

Business Operations



OPTiMO Cloud Business Operations

OPTiMO Cloud's Business Operations services provide mission-critical web service applications to address your analytics, billing, customer lifecycle, integration, and end user support needs. They are designed to improve speed to market and top line growth as well as cost reduction. By leveraging these tools, you can eliminate up to 50% of your application development time and free up internal resources to focus on your core competency and develop the kind of applications that set your company apart in the industry.

Our Business Operations services are a key differentiator and remain unique in the industry. These services go well beyond the management of your application by providing services directly addressing your business needs. Our goal is to provide you with access to the critical business functions necessary to operate your business without having to invest valuable time and resources in non-strategic development.

CUSTOMER LIFECYCLE MANAGEMENT

OPTiMO Cloud Billing Customer Lifecycle Management (CLM) is a secure, flexible and easy to use solution for customer on-boarding, automated billing and collections, and full self-service account management. It enables your company to gain billing functionality without having to invest valuable time and resources in development. OPTiMO Cloud Billing CLM was designed to meet the complex needs of companies launching an SaaS application.

OPTiMO Cloud Billing CLM features:

- Customer on-boarding
- Automated metering, invoicing and payment
- End user self-service account management
- Seamless, secure integration

At the foundation of OPTiMO Cloud Billing CLM is a web services API that enables seamless integration with your application.

The technology utilizes the highest financial-grade security standards to ensure that your sensitive data is kept completely secure. Additionally, OPTiMO Cloud Billing CLM is PCI DSS certified, which involves adhering to strict guidelines developed and imposed by the major credit card companies. Payment card data is encrypted at both the network layer and the database layer, with network access tightly controlled and monitored by firewalls and intrusion detection systems on a 24x7x365 basis. The OPTiMO Cloud Billing CLM infrastructure is hosted on OPTiMO Cloud's PCI-compliant environment but undergoes a separate PCI audit that covers both the application and its development. OPTiMO Cloud Billing CLM qualifies as a PCI Tier 1 Service Provider, allowing us to support any volume of credit card transactions.

Customers benefit by:

- Improving cash flow management by reducing the amount of time between invoicing and payments and streamlining collections
- Increasing customer satisfaction by allowing customers to easily view and modify account, plan, payment, and transaction information
- Enabling you to roll out and track promotions and special pricing offers quickly and easily
- Ensuring that payment information and other sensitive data remains impervious to security breaches
- Eliminating the need to develop your own billing and collections functionality, freeing your developers to concentrate on the core functionality of your application

OPTiMO CLOUD ANALYTICS

OPTiMO Cloud Analytics provides an at-a-glance view of critical data that empowers companies to make and act on high-impact business decisions. OPTiMO Cloud developed OPTiMO Cloud Analytics based on the innovative "shared success" philosophy. This philosophy, means that OPTiMO Cloud is completely committed to providing the platform, tools, and services that can help you achieve success with your web application. Through a simple-to-use web-based interface, OPTiMO Cloud Analytics allows you to create customizable dashboards of Key Performance Indicators (KPI's) that allow you to view, analyze, export, and store important metrics associated with your application.

In addition to displaying information on how your application is performing from a technical perspective, OPTiMO Cloud Analytics provides an API that allows you to integrate information directly from your application to provide you with quantitative business data on how your application is being used. By providing the ability to gather and analyze these technical and business metrics, OPTiMO Cloud Analytics can drive business decisions and optimize your company's chances of success. Examples of the types of data available with OPTiMO Cloud Analytics include:

- **Application Metrics:** These flexible, customer-defined metrics (including Application Events, Customer Metrics, and User Logins) allow customers to create KPI's based on information from the customer's application
- **Business Metrics:** End User Support Calls, End-User Support Tickets, OPTiMO Cloud Billing CLM Statistics
- **Technical Metrics:** Application Response Time, Application Uptime, Bandwidth Utilization, Monitoring Alerts

OPTiMO Cloud is committed to providing tools that help accelerate business growth through analytical decision-making. With OPTiMO Cloud Analytics, you can reduce the cost and complexity of building decision support capabilities into your software. OPTiMO Cloud Analytics is included as part of OPTiMO Cloud's Business Operations services and available to all OPTiMO Cloud Managed Hosting and Cloud Hosting customers. With this robust feature set at your disposal, you can focus your resources on more strategic development efforts.

OPTiMO CLOUD END-USER SUPPORT

By providing superior 24x7x365 end-user support, OPTiMO Cloud is able to help you raise your level of customer satisfaction. With OPTiMO Cloud End-User Support, your end users will have access to around-the-clock support services delivered, under your brand. The End-User-Support center is started by skilled technicians that are specifically trained on your application. We have established stringent issue escalation and resolution procedures with response times guaranteed by our SLA's which will ensure that your customers are receiving the highest quality and most efficient support available.

OPTiMO Cloud's End-User Support is built on top of a unique set of standard tools and processes that enables OPTiMO Cloud to quickly position itself to support your application. The service includes:

- Dedicated, toll-free number for domestic callers
- Dedicated greeting for pre-defined events
- Branded private voicemail box
- Email support
- Reporting and analysis of end-user calls and self-service tickets via OPTiMO Cloud Analytics and Heads-Up Displays

At the onset of new support engagements, OPTiMO Cloud End-User Support team members work closely with you to create a customized set of support materials. During the training and knowledge transfer process, OPTiMO Cloud representatives are indoctrinated into your application-specific requirements and introduced to the key resources required to support the overall application functionality.

Customer-provided FAQ's are populated into a knowledge base in order to respond to your end users' requests. The knowledge base is made up of scripted responses used by OPTiMO Cloud representatives to handle calls. Throughout the life of the engagement, the End-User Support team will continue to work with your team to optimize the knowledge base to better respond to your end-user community.

CONTACT US TODAY

*Discover the benefits of the Cloud. Contact our experts at contactus@OPTiMO-IT.com or call **877-564-8552** today!*

Visit OPTiMO-CLOUD.COM for more information.