

Building Your Own Subscription Billing System?

It seems quite easy. All you need is a Relational Database design with a table for subscriptions, plans, payments, coupons, invoices, a sign-up form on your website that submits to a vault to tokenize payment information. Then you write a 100-line script to run a cron job that selects all the subscriptions whose payment date is in the past, charges their subscription against their payment token, and triggers an invoice email.

Simple, right?

What's Overlooked: Resources, Time and Money

Developing the solution, testing and releasing the application, fixing the bugs, maintaining the stability of the code, building lasting customer relationships and reducing churn, experimenting with growth, supporting the ever-evolving complexities in billing logic, accurately tracking and recognizing revenue, scaling across geographies, being abreast with security and changing tax and payments compliance, providing ongoing support and maintenance...

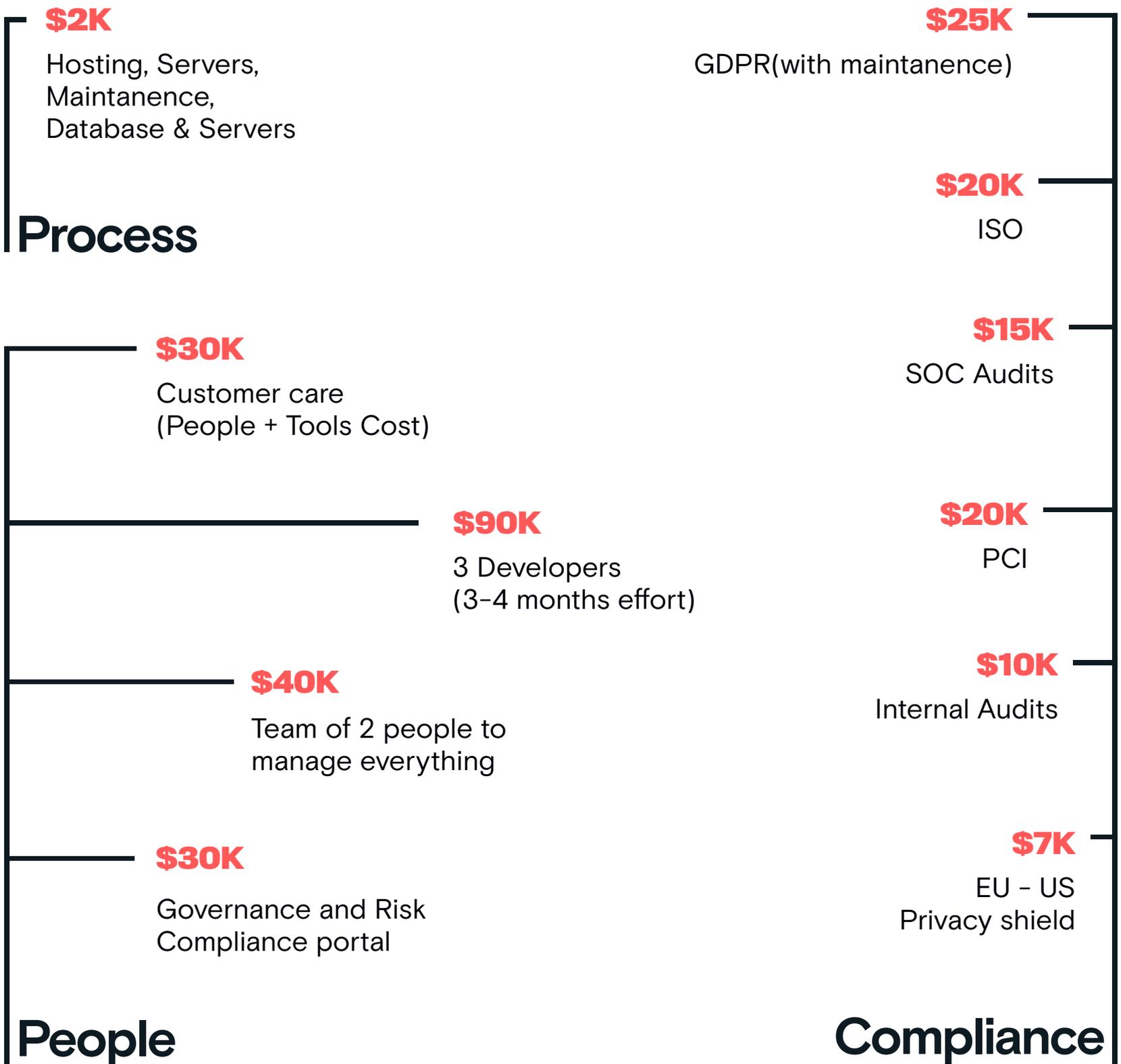
Building a peripheral platform will, in fact, make it a second product within your core product — a product that demands time and money and thus adds to the overhead.

Cost: Initial+Maintenance

\$289,000 USD



Cost Analysis Breakdown



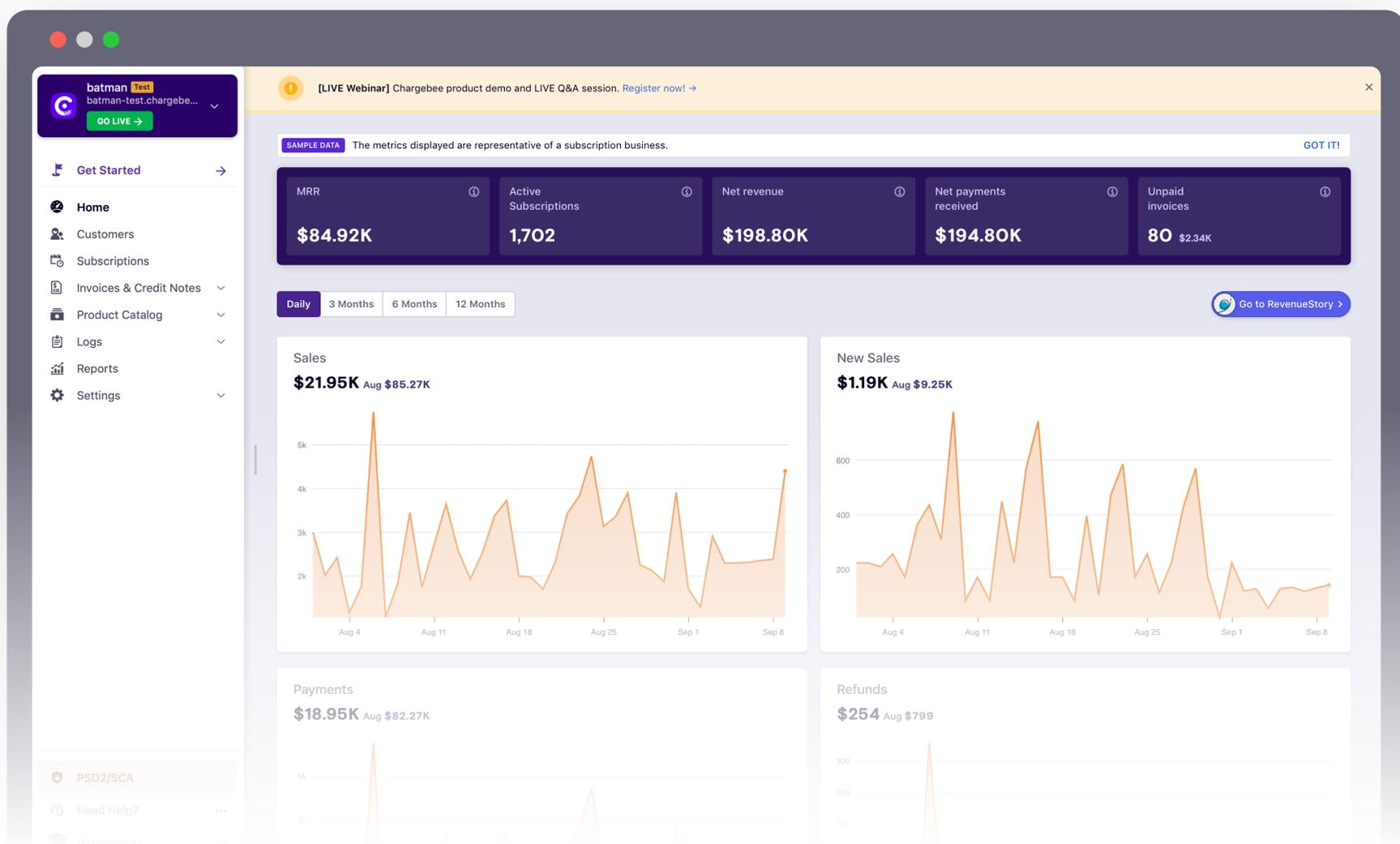
“Oh, don't even get started building one[a billing system]. Total waste of time... it's bound to be error-prone as well. We're dealing with a financial process here and nobody can really afford the time to sort out mistakes in that process and so on. So just get one.”

Tobias Hagenau, Co-Founder, HelloHQ

What if you simply buy?

With Chargebee it's a single piece of effort that pays off over a long time. Because we focus on the outcome rather than just on the output. An outcome that promises strategic growth.

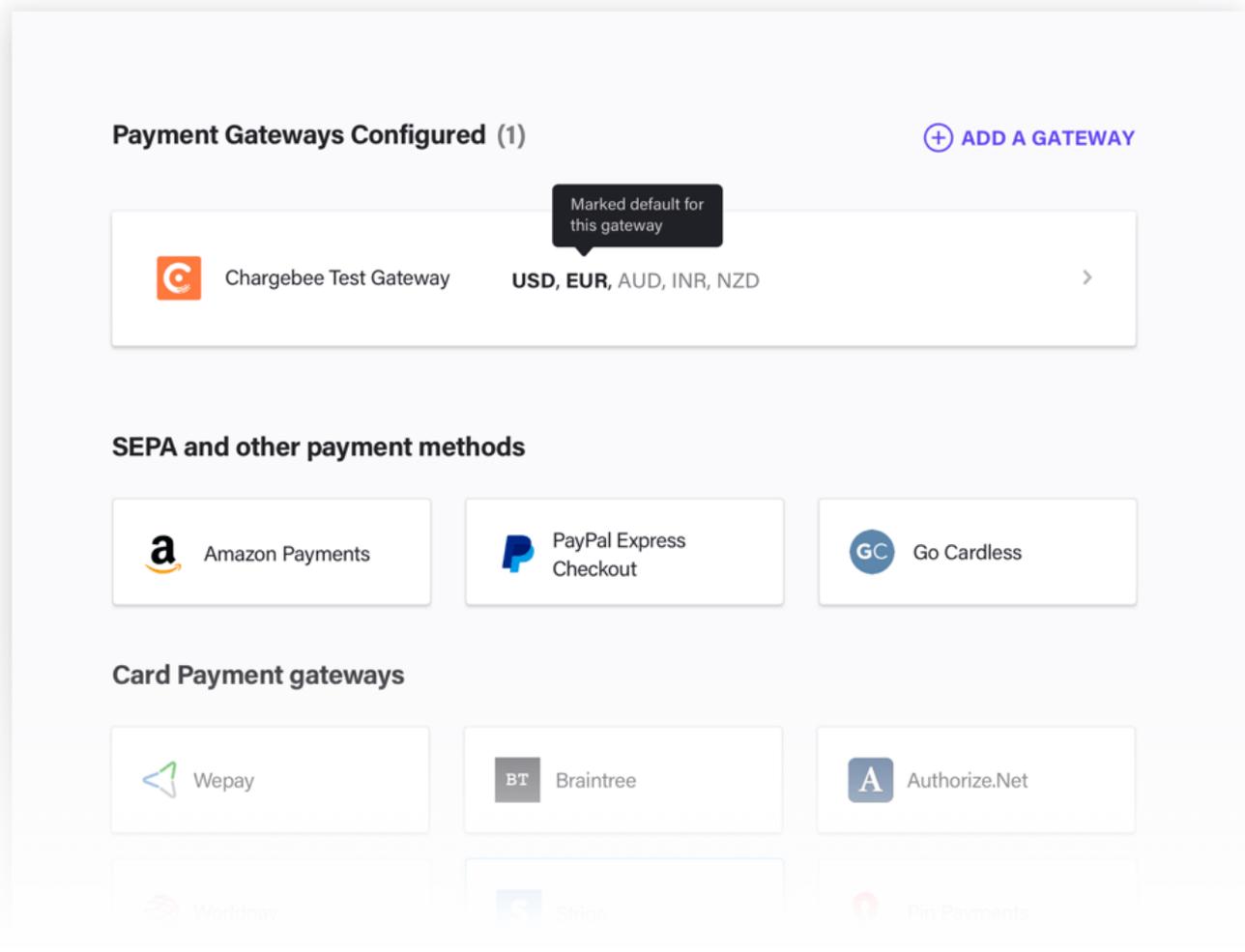
Chargebee



Create last-mile customer interactions, from lead to ledger while we enable business growth, cutting across teams with our robust integration ecosystem and modern APIs.

Invest in a system that scales with your growth while 50 engineers here focus on building deeper capabilities, where you will be given complete visibility into our roadmaps.

Scale your business with zero dev dependency
while we create additional avenues for revenue
across different customer types, geographies, and
payment preferences.



“Doodle was a big monolithic app with everything entangled – and we decided to have it split up as microservices, with only building blocks on top of which we could build stuff. **We needed a building block for payments and subscription management. We could have built it ourselves – but if there’s a product that could solve it, classic make or buy** and buying is usually better if it’s not your core business.”



Cliff des Ligneris,
Senior Product Manager

Doodle

Enterprise-class security and compliance



Minimize business disruption, with timely access to service while we watch your back with maintenance and global compliance, with our flexible and consultative support.





Doctify

Support with
Onboarding & Implementation

**A London-based SaaS
enables patients
to search, compare and
book private doctors in
the UK**

Problem they faced

With over 2,000 customers and increased signups, and as a subscription company that is heavily sales-driven, Doctify was bogged down by too many processes and ad-hoc tasks with too few people to tend to them. Experienced professionals would spend over 30 - 40% of their time on the entire billing process, such as issuing discounts, special promotions, manage multiple payment methods, etc.



“What surprised me very quickly was the incredible onboarding and customer support service Chargebee provided. It’s probably been the **best onboarding experience I have experienced so far.**”

What has worked well with Chargebee is they were on the same page, and carry out their implementation in phases too. This is to ensure there are no surprises, the software fits well in the organisation before it migrates all the data.”



Jay Khiroya,
Head of Revenue Operations

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