



Next-level revenue management

Spotlight on Data Centre Colocation Services

Complex pricing for colocation services, diverse customer requirements, managing recurring and usage-based billing, integrating legacy systems, and ensuring transparency, accuracy, and scalability.

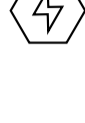
Revenue streams for data centre colocation services



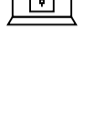
01 | Rack space fees
Revenue from leasing physical space in racks or cabinets to host customer equipment.



05 | Bandwidth and network services
Charges for internet connectivity, dedicated bandwidth, or peering services.



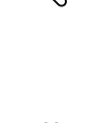
02 | Power usage charges
Fees based on actual or committed power consumption levels (e.g., per kW or kWh).



06 | Security and compliance services
Revenue from enhanced security, audits, certifications, or regulatory support.



03 | Cross-connect fees
Charges for physical connections between customer equipment and other networks or services.



07 | Disaster recovery services
Fees for providing redundant systems or business continuity infrastructure.



04 | Remote hands services
Income from technician services for remote troubleshooting, maintenance, or installations.



08 | Value-added services
Earnings from consulting, monitoring, data migration, or cloud integration support.

Aligning revenue stream to applicable model



Subscription

- Rack Space Fees
- Bandwidth and Network Services
- Security and Compliance Services

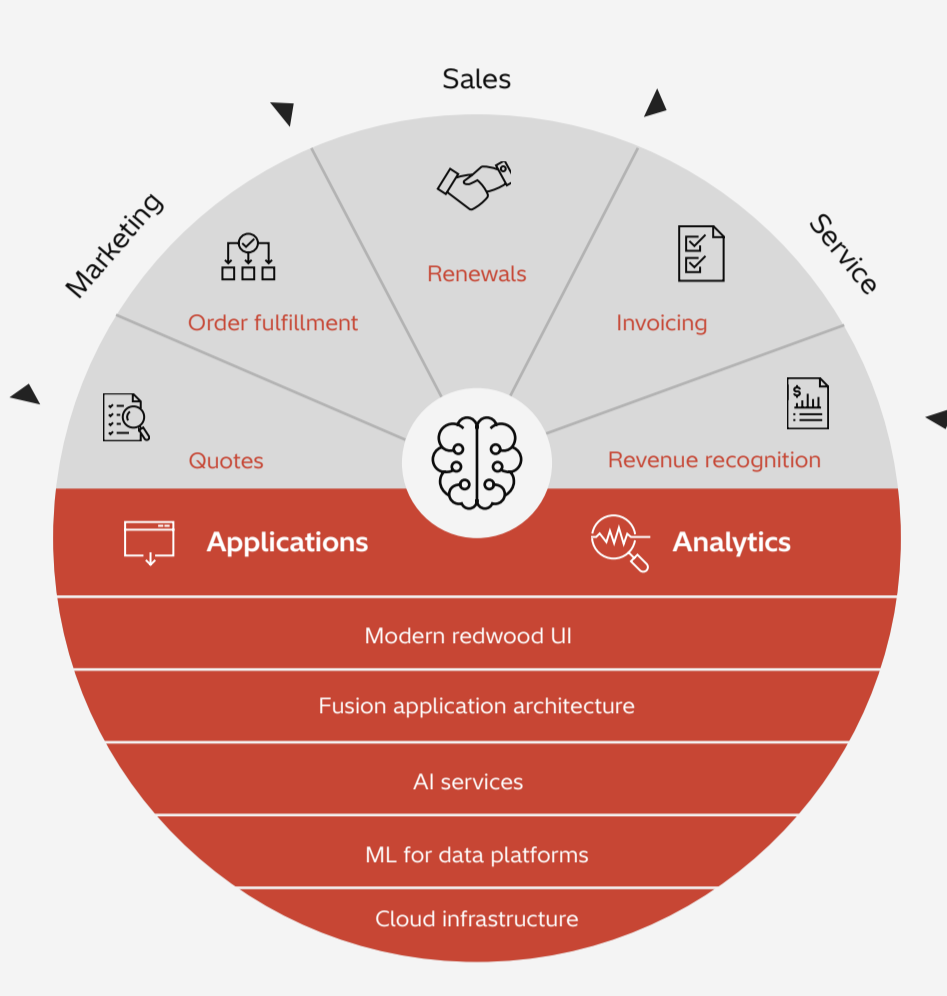
Equipment as a service

- Disaster Recovery Services

Usage-based

- Power Usage Charges
- Cross-Connect Fees
- Remote Hands Services
- Value-Added Services

Strategic revenue management with Oracle – the solution



Monetisation-driven sales to cash process: Streamlined and automated order-to-cash workflows, from content sales through invoicing, credit management, and cash collection, to accelerate revenue realisation.

Access & control for revenue operations: Secure, role-based access tailored for Sales, Billing, and AR teams to safeguard revenue processes and enforce audit controls.

Revenue-focused system modules: Deployment of key modules for managing digital subscriptions, usage-based billing, customer hierarchies, and automated dunning to maximise revenue recovery.

Insight-driven revenue reporting: Delivery of actionable dashboards and standard financial reports (e.g., aging, revenue leakage) to support executive decision-making.

Ecosystem integration for revenue accuracy: Seamless integration with Salesforce, general ledger, tax engines, and CRM platforms to ensure billing accuracy and revenue compliance across digital media channels.

Enablement for scalable growth: Comprehensive training and self-service documentation to empower teams, reduce support dependency, and support revenue scale-up.

Revenue-ready data migration: Clean migration of monetisable customer data, open receivables, and historical billing to ensure continuity and completeness of revenue streams.



Oracle AI features deployed in revenue management

AI-driven revenue recognition automation

- AI identifies performance obligations and automates timing of revenue recognition. Handles multi-element arrangements (e.g., bundling hardware, software, services) (Oracle Fusion Revenue Management)
- **Solves:** Challenge of contracts often include complex elements like licensing, ad inventory, cloud services, and support, AI ensures timely and compliant revenue capture

AI-enhanced subscription & usage analytics

- Recommends revenue-maximising bundles, renewals, and retention offers. Tracks real-time subscriber behaviour, usage drops, and upgrade opportunities. Helps reduce churn through proactive targeting (Oracle Subscriptions + AI)
- **Solves:** Revenue health in media/tech often depends on engagement metrics and reducing churn

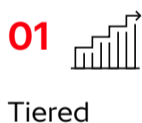
Predictive revenue forecasting

- Models future cash flow from recurring services and one-time sales. Forecasts subscription churn, ad spend trends, content viewership impact on revenue. Factors in market trends, customer behaviour, usage data. (Oracle Analytics Cloud + ML)
- **Solves:** Firms depend on predictable recurring revenue, AI helps improve accuracy in a volatile market

Dynamic pricing & offer optimisation

- Adjusts prices for digital content, ad packages, SaaS tiers, or network bandwidth in real time. AI considers user segmentation, engagement, competitor pricing, and usage patterns. Supports A/B pricing experiments. (Oracle Revenue Management Cloud + AI/ML)
- **Solves:** Value perception and demand shift fast, AI lets you price smarter, not harder

Strategic revenue management – the value levers



01 Tiered Service Models



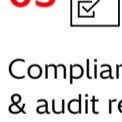
02 Dynamic pricing & monetisation models



03 Revenue intelligence & forecasting



04 Customer-centric billing experiences



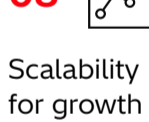
05 Compliance & audit readiness



06 Cross-platform integration



07 Ancillary Services & Upselling



08 Scalability for growth



Why? Value summary

Enables data centres to efficiently manage complex, contract-driven colocation revenues. It supports multi-year contracts, tiered pricing, and usage-based billing, while automating revenue recognition, and ensuring compliance with accounting standards, driving accuracy, scalability, and financial transparency across the business.

01 The foundation

Enterprise resource planning

Subscription management

Integration

Essential modules

- Accounts Payable
- Accounts Receivable
- Cash Management
- Fixed Assets
- General Ledger
- Subscription Management
- OIC (Oracle Integration Cloud)

02 The expansion

Order management

Product management

CPQ

Optional modules

- Product Data Hub
- Procurement
- Order Management
- Inventory and Costing
- CPQ

03 The value-adds

Enterprise performance management

Risk management

Optional modules

- Risk Management
- Planning and Budgeting
- Account Reconciliation and Transaction Matching
- Financial Consolidation and Close
- Narrative Reporting