

## Explore Subscription Management

### A Fully Automated Solution for a Subscription Business on the NetSuite Platform

**Background:** Z57 Internet Solutions is a real estate internet marketing company using NetSuite as their ERP and CRM solution. Based in San Diego, Z57 provides clients with professional real estate web sites, buyer/seller traffic generation, as well as lead capture and conversion services.

**Issue:** Z57 provides their services to clients on a monthly subscription basis without a fixed end date. Originally, Z57 utilized memorized transactions within NetSuite as a recurring billing solution. With time, Z57 found they had successfully grown their monthly subscriber basis to over 25,000. Each month these subscriptions were being billed via memorized cash sales, but credit card charge declines became difficult to manage. The usage of memorized transactions required the manual rebilling of any failed cards. Z57 desired more flexibility in specifying how the customer was charged and wished for automated resolution upon charge failure.

**Solution:** Explore Consulting worked with Z57 to develop a solution that utilized sales orders, custom transaction columns, and several scheduled SuiteScripts. Explore built an automated tool using the SuiteTalk web services API that migrated the 25,000 existing memorized cash sales to sales orders. Each sales order that required subscription billing stored values in several custom fields. These fields indicated the recurrence frequency and next billing date of the transaction.

The Explore Consulting development team wrote SuiteScripts that performed the billing of sales orders based on the custom field values. In order to handle failed credit card charges, fields were added to the cash sale record that would track the status of the charge. If an initial credit card charge failed, the SuiteScript would record this failure and subsequently try again in the future. After a pre-determined number of failures without success, an invoice would be automatically created and sent to the client.

**Results:** Z57 now has much greater control over their monthly subscription billing. The management of failed credit cards is more efficient and most records that fail on the first try succeed on a subsequent billing attempt, without any interaction. Hands-on management of the monthly billing process has decreased for Z57 and has allowed them to focus their resources on successful growth. The scripting-based solution will allow Z57 to modify their subscription business logic to handle any needs in the future.

To learn more about Explore Consulting, our Subscription solutions, and how our team can help your company, visit us at [www.exploreconsulting.com](http://www.exploreconsulting.com), email to [sales@exploreconsulting.com](mailto:sales@exploreconsulting.com) or call 1-866-3EXPLORE.