



## Enterprise Platform Services

# Monetization Ecosystem<sup>®</sup>: Framework for managing customers and revenue

### Overview

The Monetization Ecosystem provides a comprehensive view of the technology components that are relevant to managing customers and revenue in rapidly evolving business models.

Originally created in 2015, this framework was developed from extensive expertise in the development, implementation and

deployment of Customer Relationship Management (CRM), Configure Price Quote (CPQ), and Billing software. As leaders in revenue management consulting, Cognizant helps customers achieve critical outcomes and successful outcomes are rooted in understanding the end-to-end process for managing customers and revenue.

For a given company, the areas of focus will be different and will include focus on different components of the ecosystem. For example, a company that provides products and services to the consumer market through the ecommerce channel will require a different set of customized technologies than a business-to-business company that sells to customers via a negotiated selling model with quotes and rigorous contracts.

## Simplified view



Today, most executives are familiar with the concept of CRM-SFA, eCommerce, Partner Relationship Management, Payment Processing, etc. This format is useful for identifying high-level categories of functionality that are necessary for a particular customer. The diagram can be used for a variety of purposes, for example, to highlight areas where investment is necessary to meet corporate objectives.

The second of seven total diagrams depicts an architectural view of the Monetization Ecosystem. In that iteration, the 19 primary components are decomposed to more than 140 sub-domains that represent functionality typically resident within the domain. This is a crucial level of detail to double click on a particular capability to ensure the right level of detail is being evaluated.

For example, if you are a company operating in a recurring revenue model, with pre-paid usage plan for select markets, you would need to further evaluate the 'Billing and Collections' area function to ensure you know the high-level capabilities needed to support your business requirements. Upon scrutiny with this level of detail, gaps in capability to support desired business processes often become evident.

# Monetization Ecosystem by the numbers

In addition to the simplified view shown above and the architectural view previously referenced, we've diagrammed the people, processes, technologies, business outcomes, and key technology vendors for each domain.

Contact a Revenue Management associate for additional details.

19

Primary domains

147

Secondary domains

139

Business outcomes

36

Technologies

100

Monetization processes

174

Technology vendors

## Why Cognizant

Cognizant has a proven track record transforming core infrastructure for large enterprises across industries for more than 25 years. As a trusted partner, we help you define your strategic IT modernization vision by leveraging our best-in-class Cognizant methodology and framework. As a customer-centric partner to some of the world's largest companies, we have provided secure and reliable, proven IT infrastructure for Fortune 2,000 companies for nearly three decades. Our partner ecosystem is unparalleled, and we offer unmatched domain, business process and application expertise.

Set up a briefing session to learn how Cognizant can partner with you for Core Infrastructure Management.

Visit [www.cognizant.com](http://www.cognizant.com) to find out more.



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### World Headquarters

300 Frank W. Burr Blvd.  
Suite 36, 6th Floor  
Teaneck, NJ 07666 USA  
Phone: +1 201 801 0233  
Fax: +1 201 801 0243  
Toll Free: +1 888 937 3277

### European Headquarters

280 Bishopsgate  
London  
EC2M 4RB  
England  
Tel +44 (0) 20 7297 7600

### Indian Operations Headquarters

5/535, Okkiam Thoraipakkam  
Old Mahabalipuram Road,  
Chennai 600 096  
Tel: 1-800-208-6999  
Fax: +91 (0) 44 4209 6060

### APAC Headquarters

1 Fusionopolis Link,  
Level 5 NEXUS@One-North,  
North Tower Singapore 138542  
Phone: +65 6812 4000