NEWS RELEASE

Zuora Warehouse and BYOW Fuels Modern Businesses with Data for Subscriber-led Growth

6/21/2023

“Bring Your Own Warehouse,” or use the Zuora Warehouse, to power large-volume, high speed data analysis in pursuit of Subscriber-led Growth.

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Zuora, Inc. (NYSE: ZUO), a leading monetization suite for modern businesses, today at Subscribed Live announced the Zuora Warehouse and BYOW Technology to power large-volume, high-speed data analysis in the Zuora® user interface (UI). Companies can now directly connect their data warehouse to Zuora, helping them better analyze the performance of their business and take action on insights within Zuora.

To enable business leaders with the metrics and data analysis they need, IT and engineering teams are rethinking the way data is integrated and analyzed across their financial system architecture. When it comes to billing and revenue, surfacing insights and time-series analysis on large, historical data sets of transactions or consumption records can take days or weeks, impeding business leaders from making strategic decisions during time-sensitive situations. While many companies have invested in a warehouse to store and analyze data across multiple SaaS solutions, this approach limits the ability to use analyzed data for workflows and tasks in the native billing and revenue system.

With the Zuora Warehouse and BYOW Technology, Zuora customers will have the option to use their existing data warehouse or Zuora’s new data warehouse to power data analysis through elastic, high-scale queries that can run on unlimited data volumes. Analysis in Zuora’s UI includes pre-calculated recurring revenue metrics and, by the end of 2023, will be extended to provide a new generative AI to surface insights using natural language.

“While today’s warehouses can store large volumes of historical data, performing analysis in a separate business intelligence tool slows companies down when handling extremely time-sensitive billing and revenue operations
data,” said Shakir Karim, VP, Product Management, Platform at Zuora. “Zuora Warehouse helps businesses query data quickly and efficiently – we’ve already seen an early adopter reduce their month-end close process by up to 80%.”

With Zuora Warehouse, business leaders are enabled to:

- Power faster data analysis with high-scale, elastic data queries and pre-calculated metrics, including ARR and net retention. Data can be queried with the full power of SQL, without any limits on the number of input rows. Zuora Warehouse allows companies to create queries across all their Zuora entities to analyze performance.
- Plug in an existing data warehouse, and analyze data back in the Zuora UI. Teams can select how often data should be refreshed to meet varying business needs, configure workflows to take action based on scans of data and create alerts to act upon calculated metrics, such as notifying subscribers, sales, and customer success of new upsell promotions based on propensity-to-buy models. Support for Snowflake is already available, with Redshift coming online later this year and even more data warehouse options planned on the heels of these releases.
- Surface insights with AI-powered natural language search, coming this winter, to identify snapshot trends in Zuora without the need to configure or code. Companies can leverage these insights to guide monetization strategies using conversational questions, such as “Which geographies contributed to the most revenue?” or “Which customers are likely to upgrade?”

To learn more about Zuora Platform, please visit [here](https://www.zuora.com).

**About Zuora, Inc.**

Zuora provides a leading monetization platform for recurring revenue businesses across all industries, enabling companies to unlock and grow customer-centric business models. After starting with Zuora Billing in 2007, Zuora’s award-winning multi-product portfolio now also includes Zuora Revenue, Zuora Collect, and Zephr, all powered by the Zuora Platform. Zuora serves as an intelligent hub that monetizes and orchestrates the complete quote to cash and revenue recognition process at scale. Through its industry leading technology and expertise, Zuora helps more than 1,000 companies around the world, including BMC Software, Box, Caterpillar, General Motors, Penske Media Corporation, Schneider Electric, Siemens and Zoom nurture and monetize direct, digital customer relationships. Headquartered in Silicon Valley, Zuora operates offices around the world in the Americas, EMEA and APAC. To learn more about the Zuora monetization platform, please visit [www.zuora.com](https://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 benefits of Zuora Warehouse with BYOW. Any statements that are not statements of historical fact may be deemed to be forward-looking statements. Actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to, risks detailed in the “Risk Factors” section of Zuora’s Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission (SEC) on June 1, 2023, as well as other documents that Zuora may file from time to time with the SEC. The forward-looking statements in this press release are based on current expectations as of the date of this press release and Zuora undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. This press release also includes market data and certain other statistical information. Information that is based on estimates, forecasts, projections, or similar methodologies is inherently subject to uncertainties and actual events or circumstances may differ materially from events and circumstances reflected in this information.

SOURCE: ZUORA FINANCIAL

1 Based on Zuora internal testing

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