

revStream

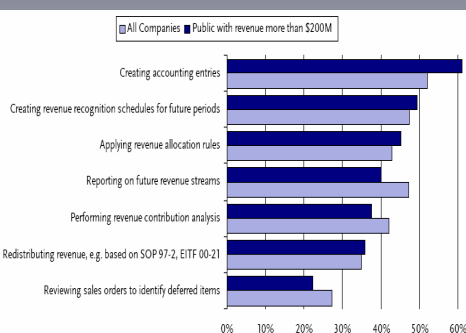
an aquarius solution

Online Media & Advertising Revenue Recognition Automation Solution

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. It is build on Oracle so you can leverage your current ERP investments

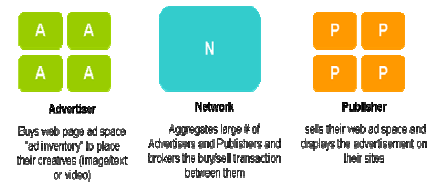
- No license costs
- No costly interfaces to ERP
- Maximize your Oracle investment
- Minimal cost of ownership

“92% of public and private companies rely on spreadsheets to fill vital gaps in their revenue recognition and reporting processes despite the fact that spreadsheets are prone to errors, lack audit capabilities, and resist internal controls” – IDC, 2006



the challenge

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.



Billing and revenue recognition in particular is a challenge because of the dynamic nature of the campaigns and delivery reconciliation. Complexity comes from the online advertising pricing models (ex: CPM, CPA, CPC, dCPM etc..) and their dependency on the delivery stats to calculate, certify and recognize revenue in a timely fashion. Most billing and revenue teams still rely on managing complex excel worksheets to run their billing and revenue processes.

revStream is for online media companies that:

- Run large websites, ad networks or digital media assets
- Sell time and impression based products (ex: fixed or bidded CPC, CPM, CPA etc..)
- Need to implement complex billing and revenue recognition rules based on time, impression and performance including over/under delivery
- Need to automate billing and revenue recognition, reconciliation and certification with 3rd party stats reconciliation
- Need robust reporting for revenue recognition & forecasting
- Need to enforce internal controls for SOX compliance
- Use Oracle or home grown applications for order booking & revenue accounting

revStream | value proposition

revStream is a comprehensive solution designed to streamline and automate complex billing and revenue recognition for the online media industry. It addresses the major gaps and limitations of existing ERP and ad management software systems. It specifically addresses the unique requirements such as time and impression (delivery) based revenue and billing; scheduling and managing separate billing & revenue streams and provision to report revenue, forecast, billed/unbilled and deferred revenue comprehensively. revStream's value proposition lies in the facts:

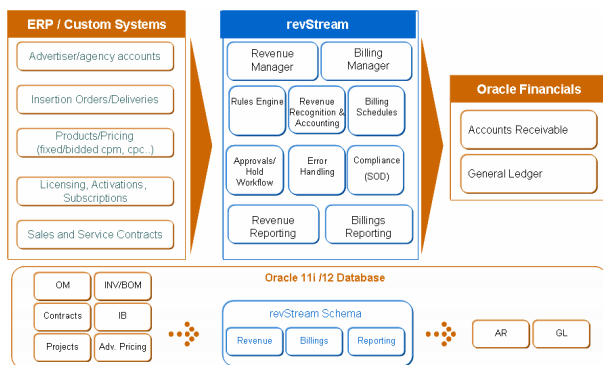
- It's a proven solution—supporting \$2b+ of revenue for leading online media firms
- Allows for separate billing and revenue streams —no other ERP package does that
- Enables managing complex time, impression based billing and revenue recognition
- Built on Oracle - highly scalable, extensible and configurable
- Pre-built integrations with Oracle modules (Sales, OM, GL & AR). Hence the time to deploy is drastically reduced.

revStream | key solution features & functionality

- Separate billing and revenue streams – easily manage billing and revenue schedules with a few key strokes using the intuitive UIs
- Configurable billing and revenue recognition rules engine
- Automatically extract, calculate and present revenue recognition details in a single workbench for review and approvals
- Enable adjustments to revenue & billing - credits & debits
- Manage global revenue distributions for RON and cross-border IO's
- Report on daily revenue estimates and forecasting
- Automatically create journal entries in GL for approved entries
- Track unbilled AR and deferred revenue tying back to IOs
- Approvals and holds management to manage revenue schedules
- Multi-operating unit, multi-currency & multi-language enabled
- Generate transactional reports (revenue, revenue forecast, IO billings etc..)
- Integration with 3rd party ad servers (Dart, Atlas etc.) for IO & delivery data
- Daily under delivery analysis and alerts to enable effective campaign mgmt

aquarius | revStream solution footprint

The revStream solution primarily comprises of the Revenue Manager and the Billing Manager. revStream design extends the standard Oracle ebusiness suite application for: 1. Revenue allocation and scheduling 2. Revenue Accounting 3. Controls and Management reporting 4. Billing Management (rules and scheduling).



The solution is designed and built on the Oracle ebusiness technology leveraging the native integration to Oracle order management, contracts, AR and GL modules and thereby ensuring scalability and seamless integration.

revStream requires Oracle application skills to support leveraging existing infrastructure and resources .

aquarius consulting services and expertise

our consulting services are designed to bring rich experience of senior talent in the areas complex billing and revenue automation solutions for online media, software and interactive games companies. Our client engagements are typically structured as consulting projects which includes requirements definition/analysis to process design and solution implementation for the complete sales to revenue process.

revStream provides a “single unified revenue workbench” to review, adjust, reject/approve and automatically post to the general ledger - “no more spreadsheets”

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

aquarius consulting group
270 redwood shores parkway, # 709
redwood shores, ca 94065
phone: 650.241.0206 fax: 650.362.1967

