

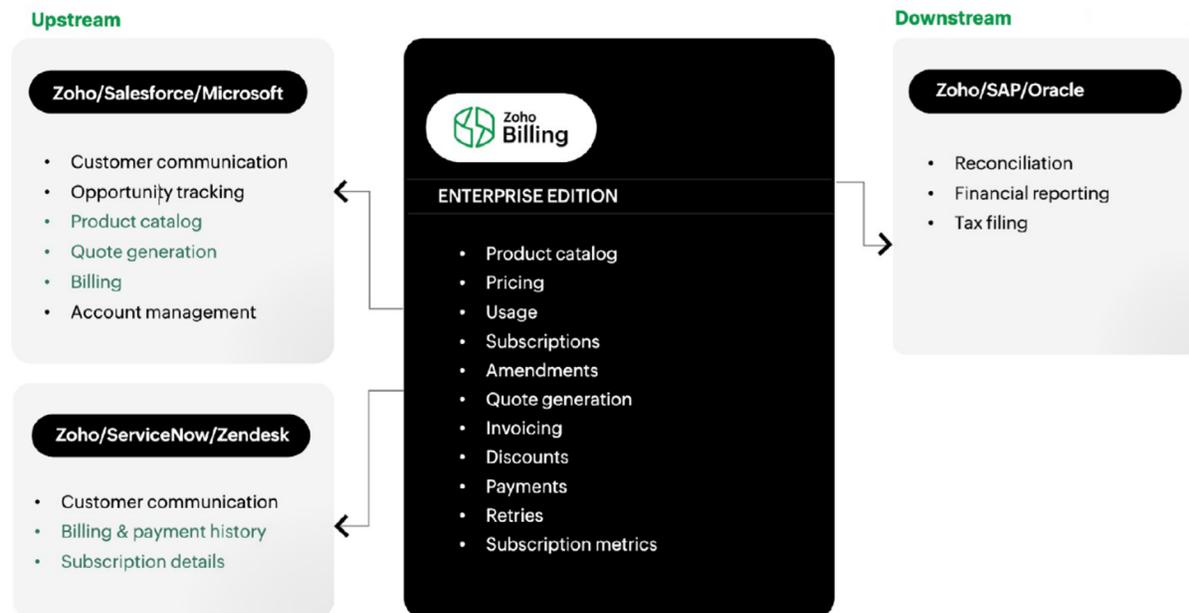
# **Zoho Billing** Updates Continue Its Move Into the Enterprise Space



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Zoho's updated Billing expands the options for customers trying to monetize products and services. The new billing logic expands what you charge for (like products and services), how you charge (by quantity, volume, package, or consumption), and when it happens (by calendar, anniversary, recurring, or consolidated). This gives organizations the freedom to bill the way that supports their needs.



Source: Zoho Briefing Deck

Pricing experimentation is the core of the new “product catalog.” This new functionality allows businesses to experiment with global pricing. To complement these new strategies, Zoho added the Collections functionality. Collections automate payment workflows, reducing days sales outstanding (DSO) to drive improved cash flow. This will streamline financial operations.

Zoho also added more capabilities to automate revenue recognition and provide real-time analytics. Couple that with its improved customer lifecycle management and customers can optimize subscriber journeys, including trials and conversions. These changes help businesses maximize retention and growth.

To round out the release, Zoho expanded global e-invoicing and tax compliance across more than 14 markets to help businesses stay compliant effortlessly. Because it integrates deeply with systems such as Salesforce, Microsoft, SAP, and Oracle, customers get a smooth handoff from quote generation and pricing through to invoicing, financial reporting, and tax filing. The result is accuracy and compliance across the entire billing process.

Zoho has built a platform that scales, and the numbers back it up: it currently handles 20 million invoices annually and 500,000 subscriptions every day. For any enterprise, this clearly demonstrates its reliability.

Beyond being fast and reliable, the tool is highly customizable. Between APIs, webhooks, and a dedicated developer portal, organizations can build their own plugins and connect all their external systems. This gives organizations control over the platform to fit their unique ways of working.

## Our take

For those running enterprise financials, this is an opportunity to build out the ecosystem with alternative modules. This can help organizations avoid vendor lock-in. The Zoho platform has an impressive array of products that may allow organizations to reduce the enterprise application footprint with its associated enterprise pricing.

While Zoho isn't ready to replace your enterprise financials, it continues its steady approach to moving upmarket. What can be appreciated about this approach is the willingness to trade rapid growth in this new market for quality implementations that do not put customers at risk.