

Chargebee Product Keynote & Innovation Roadmap



Kishore Konakanchi

Chief Product Officer
Chargebee

Product Approach & Innovations

2024 and beyond for
Subscription 'Beelievers'



Kishore Konakanchi
CPO, Chargebee

Building products customers love

bigcartel

Examples Templates Pricing Blog Help Log in Sign up

Introducing Venmo and PayPal Credit at Checkout

Neuman 2 min read

statista

Welcome, Dominican University!

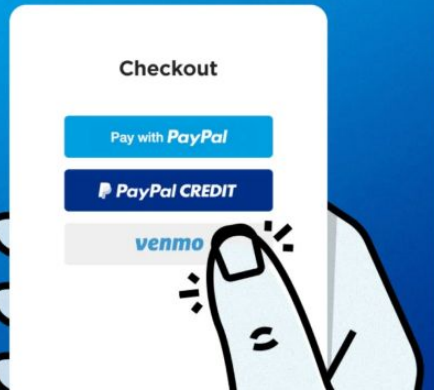
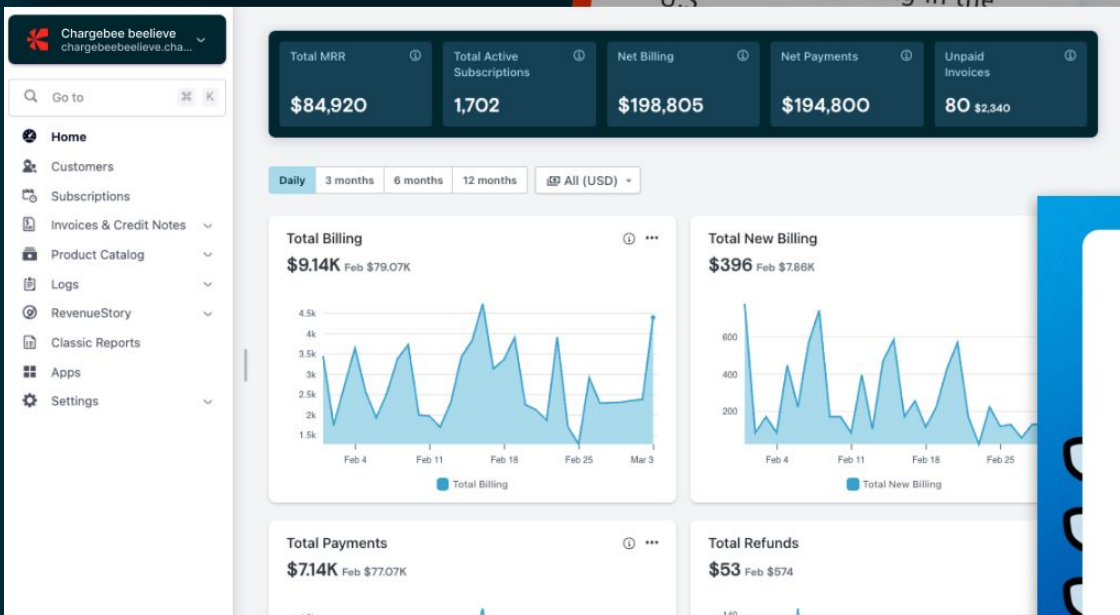
brand awareness ranking in the U.S.

BRAND AWARENESS

PayPal leads the Buy now, pay later ranking in the U.S.

While it may have entered the market relatively

andscape. The 20 and is cu which has be ranking, clos



Why we do what we do

Support GTM complexity: due diligence, audits, expense & rev rec

Automate billing & collect cash

Flexible entitlements & feature provisioning

ERP, CRM, and BI integration

Grow an online (PLG) sales channel

Launching subscriptions. Start monetizing.

Expand Internationally

Reduce churn and retain users

Test pricing, plans & discounts

Deploy self-service or usage-based pricing model

Global expansion: currencies, regions, tax law

Get to market faster

Integrate workflow and reporting across freemium, trial, and sales-led experiences

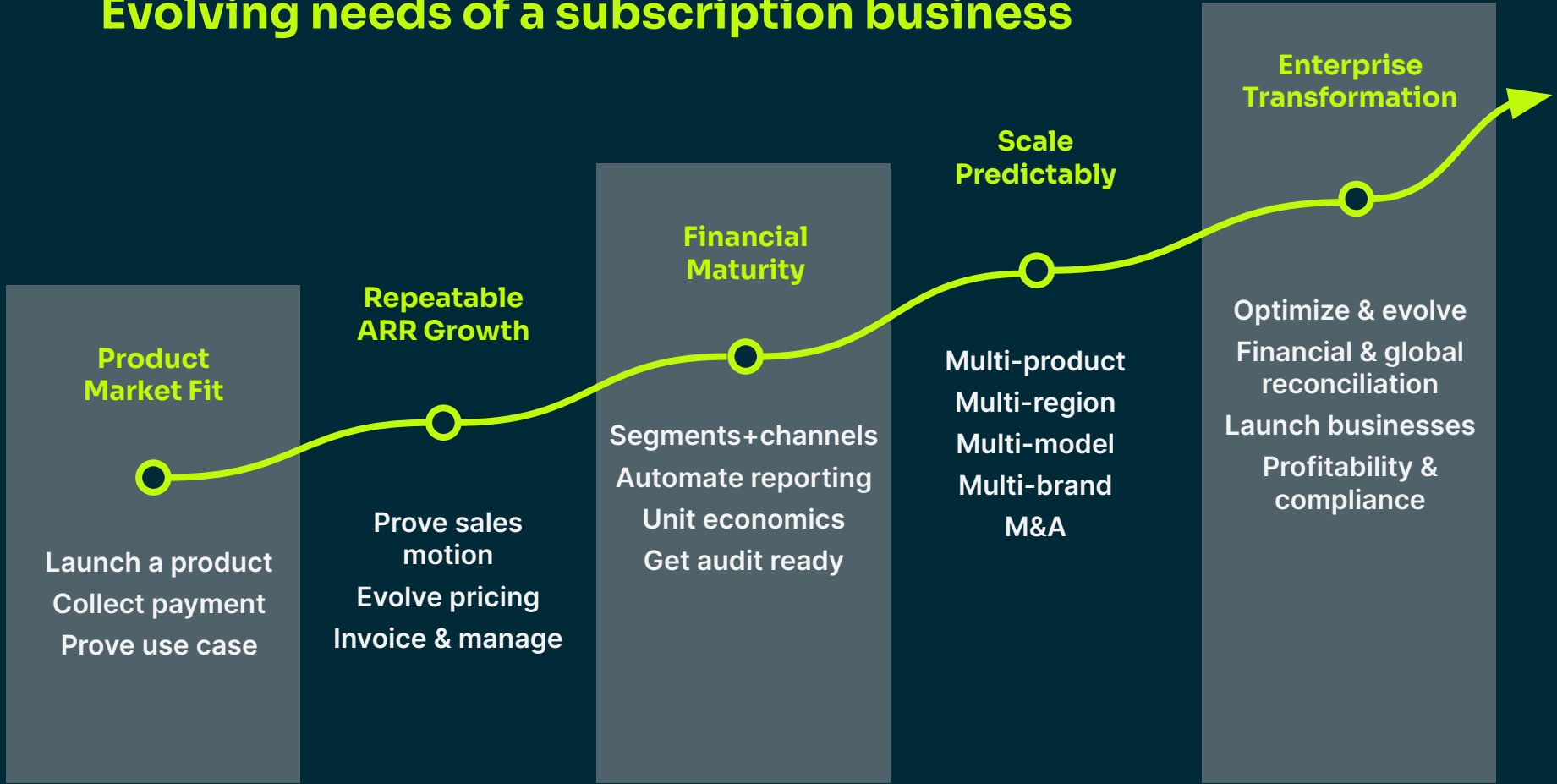
Integrated business tech ecosystem - quote-to-cash, first engagement, renewal

Hire sales to go upmarket

Acquire a company

What we're hearing

Evolving needs of a subscription business



To the right and beyond

Chargebee Product Principles

1 Engineer
for Customer
Outcomes

2 Simple &
Intuitive

3 Agile &
Flexible

4 Open &
Integrated

1

Engineer for Customer outcomes

Study.com

Empowering 30 million+
learners every month

2

Simple & Intuitive

Linktree*

Consolidated Product Catalog

From 94 SKUs → 5 plans

2

Simple & Intuitive



Switch vehicles for free!

Hey Driver, We noticed you haven't the 2023 Cayenne a spin yet. Instead of cancelling why don't you request a switch right now!

Switch to Cayenne



We've auto-populated the pricing page with your popular plans

Customize Pricing Page

Drag and drop to reorder

- Professional
- Team
- Business
- Enterprise

Search plans to add

- Intermediary
- Advanced

Choose your offer category

| | |
|-----------------|--------------------|
| Discount | Pause Skip |
| Plan change | Support & training |
| Gifts & credits | Cancel Nevermind |
| Multi-action | |

3

Agile & Flexible

**33% faster time to market.
450k Customers.**

3

Agile & Flexible

7 weeks to launch
Club Pret



★ PRET ★

beelieve

4

Open & Integrated

30+ payment gateways

stripe adyen PayPal
 checkout.com GoCardless
 amazon pay authorize.net BlueSnap

Finance & ERP

sage Intacct xero
 qb intuit quickbooks ORACLE NETSUITE

CRM & Customer apps

zendesk ZOHO
 HubSpot GetAccept pipedrive
 freshdesk salesforce

Marketing & Email

HubSpot klaviyo mailchimp
 pipedrive Active Campaign > ShipStation



Tax

Avalara VERTEX
 TaxJar anrok
a stripe company

Productivity Suite

slack INTERCOM The Engagement OS _zapier
 piesync workato

Revenue Growth Management

Acquire
Customers

Grow and
Retain
Revenue

Scale
Financial
Operations

Inter-
Operate
Revenue
systems



chargebee

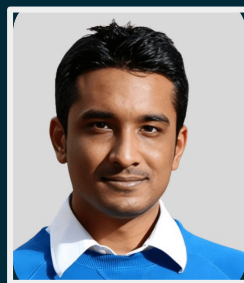
RGM Innovation Demos for 2024 and beyond



Kishore Konakanchi
Chief Product Officer



Nithin Rangarajan
Sr Director, Product
Management



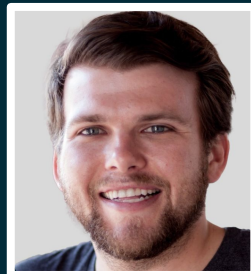
Vinay Seshadri
Director, Product
Management



Jeff Sant
SVP, Customer Experience



Guy Marion
Chief Marketing Officer



Carl Nightingale
Head of Product,
Chargebee Retention



Matthew Blank
Senior Product Manager

Product Innovation

DEMOS

01

Customer Acquisition & Growth

Hosted Pricing Pages

73%

of subscription
businesses are
looking to run pricing
iterations this year

Pricing Management remains an art form

- Pricing research
- Multiple pricing variables (geographies, segments, currencies)
- Alignment and Communication

Shipping your pricing
hypotheses,
should be science

Launch pricing changes
in minutes, not weeks

Introducing Hosted Pricing Pages

Ready to get started?

Try Adflow free for 14 days. Cancel anytime.

Monthly

Yearly (save 15%)

fello

Why Fello

Pricing

Success Stories

Resources

Log in

Get Started

PRICING

Simple pricing. Huge upside.

Monthly

Yearly (2 months Free)

Professional

For individual agents to start using the Fello platform.

\$299 /mo

Get Started

Key Features

- Includes 1 paid user
- Up to 1000 contacts
- Personalized URLs with QR codes

Team

For growing teams focused on building more together.

\$499 /mo

Get Started

Professional Features +

- Includes 5 paid users
- Up to 5,000 contacts

MOST POPULAR

Business

An advanced plan that has all of Fello's core product offerings bundled together.

\$799 /mo

Get Started

Team Features +

- Includes 20 paid users
- Up to 20,000 contacts
- Unlimited Landing

Enterprise

Full access to business plan plus additional services tailored to your team.

Custom

Contact Sales

Business Features +

- Customizable plan for teams of all sizes
- Custom brand

Adflow Small

For small brands

Adflow Medium

For growing brands or small agencies

€689 /mo

17000 Items

Start Trial

What's included

- ✓ 3 projects
- ✓ Multiple feed designs
- ✓ Daily feed updates
- ✓ Template library
- ✓ Invite your team
- ✓ Chat and phone support

Adflow Large

For large retailers, international brands or growing agencies.

€749 /mo

Start Trial

What's included

- ✓ 22000 items
- ✓ 5 projects
- ✓ Multiple feed designs
- ✓ Daily feed updates
- ✓ Invite your team
- ✓ Chat and phone support

beelieve

PRODUCT DEMO

Hosted Pricing Pages

250+ businesses saved over
6000 hours in dev time
last year

Reduce go-to
market time by
over **50%**

Hosted Pricing Pages



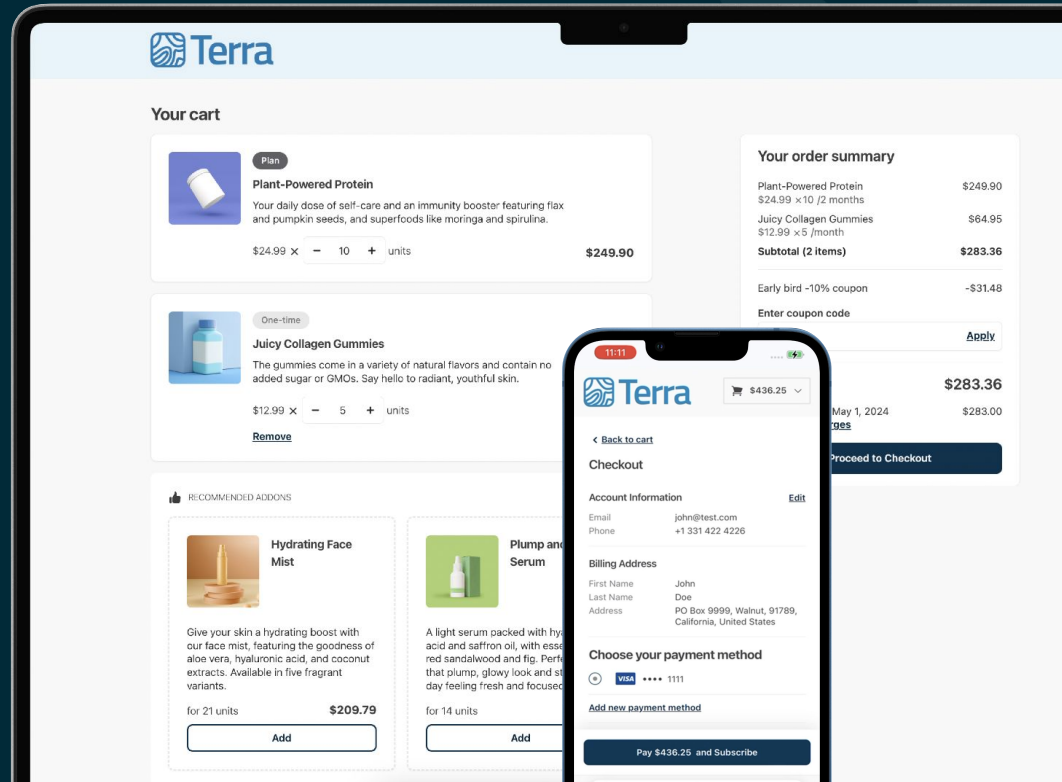
Available for
early access

- Faster go-to-market with high-tempo pricing iterations
- Minimal dev effort
- Improved conversion rates

Full Page Checkout

Ground-up redesign with improved Checkout conversions

- Full page experience
- Lesser clicks and steps to improve conversions
- Responsive across devices
- Embeddable to websites



02

Customer Retention and Lifetime Value

BOOST RETENTION

- AI Generated Retention offers
- Churn Prediction
- Retention lifecycle management

IMPROVE REVENUE RECOVERY

- Unified Experience for Merchants to Configure Revenue Recovery
- Processes on Receivables
- Improve Visibility and Configurability for Payment Failure Related Workflows

PRODUCT DEMO

Predictive Engagement

We saved
1.6M customers
from canceling last year

Prevented
1 out of every 4
customers from cancelling

Tomorrow we will empower
your business with
Predictive Intelligence
and **AI Offers** to grow LTV

PRODUCT DEMO

Predictive Engagement



Available Today

Predictive Churn
Deflection
+
A/B Testing



Later This Year

AI Offers
+
Lifecycle
Engagement

03

Interoperability

Upmarket Selling Means Increased Complexity

Integrated Revenue Hub

CRM integration and RAMP

- Interoperability and automation
- Syncing Sales - Finance teams

- Available in Salesforce CRM Today (Hubspot Q2C later)
- Scheduled changes flow seamlessly into your Billing System and stay in sync
- Set and Forget scheduled contract changes



Available in the
Early Access
Program Now

Ramp Pricing

CRM and SLG

- Future Start Date Amendment Quotes from Salesforce CRM
- Additional Ramp functionality coming later this year



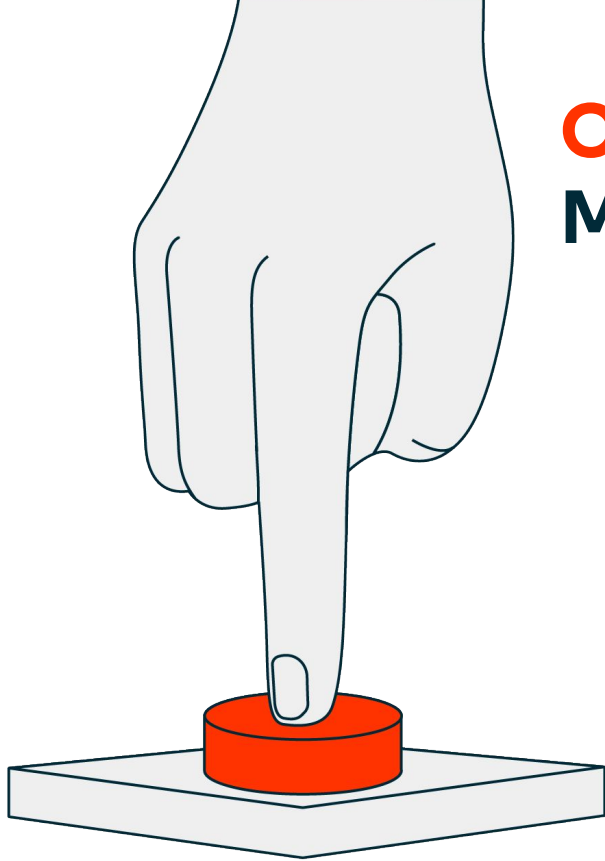
salesforce



HubSpot

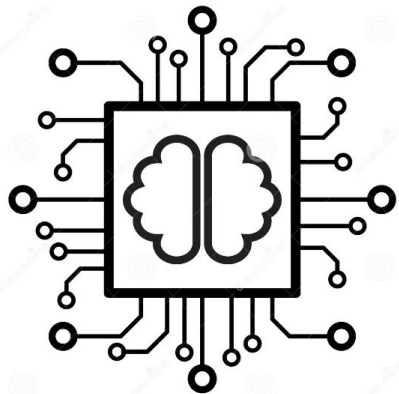
04

Operating Efficiency



Operating Efficiency: Making the Complex Simple

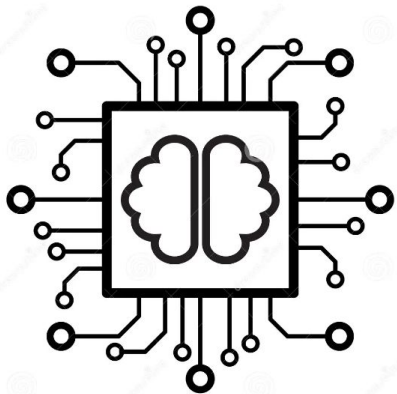
- Multiple business entities
- Testing complex billing workflows
- Webhook reliability and scalability
- Prorations at line item level
- Order consolidation
- Subscription change history
- API performance and latency



Large Language Model (LLM)

Responsible

^ Gen AI is the
next frontier
for efficiency



**Large Language
Model (LLM)**



**Chargebee
CoPilot**



**At the outer edge of
a vast frontier...**

Accounting Central

Ever wonder whether Finance teams speak the same language as the rest of the company?



Subscription Operations

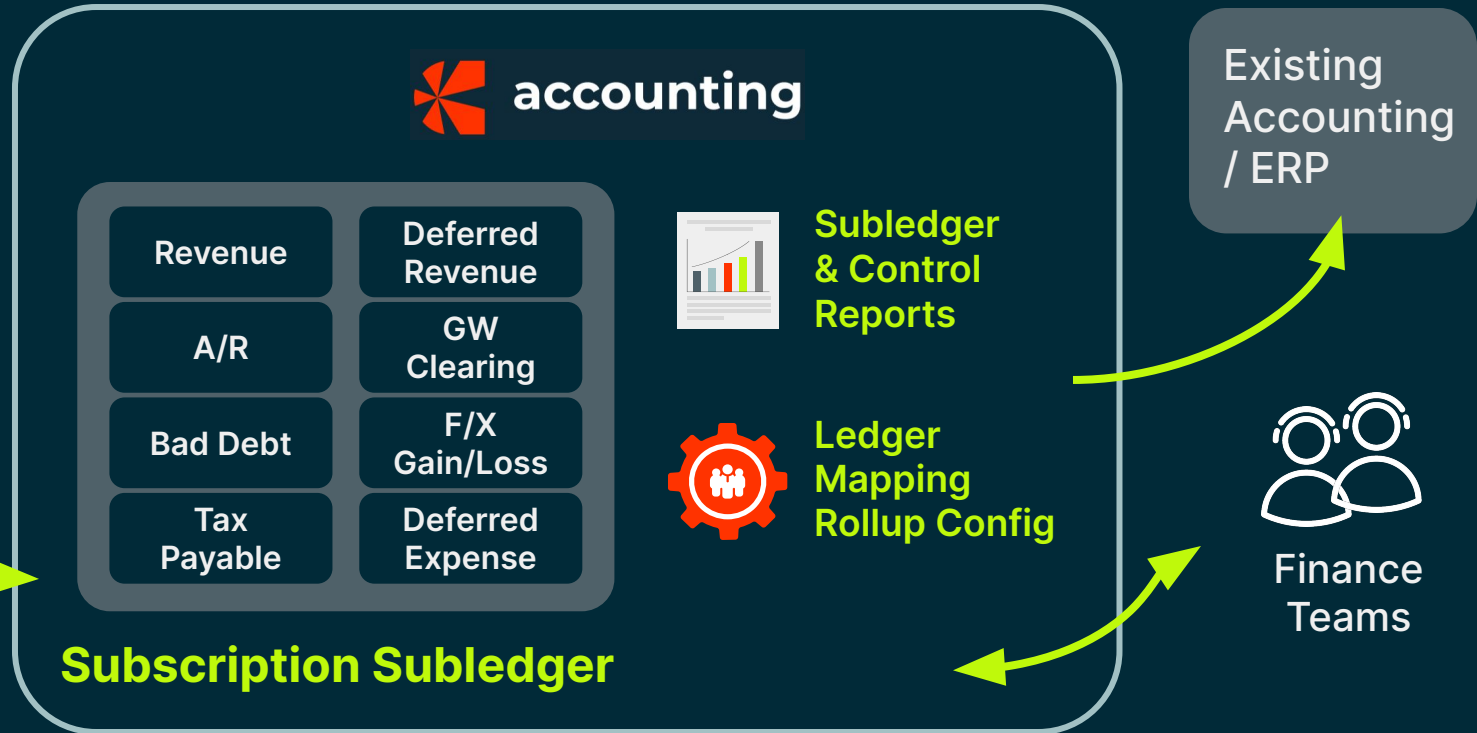
- Checkout
- Pricing
- Invoicing
- Collections
- Retention
- SaaS Metrics

Financial Operations

- Journalization
- Month-End Close
- RevRec
- Reconciliations
- Tax Reporting
- Audit Support

A true subscription sub-ledger

- Sales
- Billing
- Tax
- Payments
- Credits
- Delivery
- Collections



Beyond Operations and Compliance

- ✓ **Faster Close Cycles**
- ✓ **Audit-Ready**
- ✓ **End-to-End Traceability**
- ✓ **Evidential Controls**
- ✓ **Financial Insights**

Learn more at

Demo booths

in our Experience
& Expo Lounge

Product Trainings

start this afternoon
in the Training Room

Up Next

Conde Nast and Bloomberg

in talk with Guy Marion, Chargebee CMO

beelieve



chargebee