



NEWS RELEASE

Zuora Helps amaysim Disrupt Outdated Utilities Market With Subscription Energy

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SYDNEY & SAN MATEO, Calif.--(BUSINESS WIRE)-- **Zuora, Inc.**, (NYSE:ZUO) the leading cloud-based subscription management platform provider, announced today **amaysim Australia Limited** (ASX:AYS), a leading provider of mobile services in Australia, is using **Zuora® Central**, **Zuora CPQ** and **Zuora Collect** to launch and manage flexible energy plans for consumers as a strategy to grow its business and open up new revenue streams.

The Australian Bureau of Statistics projects the number of **households in Australia will reach 12.57 million by 2036**. For decades, however, the energy market servicing Australian households has been dictated by large, private utility generators using antiquated, product-based delivery models, and onerous, long-term contracts. Subsequently, Australian consumers lack visibility into their usage data and unique energy consumption needs, with no understanding of the frequent price increases imposed by providers. amaysim set out to change this paradigm.

After launching in 2010, amaysim quickly became a leading mobile service provider in Australia because of its unique approach to customer service. The company is now disrupting the customer-averse utilities market with the launch of its new energy subscription services. amaysim is again leveraging its focus on customer service by offering consumer flexibility and valuable, near real-time usage metrics through smart meters.

“Our vision is to build and scale a truly agile and empathetic business that puts the customers’ needs first to give Australians a more cost-effective and convenient way to consume energy. The best way in my view to achieve this vision is through a subscription model,” said **Peter O’Connell, CEO and Co-Founder of amaysim**. “Zuora allows us to be agile and quickly define our pricing and features. This aligns us with a constantly changing market landscape and helps us be a values driven organisation focused on the customer.”

amaysim’s previous infrastructure included legacy, complex, siloed technology stacks which impeded its ability to



scale the business, go to market with new offerings, and ultimately provide a seamless customer experience. By running its new energy service on the Zuora Central platform and leveraging Zuora CPQ, amaysim is achieving the agility needed to scale in a rapidly evolving consumer market. Additionally, with Zuora Collect, amaysim is streamlining payments and processing transactions. In fact, through its customer-first approach and Zuora as its strategic technology partner, amaysim's goal is to lower the average industry churn rate.

Read more about amaysim in the company case study [here](#).

About Zuora, Inc.

Zuora provides the leading cloud-based subscription management platform that functions as a system of record for subscription businesses across all industries. Powering the Subscription Economy®, the Zuora platform was architected specifically for dynamic, recurring subscription business models and acts as an intelligent subscription management hub that automates and orchestrates the entire subscription order-to-cash process, including billing and revenue recognition. Zuora serves more than 1,000 companies around the world, including Box, Rogers, Schneider Electric, Xplornet and Zendesk. Headquartered in the Silicon Valley, Zuora also operates offices around the world in the U.S., EMEA and APAC. To learn more about the Zuora platform, please visit www.zuora.com.

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Forward-Looking Statements

This press release contains forward-looking statements that involve a number of risks, uncertainties and assumptions, including but not limited to statements regarding the expected growth and trends in the global energy, utilities and home sectors, consumer buying trend expectations, the expected growth and trends in the market for subscription businesses, and the expected benefits of any such trends. Any statements that are not statements of historical fact may be deemed to be forward-looking statements, and actual results could differ materially from those stated or implied in forward-looking statements. This press release also includes market data and certain other statistical information and estimates from industry analysts and/or market research firms. Zuora believes these third party reports to be reputable, but has not independently verified the underlying data sources, methodologies or assumptions. Information that is based on estimates, forecasts, projections, market research or similar methodologies is inherently subject to uncertainties and actual events or circumstances may differ materially from events and circumstances reflected in this information.

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