



THE CUSTOMER

Uberflip helps businesses create, control, manage, and optimize their marketing and sales content. Uberflip provides businesses with the tools and expertise to engage their prospects and deliver smart content, at the right time, to the right people.



UBERFLIP'S STORY

Uberflip is a B2B SaaS company that provides the tools to help businesses create a content journey for their customers. Its customers pay on a subscription basis for marketing and campaign tools, delivery mechanisms, content resources, and expertise.

Prior to using Stax Bill, Uberflip built an internal billing and payment system that it quickly outgrew as the business scaled in volume and complexity. Much of its account tracking was done manually via Excel spreadsheets, and its monthly invoicing took up to 5 days to complete. Stax Bill automated and streamlined its subscription billing processes and cut its invoicing time down to one day – freeing up more time to build its core business. Stax Bill also provided the reporting features Uberflip required to optimize its operations – a capability its homegrown solution lacked.

As a rapid growth business, Uberflip needed additional billing and subscription flexibility through a platform that would fuel its rapid growth plans rather than create a bottleneck. Stax Bill's scalability has enabled the business to expand rapidly and with cost certainty.



THE CHALLENGE

Uberflip's customer invoicing requirements are high volume and have been steadily growing. With multiple pricing packages and over 1600 subscription billing customers, it didn't take long to realize that manual processes would not satisfy its billing requirements. The ability to track its earned and deferred revenue was limited, while its financial accounting and reporting requirements were becoming unmanageable.



THE SOLUTION

Stax Bill has automated and streamlined Uberflip's billing and accounting activities, freeing up more than 40 hours per month. Revenue recognition is handled automatically and Stax Bill's reporting functionality provides Uberflip with the insight it needs to improve operational efficiency and customer support.



THE BENEFITS

Stax Bill has enabled Uberflip to successfully automate and manage all aspects of its subscription billing – saving time and money while delivering quick ROI. With Stax Bill's powerful, flexible, ledger-based subscription billing platform, Uberflip continues to drive rapid growth without worrying that it'll outgrow its subscription billing platform. Plus, with Stax Bill's annual cost certainty, Uberflip knows exactly what it is spending on its subscription billing management.



With [Stax Bill], we have peace of mind. Our billing, payment, and accounting data is synchronized and secure, and runs seamlessly through our backend systems.

- Udi Pan,

Finance Manager, Uberflip



"[Stax Bill] has all the subscription billing and management capabilities we require today and it's the ONLY platform that will satisfy our future needs as we scale.

- Udi Pan,

Finance Manager, Uberflip

The automation of recurring billing is a business superpower. **Let's start your origin story.**