



Next-level revenue management

Spotlight on the Rental and Equipment as a Service

Rental operations face a maze of challenges, late returns, unclear terms, and billing errors. Success lies in seamless coordination, real-time tracking, and transparent communication.

Revenue streams for rental & equipment as a service

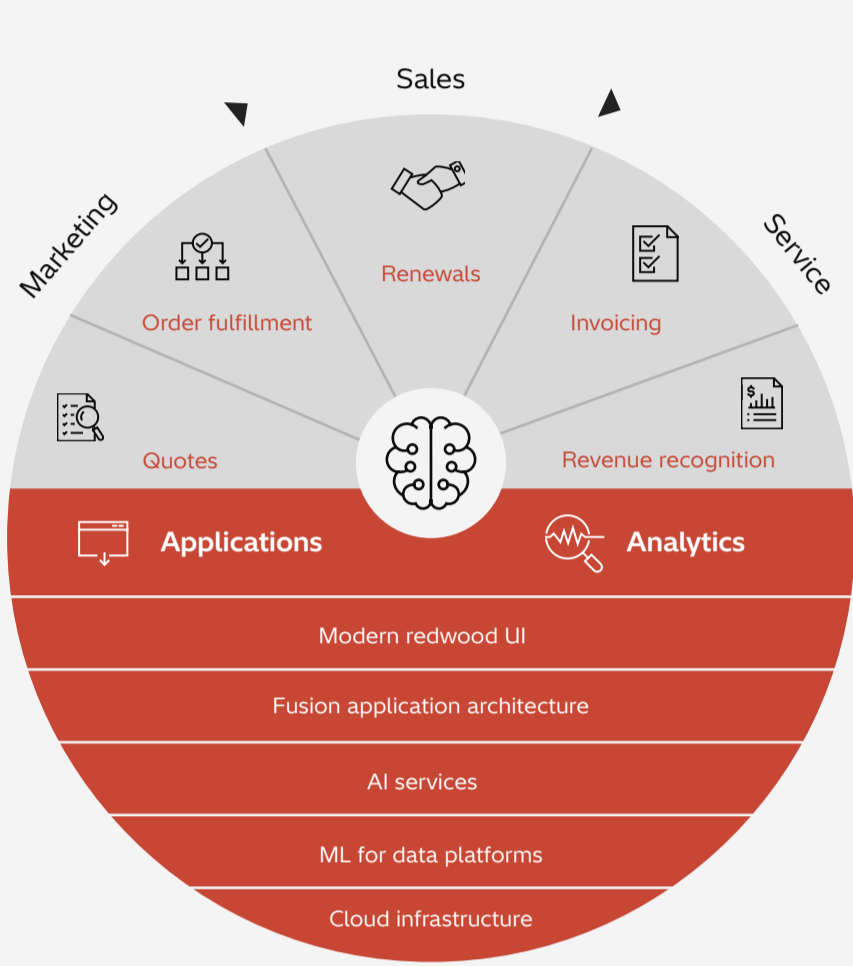
- 01 | Core rental fees**
Charges for the base rental duration (daily, weekly, monthly), typically the primary source of income.
- 02 | Late return penalties**
Fees for returning equipment past the agreed rental period.
- 03 | Damage and maintenance charges**
Revenue from repair or servicing costs due to user negligence or wear and tear beyond normal use.
- 04 | Delivery and pickup fees**
Charges for transporting equipment to and from the customer's location.
- 05 | Subscription or membership models**
Regular recurring fees for businesses or individuals to access equipment at discounted rates or with priority service form.
- 06 | Extended rental or upgrade fees**
Income from customers extending rental periods or upgrading to newer or more advanced equipment.
- 07 | Consumables and accessories sales**
Selling or renting add-ons like fuel, safety gear, or spare parts used alongside the equipment.
- 08 | Insurance and protection plans**
Optional add-ons where customers pay for coverage against loss, theft, or damage.

Aligning revenue stream to applicable model

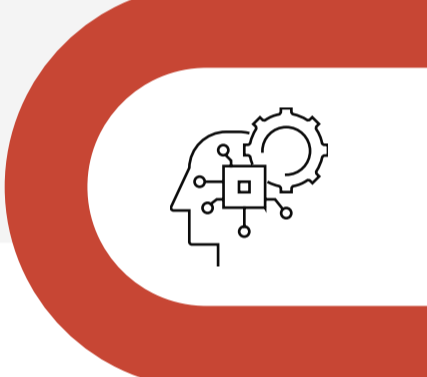


- Subscription**
 - Subscription or Membership Models
- Equipment as a service**
 - Damage and Maintenance Charges
 - Insurance and Protection Plans
- Usage-based**
 - Core Rental Fees
 - Late Return Penalties
 - Extended Rental or Upgrade Fees
 - Delivery and Pickup Fees
 - Consumables and Accessories Sales

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** Accelerated quote-to-cash cycles
- 02** Dynamic pricing & monetisation models
- 03** Revenue intelligence & forecasting
- 04** Product Configuration
- 05** Compliance & audit readiness
- 06** Cross-platform integration
- 07** Ancillary Services & Upselling
- 08** Scalability for growth



Our equipment as a service solution – the benefits
Automate the full rental lifecycle, improving efficiency from contract initiation to returns. It enhances visibility into recurring revenue, contract performance, and asset utilisation, driving better decision-making, streamlined operations, and faster, more accurate billing and revenue recognition.

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