



Next-level revenue management

Spotlight on the Technology and Communications

Technology & Communications companies face growing complexity in sales and finance processes, as they strive to support diverse subscription and usage-based pricing models. Meeting rising customer demands for transparency, flexibility, and frictionless experiences adds further operational strain.

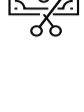
Revenue streams for technology and communications companies



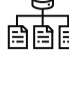
01 | Usage-Based Billing
Revenue tied to actual consumption, like data, minutes, cloud storage, or API calls.



05 | Subscription services
Recurring income from access-based offerings such as software, telecom plans, or media content.



02 | Hardware & Device Sales
Earnings from selling physical products such as smartphones, routers, or IoT devices.



06 | Professional & Mgd Services
Revenue from consulting, implementation, support, and outsourced IT or network operations.



03 | Licensing & Royalties
Fees from granting rights to use proprietary software, technology, or patents.



07 | Marketplace & Platform Fees
Commissions or fees from enabling third-party transactions on digital platforms or app stores.



04 | Advertising Revenue
Income from targeted digital ads placed on platforms, apps, or content.



08 | Data Monetisation
Revenue from selling insights, analytics, or anonymized data to partners or advertisers.

Aligning revenue stream to applicable model



Subscription

- Subscription Services
- Licensing & Royalties

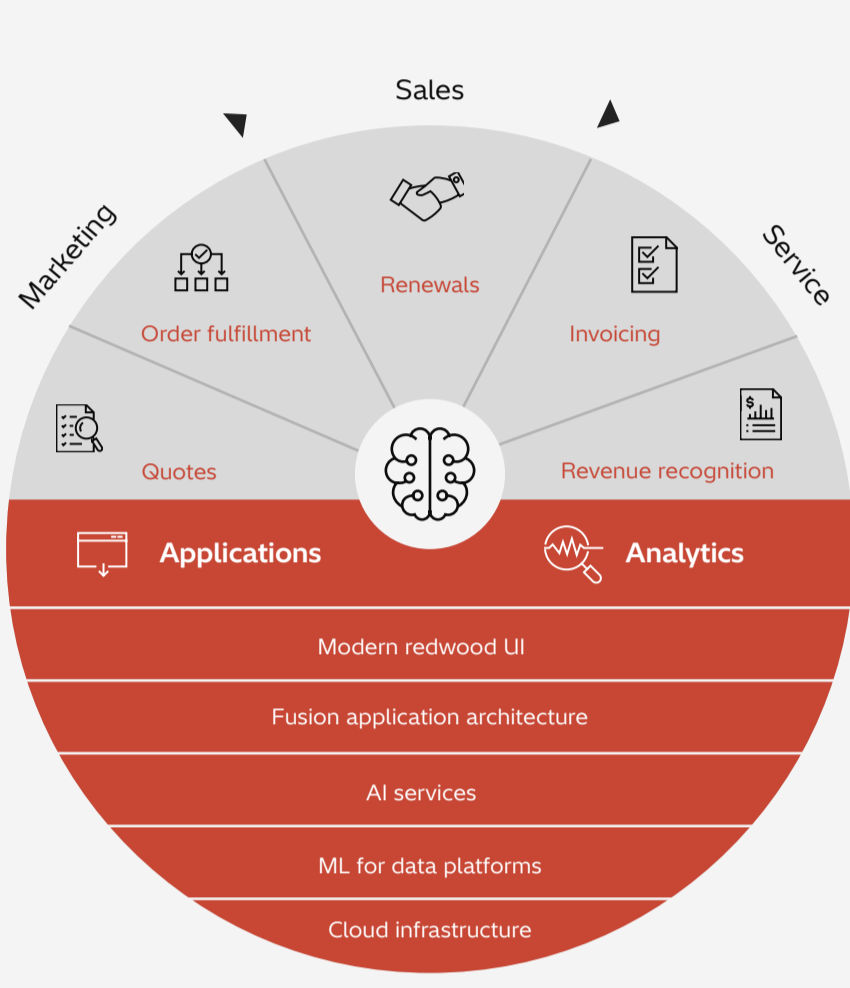
Equipment as a service

- Hardware & Device Sales

Usage-based

- Usage-Based Billing
- Advertising Revenue
- Professional & Managed Services
- Marketplace & Platform Fees
- Data & Analytics Monetisation

Strategic revenue management with Oracle – the solution



Monetisation-driven sales to cash process: Streamlined and automated order-to-cash workflows, from subscriptions and usage billing to device sales and platform fees, to accelerate revenue realisation across diverse models.

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

Revenue-focused system modules: Deployment of key modules for managing subscriptions, usage-based pricing, device-as-a-service, and partner commissions to maximise monetisation and revenue recovery.

Insight-driven revenue reporting: Delivery of actionable dashboards and standard financial reports (e.g., aging, leakage, usage trends) to support executive decisions across revenue types.

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

Enablement for scalable growth: Comprehensive training and self-service documentation to empower teams, reduce support dependency, and scale monetisation across services and platforms.

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

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|---|--|---|---|
| <p>01 Accelerated quote-to-cash cycles</p> | <p>02 Dynamic pricing & monetisation models</p> | <p>03 Revenue intelligence & forecasting</p> | <p>04 Customer-centric billing experiences</p> |
| <p>05 Compliance & audit readiness</p> | <p>06 Cross-platform integration</p> | <p>07 Reduced revenue leakage</p> | <p>08 Scalability for growth</p> |



Our colocation services solution – the benefits
By harnessing diverse revenue streams, technology and communications companies can unlock predictable income, improve customer lifetime value, and optimise monetisation across digital and physical assets. This multi-tiered approach enhances financial resilience, supports scalable growth, and enables tailored offerings that align with evolving customer needs.

<p>01 The foundation</p> <p>Enterprise resource planning</p> <p>Subscription management</p> <p>Integration</p>	<p>Essential modules</p> <ul style="list-style-type: none"> • Accounts Payable • Accounts Receivable • Cash Management • Fixed Assets • General Ledger • Subscription Management • OIC (Oracle Integration Cloud)
<p>02 The expansion</p> <p>Order management</p> <p>Product management</p> <p>CPQ</p>	<p>Optional modules</p> <ul style="list-style-type: none"> • Product Data Hub • Procurement • Order Management • Inventory and Costing • CPQ
<p>03 The value-adds</p> <p>Enterprise performance management</p> <p>Risk management</p>	<p>Optional modules</p> <ul style="list-style-type: none"> • Risk Management • Planning and Budgeting • Account Reconciliation and Transaction Consolidation • Financial Consolidation and Close • Narrative Reporting

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