



# solutions for online media & advertising industry

## aquarius solutions | value proposition

*aquarius goal is to provide a comprehensive suite of solutions for online media and advertising clients to streamline and automate their billing, revenue and affiliate partner payments processes.*

*aquarius solutions help clients leverage their investments in their existing ERP applications through these software application modules, consulting and advisory services*

aquarius solutions supports over \$2billion of billing and revenue for leading online ad networks and social media clients. It is the only enterprise class automated solution to streamline all critical online advertising revenue recognition processes - scheduling, recognition, compliance, reporting, and forecasting. It is build on Oracle so you can leverage your existing ERP investments.

Over the past two years, aquarius has delivered solutions and consulting services enabling:

- Revenue controllers to replace complex spreadsheets with a fully automated and scalable ad revenue management system and literally manage the end-to-end process with few “clicks” - ask our clients on how easy it is to use!
- Finance and Accounting have reduced their month end close time by 70% and don't have to do revenue estimations—everything is based on actuals with the ability to see daily revenue run rate and revenue forecasts based on delivery run rates
- Sales to track accurate daily and monthly revenue forecasts and commissionable revenue reports improving their productivity dramatically as campaign/IO mgmt systems are now independent of the financial close

## Industry need for a solution

The advertising paradigm has changed with migration of revenue from old media to new media (online) and the proliferation of complex distribution channels as a result of technology. The complexity in this value chain creates significant operational challenges in the advertising lifecycle – from managing campaigns, delivery reconciliation, accurate billing, revenue and collections management.

For, online media companies such as social networks, online publishers and ad networks that have an advertising supported business model, billing and revenue recognition remains a big challenge largely due to the dynamic nature of the impression and non-impression based products; dependency on third party stats reconciliation and overall lack of scalable packaged software solutions than can systematically and accurately schedule, calculate, manage and report revenue. Most billing and revenue teams still rely on managing complex excel worksheets to run their billing and revenue processes which are cumbersome, error prone and disconnected from the supporting revenue calculations. Online advertising business and the anticipated growth now demands a scalable solution for revenue recognition and billing.

**revStream** solution supports over \$2billion of billing and revenue for leading online ad networks and social media clients. It is the only enterprise class automated solution to streamline all critical **online advertising revenue recognition** processes - allocation, scheduling, recognition, compliance, reporting, and forecasting complementing. It is build on Oracle so you can leverage your current ERP investments

# aquarius online media solutions

Based on industry leading online media and social networking companies, a proven, scalable and extensible solution has emerged for billing, revenue, partner payment management.

**revStream | billing and revenue manager** is the only comprehensive solution for managing the complete ad billing and revenue cycle. It comprises of the Revenue Manager and the Billing Manager to enable 1. Rules based revenue allocation and scheduling 2. Revenue Accounting; 3. Rules based billing management 4. Controls & Management reporting. It's a modular application built on oracle and serves as an extension to the existing erp/crm systems.

**revStream 3PS | 3rd party stats reconciliation** is a custom solution based on proprietary integration adaptors for third party stats data feed automation and reconciliation. It is integrated to revStream engine to enable rules based reconciliation and systematic billing and revenue recognition calculations based on reconciled third party stats.

**payStream | partner payment manager** is a solution to enable partner data management, partner revenue reporting, rules based payment engine with tighter integration to oracle payables, revStream. This solution is designed to address the complexity in high volume mass market publisher transactions across multiple demand and distribution channels.

## aquarius consulting services and expertise

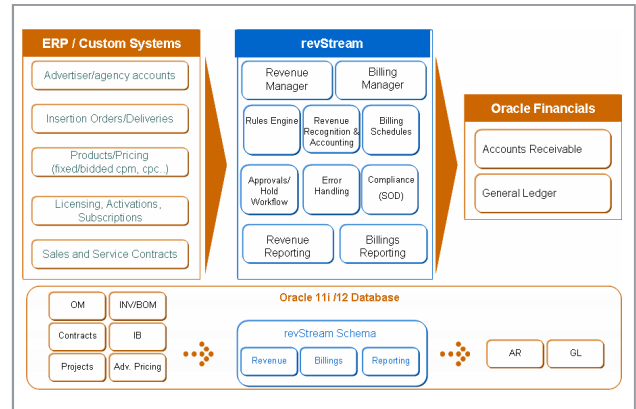
aquarius helps online media clients of all sizes in project management, design and implementation of the complete campaign management to billing, revenue and partner payment solutions. Our client engagements are typically structured as consulting projects and with every engagement we bring rich experience of senior talent with relevant industry domain expertise; sales to cash process subject matter expertise and functional expertise of aquarius software solutions and Oracle business applications.

### Case study: global online publisher

- solution:** aquarius, in a consulting engagement, designed, developed and managed a complex end to end billing and revenue automation solution on the oracle platform to support a \$2b+ display advertising business
- benefits:** 1. fully automated, efficient, accurate and sox complaint revenue recognition process and system; 2. ability to track daily & monthly revenue forecasts 3. Streamlined month end close process and reduced close time by 50% 4. Significantly reduced DSO & collections by streamlining the billing and invoice distribution process

### Case study: social networking site

- solution:** aquarius, "revStream" revenue management engine was configured and implemented in less the 16 weeks to provide a single integrated workbench to manage various revenue scenarios and provided comprehensive reporting capabilities
- benefits:** 1. fully automated, efficient, accurate and sox complaint revenue recognition process and system; 2. ability to track daily & monthly revenue forecasts in Oracle business intelligence 3. seamless integration with Oracle GL for revenue accounting & revenue close process



**Insertion Order (IO) Manager** is a custom oracle order management module to enable real-time insertion order management and can be integrated with ad trafficking systems using standards based API's to provide delivery and fulfillment details. It is pre-integrated to oracle quoting for easy quote to order conversion and to revStream for billing and revenue recognition.

**Integration with Dart & Atlas** is accomplished using Dart & Atlas published APIs to the IO and delivery data. Delivery and targeting metrics are also downloaded for analysis and reporting. Daily under delivery reporting and analysis is enabled using the delivery data downloaded.



### about aquarius

aquarius is a niche consulting firm specializing in billing and revenue management solutions; program management and post merger/ acquisition integrations. aquarius brings extensive expertise in process design and implementation of sales to revenue solutions for online media and software/services industry. aquarius revStream solution is the only Oracle based solution to manage complex billing and revenue recognition business models.

for more information, send a message to [clientservices@aquariuscg.com](mailto:clientservices@aquariuscg.com)

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