good sign
PRICING BILLING MONETIZATION

THE WHY AND HOW:
GOOD SIGN BILLING APPLICATION FOR SERVICENOW

Avoid the Pains of Manual Data Collecting and Reconciling.

Achieve Pricing and Billing Flexibility.

WHAT IS THE CHALLENGE?

ServiceNow streamlines service management and very often ServiceNow is a core operational system for a service company.

However, in addition to streamlined service management, especially B2B service business often requires **mass customized contract scope and pricing**, **invoiced according to the end customers' specific requirements**.

B2B service business often exhibits **variability**, including **specific pay-per-use models** and **varying price per service transaction**.

These factors lead to complexity of meeting the customer and business requirements. The resulting complexity increases the risk of **revenue leakages** as certain services may go unaccounted for or trigger extensive **manual work** to reconcile data from various sources such as MS Excel sheets, ServiceNow and other systems.

WHAT IS THE SOLUTION?

The core of Good Sign is the rule engine. With this business rule engine, it is possible to express scenarios for billing and financial transactions. Rules are used to interpret the customer contract digitally, and with that, to allow automation.

An Example: *Customer Contract states that a Server (configuration item in ServiceNow) is billed monthly as follows:*

- *A base fee of $100 per month*
- *Additionally, $20 per CPU*
- *The Storage fees are calculated based on three-month running average of the volume used, while the backup fees are determined based on the monthly peak usage.*
- *A fixed fee is billed upfront at the start of each month while the usage-based storage and backup fees are billed at the beginning of the following month.*

WHAT IS THE SOLUTION?

These Contract rules are digitalized to Good Sign for the customer.

Based on the data Good Sign gets form ServiceNow the following rules are applied:

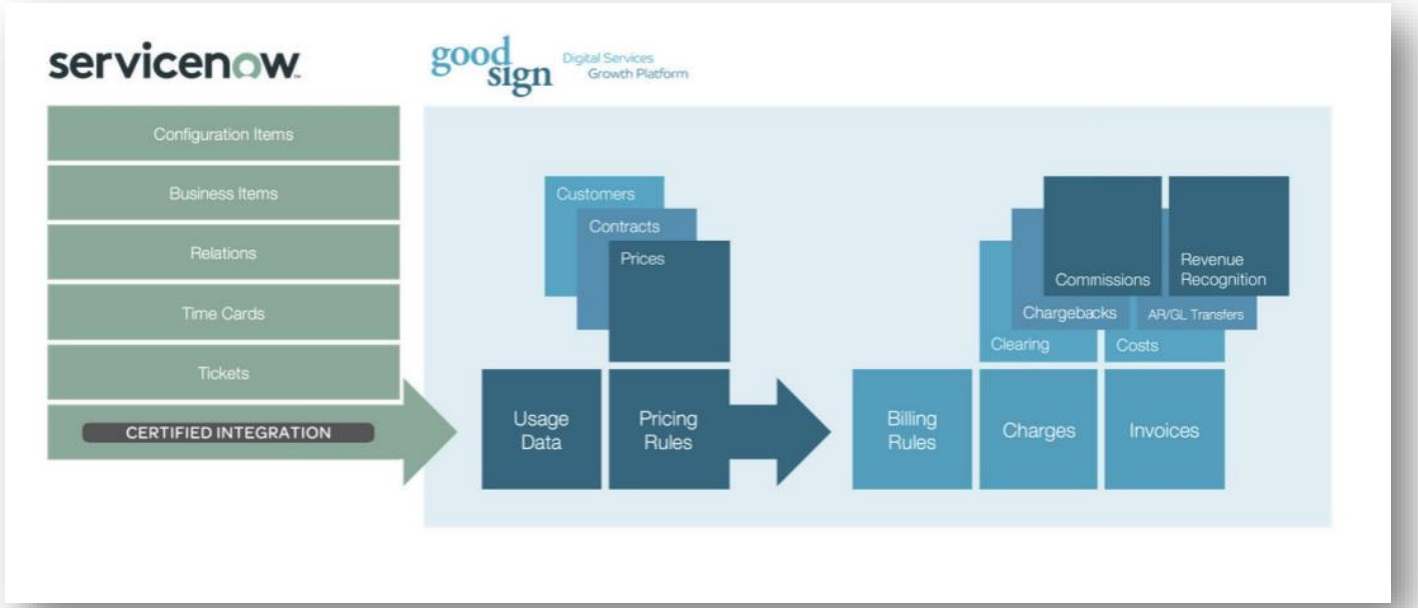
- *Fixed fee for each server*
- *CPU-based fee determined by a CPU count on each server*
- *Storage fee calculated with the average storage of the previous 3 months, and finally*
- *Backup fee based on the monthly peak value*

WHAT IS THE SOLUTION?

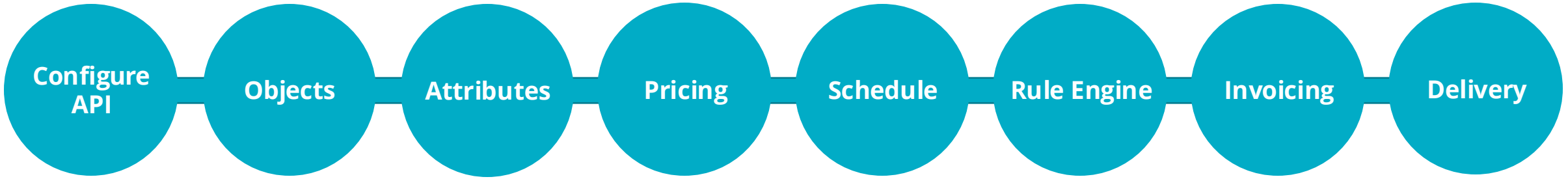
Adding more variation is not a problem either.

For example, with virtual servers, the count of CPUs may vary with a high frequency so there will be no single figure to use. In this case, the data is read from ServiceNow with suitable frequency, and based on this data creating a “CPU count timeline”. A value is then calculated. Either average or peak or mixture, as needed.

On the other hand, the customer may require to split the invoices for different business units, cost centers, or projects. This is also easy with the rule engine. Further, also internal cost calculations and automatic allocations can be automated with rules.



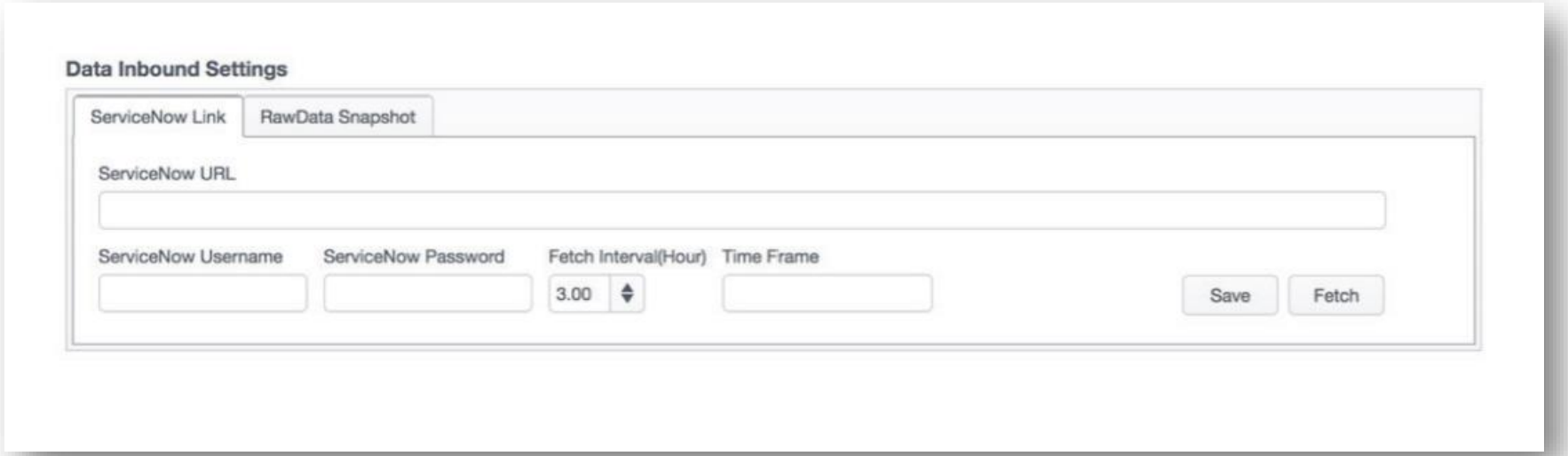
EXAMPLE WORKFLOW IN GOOD SIGN



Configure API

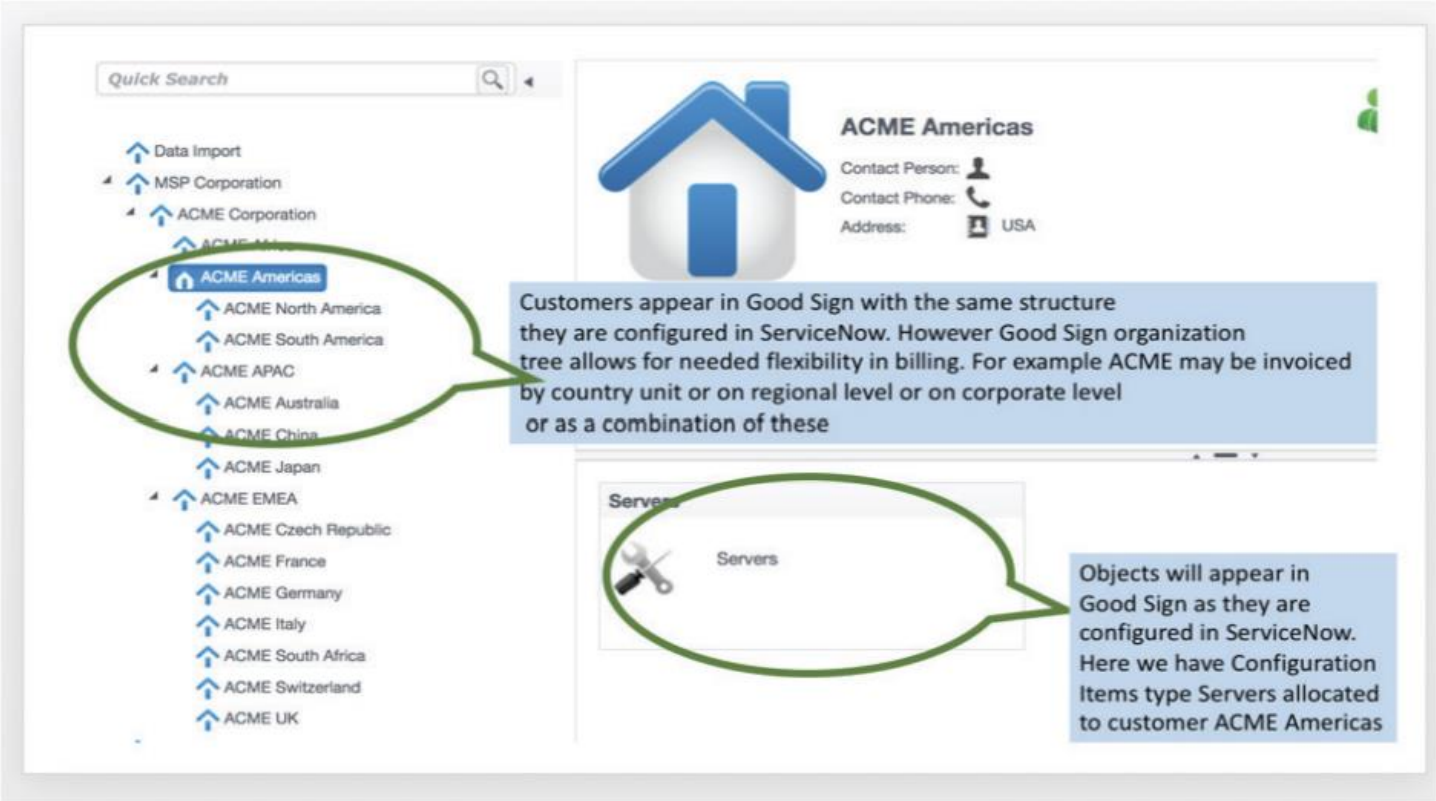
1. First, we configure how often and what objects to fetch from ServiceNow API.

   This is straightforward using tools offered by Good Sign.



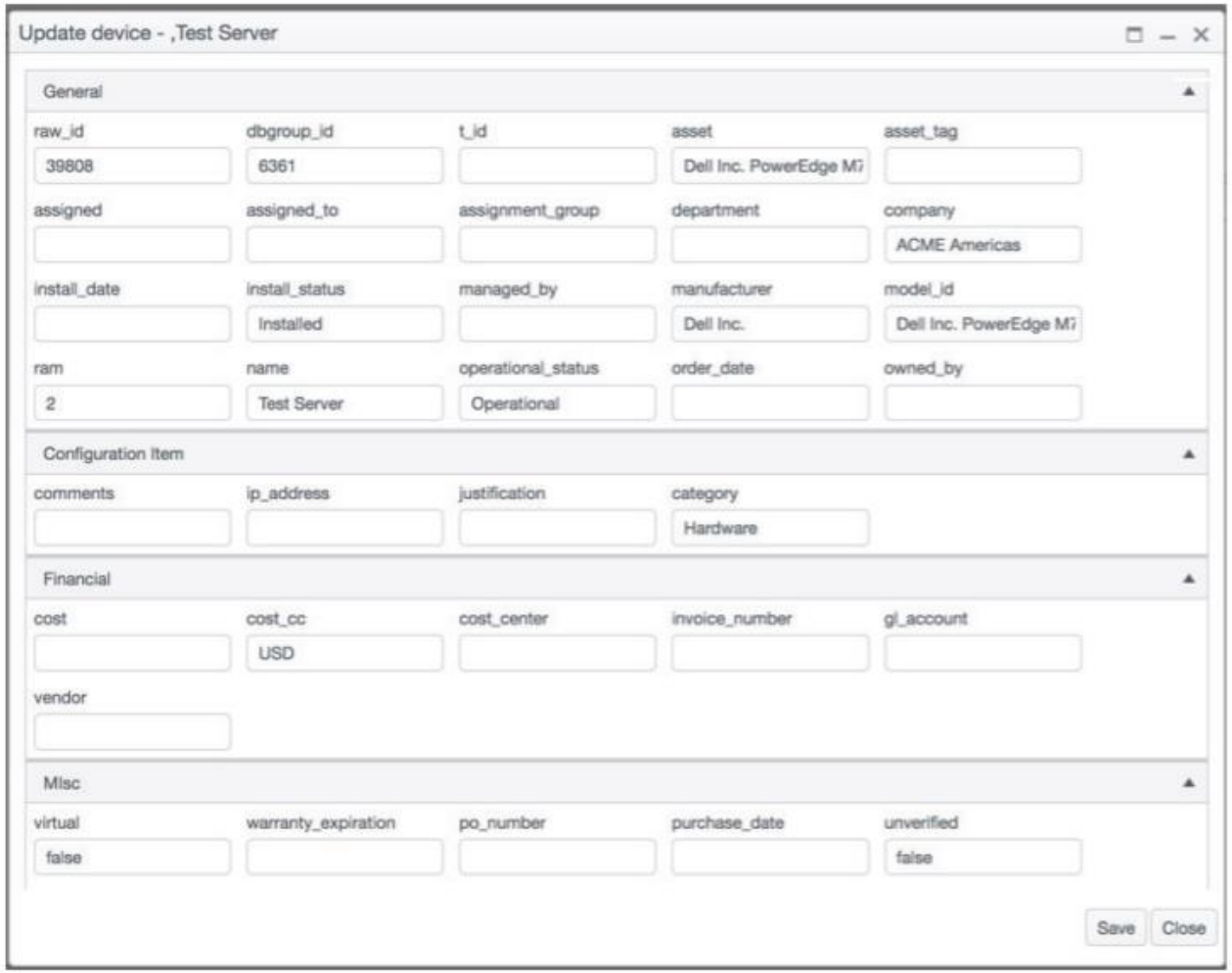
Objects

2. Once the data connection is activated, we gain visibility into the objects in Good Sign.

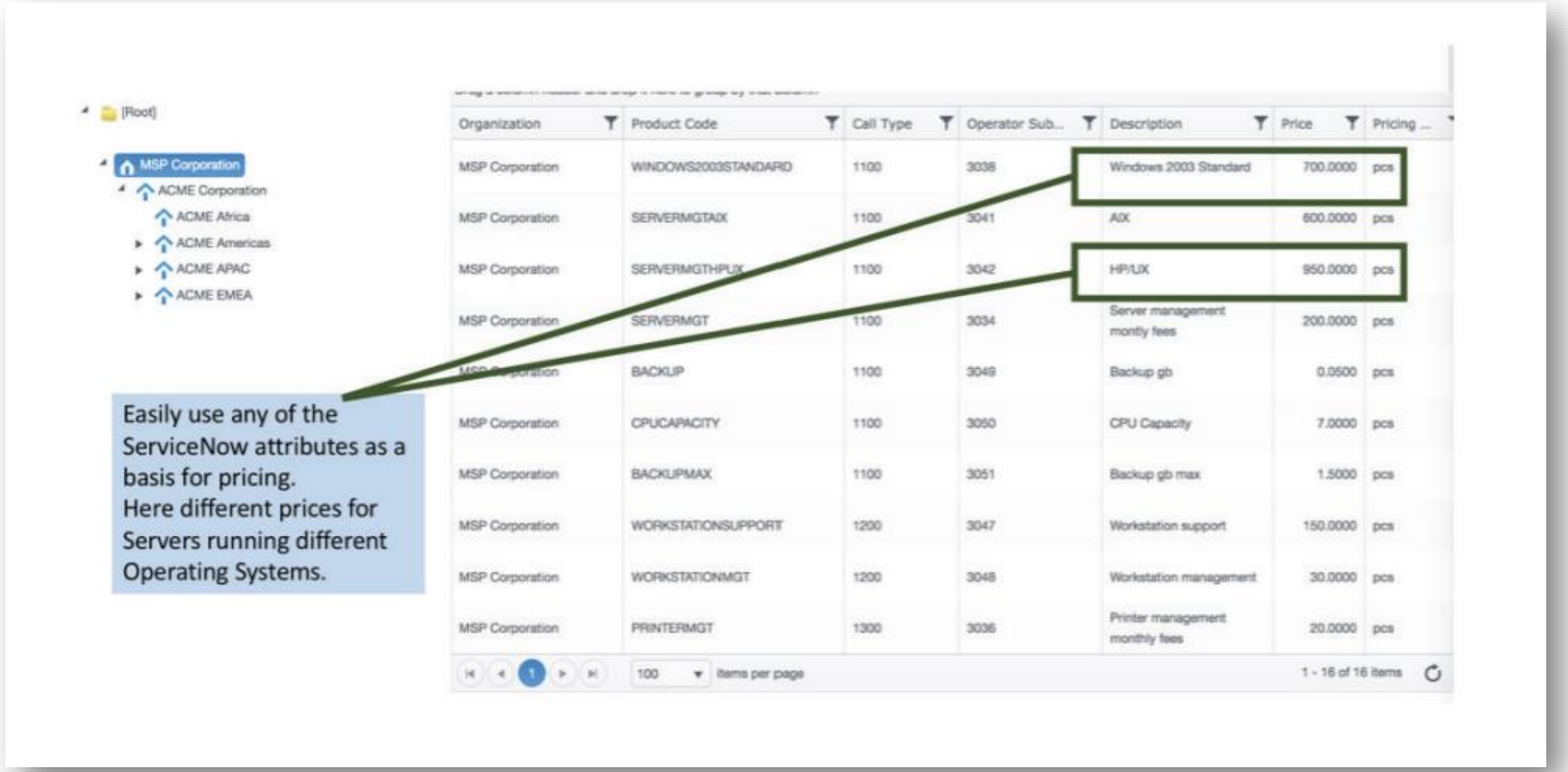


Attributes

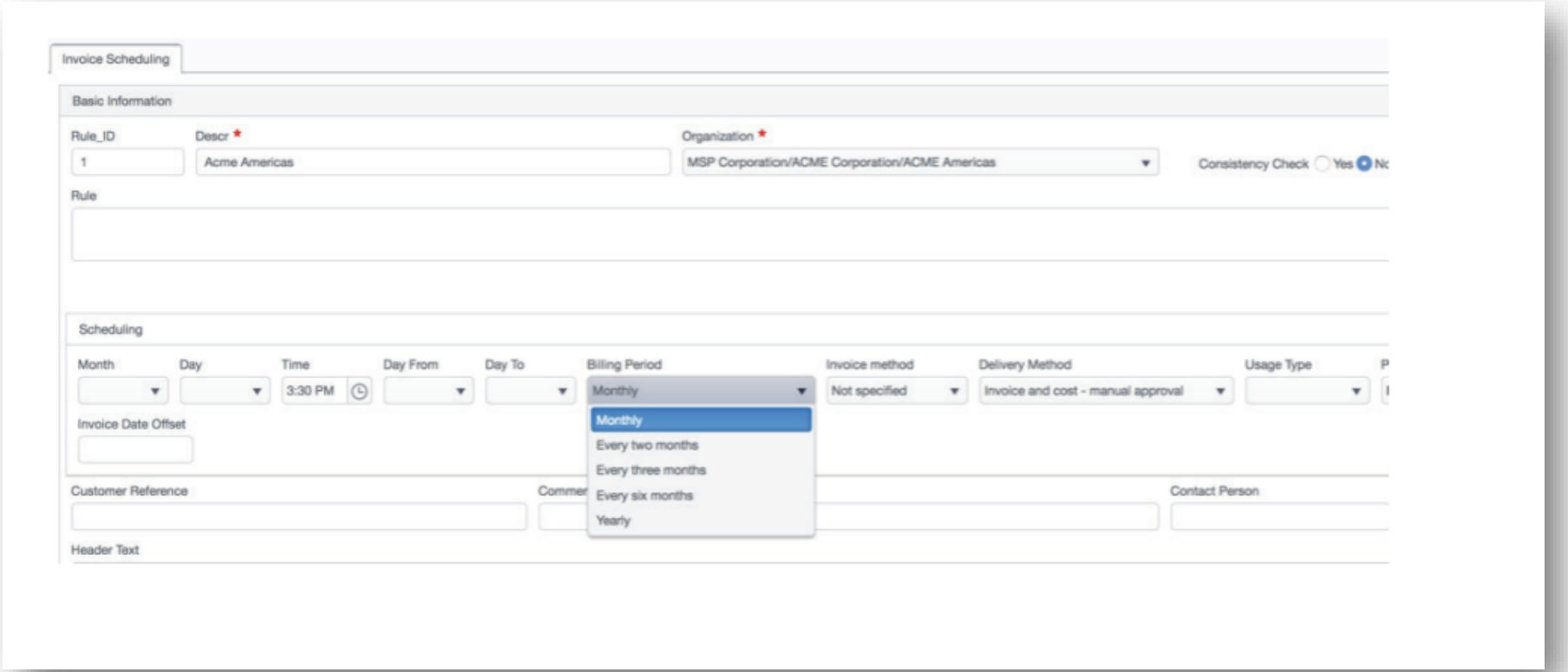
3. Utilize the rich data offered by ServiceNow as attributes. When new attributes are created in ServiceNow, they will appear automatically in Good Sign as well. All the attributes may be used as an element in billing rules.



4. Create pricing.

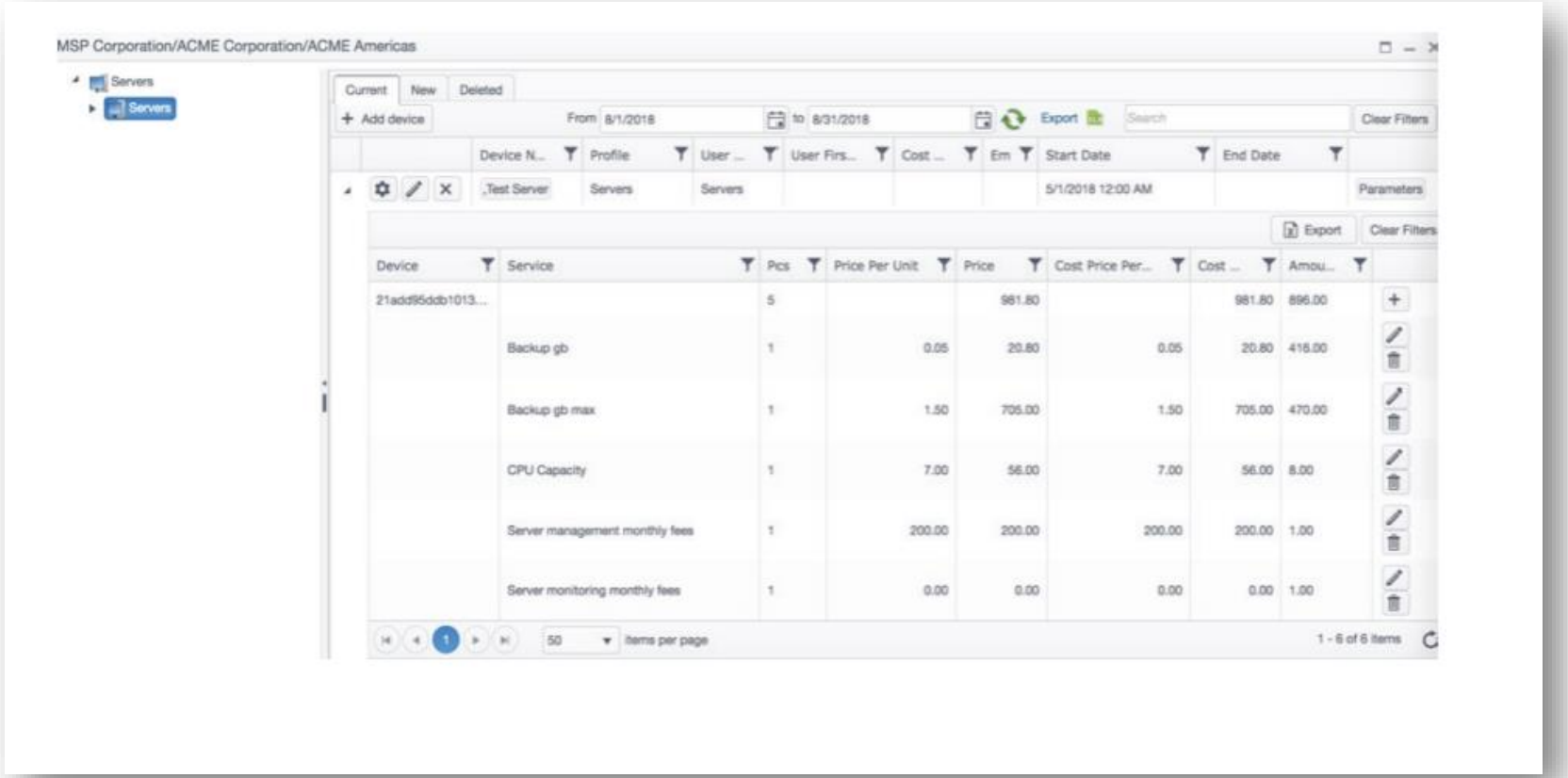


5. Schedule invoicing frequency and set options.



Rule engine

6. Rule engine will generate the charges that will be invoiced at a scheduled time. It is possible to drill down from the charges into the underlaying objects.

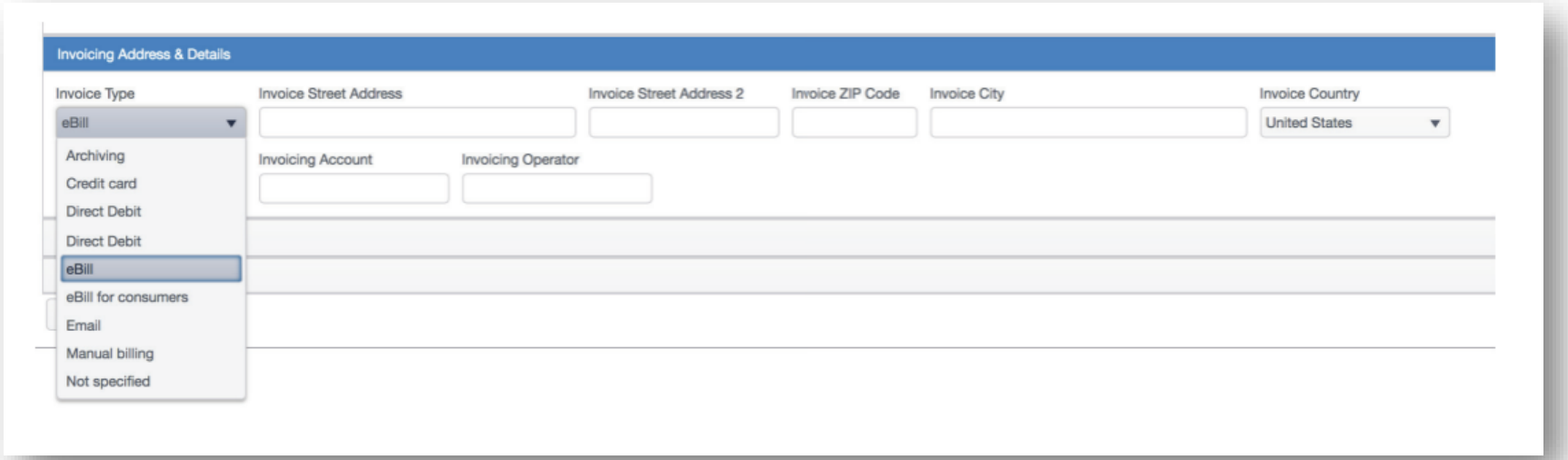


7. That's it. The rule engine will then pull out either the invoicing data or the actual invoices, depending on the configured settings.

Service: Servers 1059

Backup gb	429,00	0,050	24	5,15 21,45	26,60
Backup gb max	493,00	1,500	24	177,48 739,50	916,98
CPU Capacity	2,00	7,000	24	3,36 14,00	17,36
Server management monthly fees	1,00	200,000	24	48,00 200,00	248,00
Total	**0,00**	**0,000**	**24**	**233,99 974,95**	**1208,94**

8. Invoices may be pushed to ERP or other system taking care of standard invoice handling. Alternatively, there are various direct invoice delivery options from email to e-invoicing. The booking to general ledger may also be created automatically.



TAKE US **TO THE TEST**

READ MORE AND DOWNLOAD A BILLING AUTOMATION PLAYBOOK FOR MSPS

Read more about Good Sign Solution for MSPs

CONTACT US

Whether you're curious about learning more, seeing a demo, or talking to us, we're happy to answer any questions.

www.goodsign.com

Copyright ©2023 Good Sign Ltd. All rights reserved.