



Five Key Growth Levers For High-Volume, Complex Subscriptions

Getting from \$0 to \$1B in ARR/Subscription Revenue

Presented By:

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Agenda

- Overview
- Building for Scalable Growth
- 5 Key Growth Levers
- Questions

Introductions



Tim Cook
Chief Customer Officer



Igor Stenmark
Managing Director



- Tim Cook, Chief Customer Officer, Evangelist and Co-Founder, BluLogix
- Igor Stenmark, Managing Director, MGI Research

Five Key Growth Levers For High- Volume, Complex Subscriptions

#1: Adding sales channels

Partner Sales

- Distributors
- Dealers
- Partners/Affiliates
- Wholesalers
- Individual Retailers
- Selling Agents
- Value Added Resellers
- Franchisees

Direct Sales

- Website
- Salepeople
- Telesales
- Retail

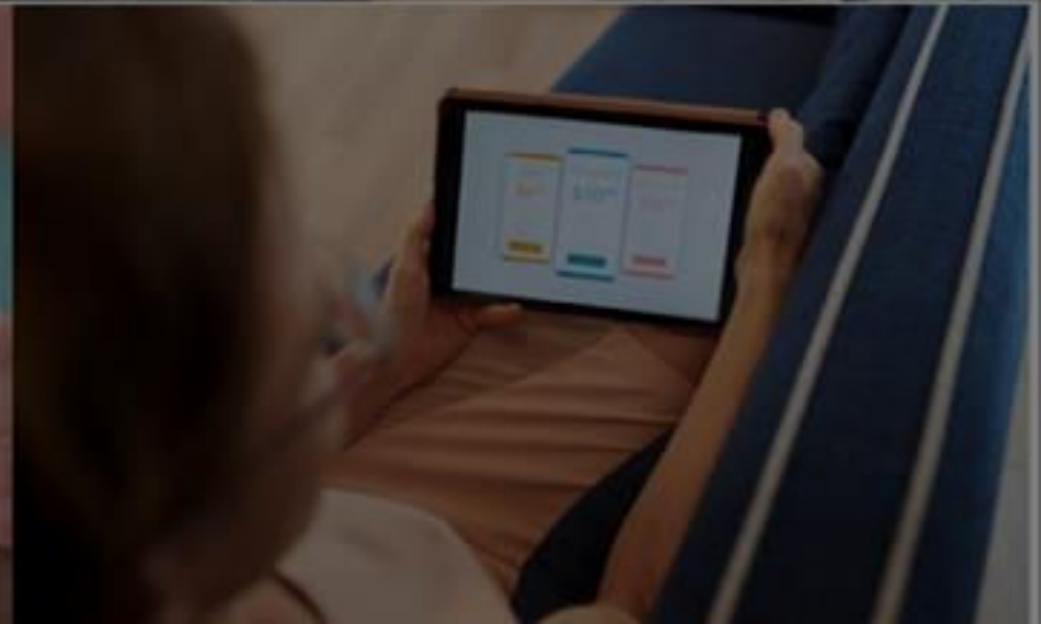
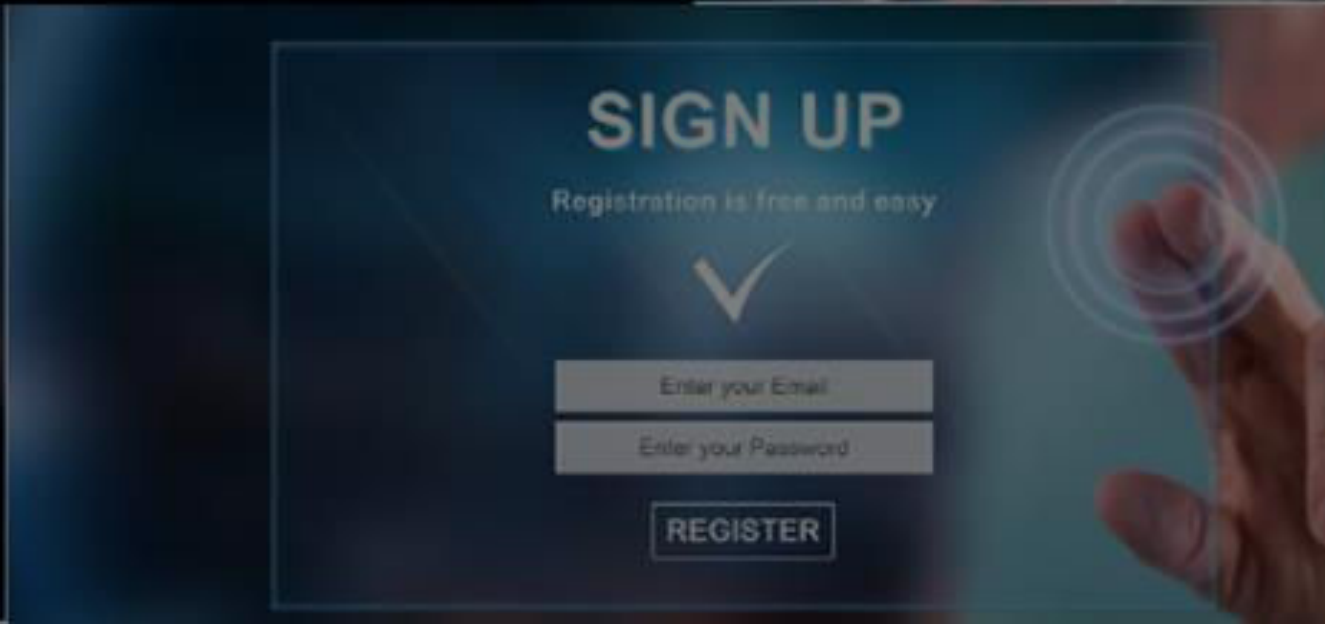
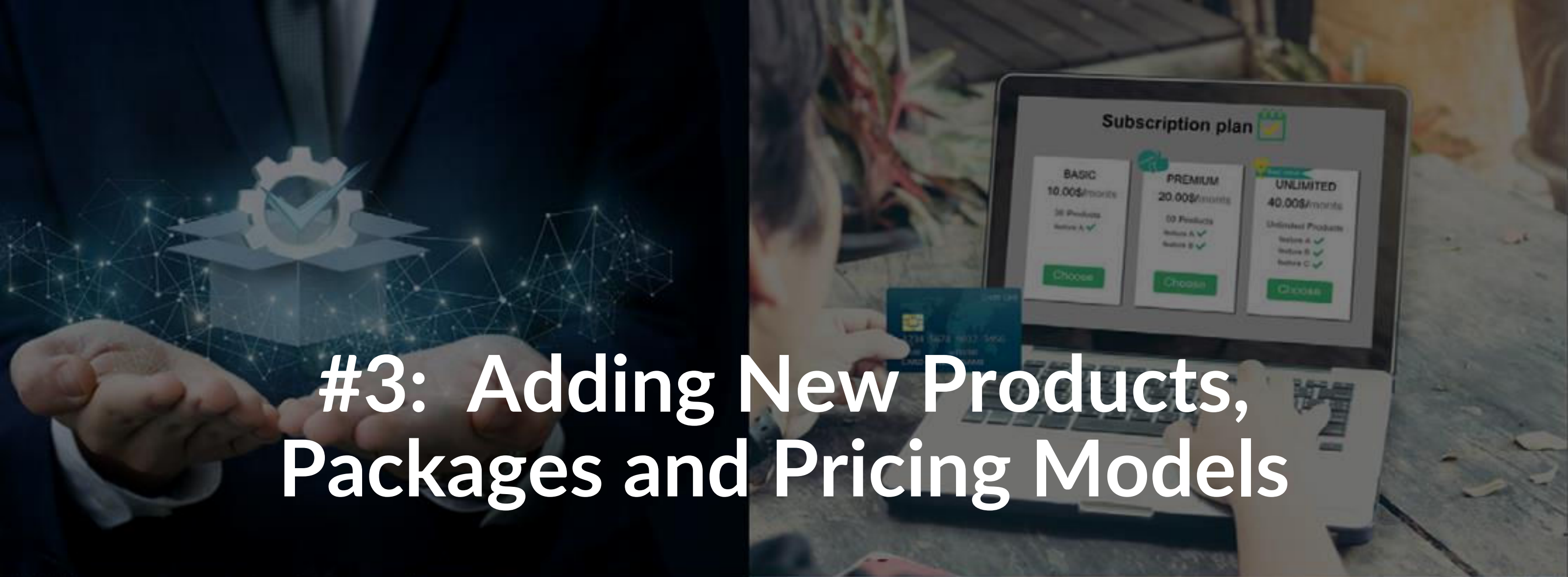
Online Sales

- Affiliate programs
- Partner & Referral Programs
- Marketplaces – i.e. Amazon, AWS,
- Auction Sites



#2: Going Global

#3: Adding New Products, Packages and Pricing Models



A 3D rendering of a warehouse conveyor belt system. The scene is viewed from a low angle, looking down the length of the conveyor. Several cardboard boxes are positioned on the belt, moving away from the viewer. The boxes are brown with white labels and some have 'FRAGILE' markings. The floor is a dark blue-grey color, overlaid with a red grid pattern of laser lines. The lighting is bright and even, creating a clean, industrial aesthetic.

#4: Acquiring a New Company or Product Line

#5: Avoiding Market Disruption by Being Agile



- Macro level economic environmental issues
- Significant increase in the cost to acquire a customer
- Competitive pressure
- Massive increase in demand
- Compliance – where we are today might not be where we are tomorrow
- Dynamic nature of subscription

Operationalizing Your Growth Plan



Monetization Maturity
Framework



Business Case & Plan



Agile Subscription Management
& Billing Platform

Assume You're Going to Grow at Market Rate (or Hopefully), Substantially More

Ensure the Systems You Select can Grow with You

Subscription is Growing as Markets Demand it.

Agility is Critical

Without Compromise, Your Way

Plan for Growth

Complexity is a Given

For enterprise companies or firms launching 'as-a-Service' or subscription from an existing product portfolio

About BluLogix

We do what others can't.

- Orchestration
- Margin Analyzer™
- N-Tier Tenant Hierarchy
- Rebilling & Pass-thru
- Channel & Globalization
- Consumption & Content Rule-based Rating
- Contract Management
- Headless Commerce

Not just another billing platform.

Subscription Billing

Subscription Management

Finance Management

Reporting & Analytics

Questions?

Thank You

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