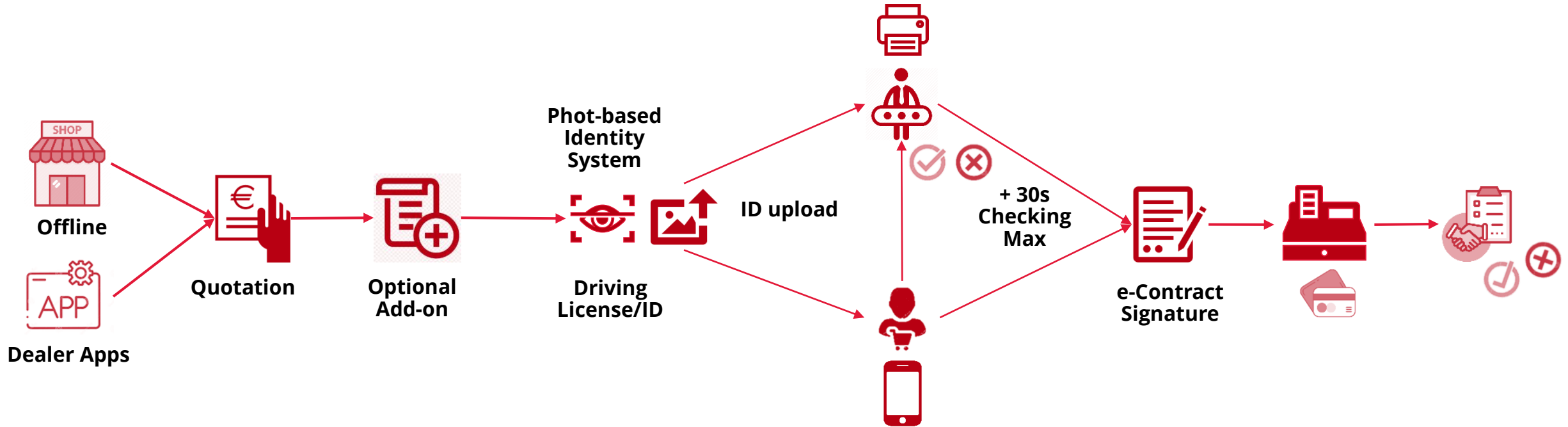
Direct Customer

Partner Channel

Cloud Marketplace

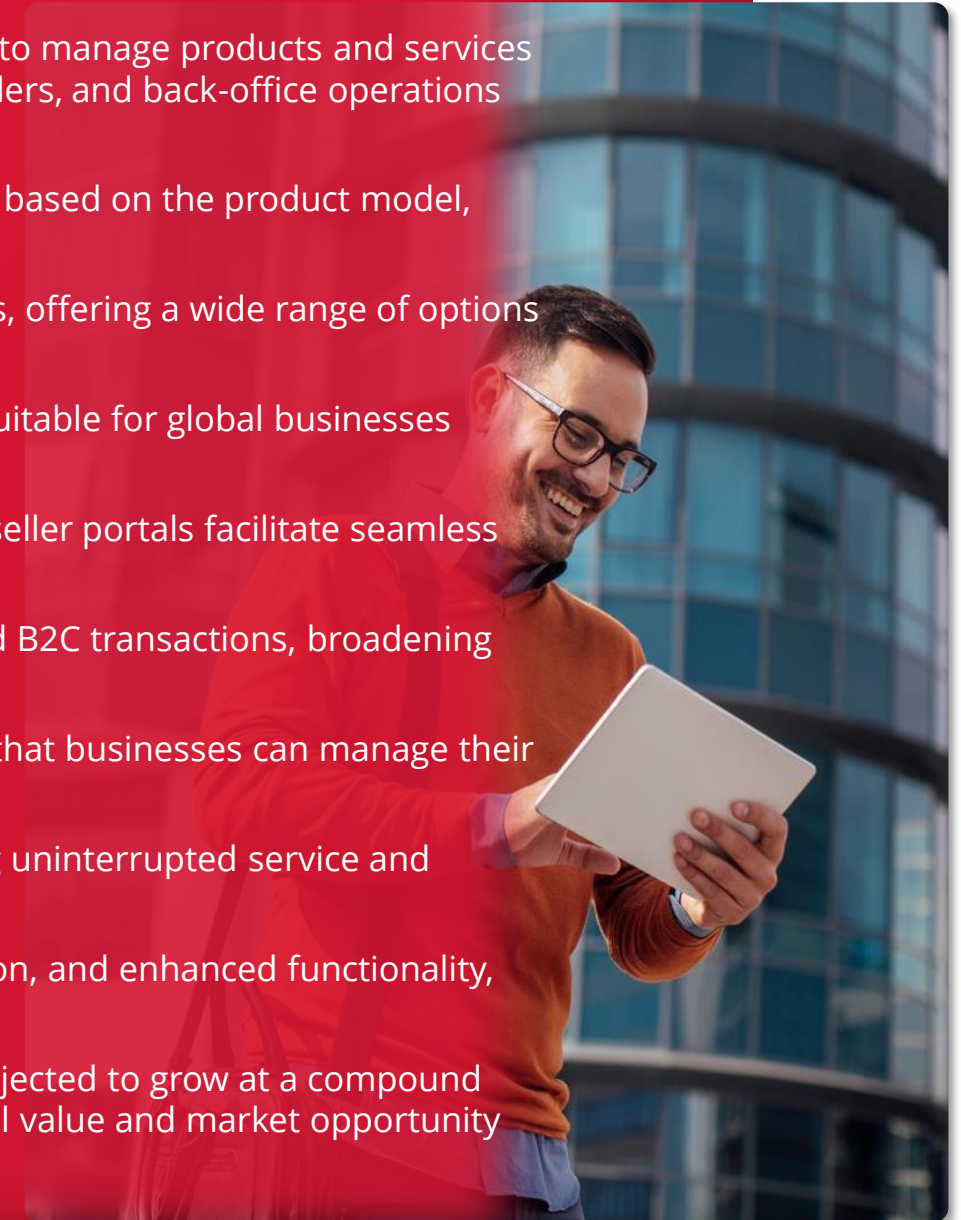


Online & Offline Flow



Benefits of Solution

- **Comprehensive Business Management:** The solution offers an end-to-end platform to manage products and services in a subscription model, providing a 365-degree view of the business, customers, resellers, and back-office operations can lead to 25% cost reduction .
- **Flexibility in Fee Definition:** The platform allows high-value flexibility in defining fees based on the product model, reseller network, and location, making it adaptable to various business needs.
- **Unlimited Subscription Plans:** Businesses can configure unlimited subscription plans, offering a wide range of options to their customers and enhancing customer satisfaction by 20%.
- **Regional Adaptability:** The solution is easy to extend to different regions, making it suitable for global businesses looking to expand their reach.
- **Integrated Customer and Partner Portals:** Out-of-the-box customer and partner/reseller portals facilitate seamless interactions and transactions, improving overall user experience.
- **Marketplace for B2B and B2C:** The platform includes a marketplace for both B2B and B2C transactions, broadening the scope of business opportunities.
- **Content Management System:** An integrated content management system ensures that businesses can manage their digital content effectively, enhancing their digital presence.
- **Online/Offline Mode:** The platform supports both online and offline modes, ensuring uninterrupted service and flexibility in operations.
- **Enhanced Customer Engagement:** By providing a modern design, improved navigation, and enhanced functionality, the platform significantly improves customer engagement and satisfaction.
- **Growth in Subscription Economy:** The global subscription e-commerce market is projected to grow at a compound annual growth rate (CAGR) of approx. 69% by 2030. This growth highlights the potential value and market opportunity for businesses adopting subscription models.



Microsoft Value and Success with the Solution

By leveraging various Microsoft products, Tech Mahindra's Subscribe.Nxt platform can offer a more comprehensive, efficient, and innovative customer-centric solution, ultimately driving greater success for the business. All features collectively ensure that Microsoft provides a robust and flexible solution that can adapt to various business needs and enhance customer engagement and satisfaction.

- The solution leverages Microsoft Azure services to ensure scalability, reliability, and security. Microsoft Azure's extensive suite of offerings, including Azure AI/ML, enables the development of intelligent tools for fraud detection and efficient management of warranty approvals and replacements.
- By integrating with Microsoft Dynamics 365, the solution delivers a comprehensive, 360-degree view of the business. This integration provides in-depth customer insights and supports efficient management of customer interactions. The robust capabilities of Microsoft Dynamics 365 enhance customer satisfaction and streamline subscription management processes.
- Microsoft Power BI generates interactive and insightful dashboards, offering real-time monitoring of subscription metrics, customer behavior, and business performance. These data-driven insights facilitate informed decision-making and improve overall business efficiency.
- Microsoft Teams supports seamless communication and collaboration across departments such as marketing, IT, and customer service. It also plays a crucial role in providing support and training to customers and partners.
- The integration of Azure IoT allows the solution to incorporate IoT devices for enhanced customer service. This enables product usage tracking, predictive maintenance, and proactive customer support.
- By utilizing Azure's AI and machine learning capabilities, the solution enhances fraud detection and streamlines warranty approvals and replacements. This fosters customer trust and reduces operational costs.
- Microsoft Dynamics 365 Supply Chain Management optimizes the procure-to-pay (P2P) process, ensuring efficient procurement, order fulfillment, and payment collection. It also improves dealer management and enhances customer satisfaction.
- With Microsoft Power Apps, the solution supports the creation of custom applications for the Subscribe.Nxt platform, including dealer apps for quotations, dealer locators, and appointment scheduling. This improves user experience and operational efficiency.
- Integration with Azure Mixed Reality Services offers immersive experiences such as virtual product demonstrations and interactive training sessions, boosting customer engagement and satisfaction.
- The Microsoft Azure Content Delivery Network (CDN) enhances platform performance and reliability by delivering content quickly and efficiently to users worldwide.



Customer Success



The Client

A leading global Tyre Manufacturer, established in 2nd quarter of the 20th century, offers innovative solutions for passenger, commercial, and specialty vehicles. Known for advanced technologies like fuel-efficient and winter Tyres, the firm emphasizes sustainability and performance. With a presence in over 150 countries, it focuses on safety, quality, and environmental responsibility, serving diverse markets through continuous innovation & strategic partnerships.



The Challenge

Establish a strategic approach to meet varying customer needs and market dynamics while ensuring a seamless and secure experience for all stakeholders. Adapting pricing and plans to diverse needs, managing promotions seamlessly, balancing efficiency in collections, supporting B2B/B2C marketplaces, ensuring regulatory compliance, maintaining transparent transaction reporting, providing user-friendly portals, and securing e-signatures - all require meticulous planning and robust infrastructure.



The Solution

Tech Mahindra implemented a comprehensive subscription management platform offering customizable pricing, integration with financial and ERP systems, automated accounts processes, real-time order management, and detailed reporting. It includes fraud detection, support for multiple promotions, self-service portals, enhanced customer experience through mobile apps, e-signature support via PandaDoc, IoT integration, and VR/AR tools for warranty management.



The Impact

The solution enhances operational efficiency, reduces manual errors, and improves financial accuracy through automation and integration. It boosts customer satisfaction with seamless self-service options and mobile accessibility. Fraud detection and secure e-signatures ensure trust and security. Real-time management and detailed reporting provide transparency, while VR/AR tools and IoT integration offer innovative customer support, driving overall business growth and customer loyalty.



Why Tech Mahindra

Customer selected us due to its proven track record, extensive expertise in the Manufacturing sector, and proficiency in implementing Microsoft Dynamics 365. Our alignment with customer's organizational culture and its ability to deliver customized technological solutions focused on achieving strategic objectives were key factors in the decision. Additionally, our skilled team and successful implementation of Microsoft Dynamics 365 in Europe region, demonstrated their capability to address challenges and facilitate a successful digital transformation.

Contact Us

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