

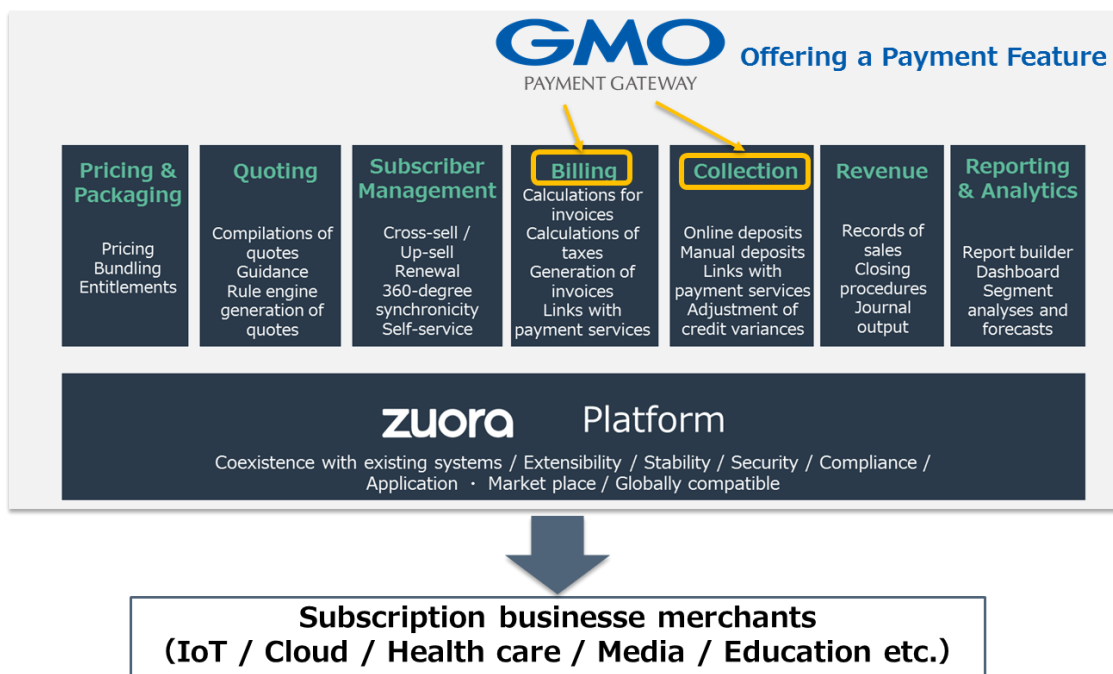
GMO-PG’s Payment Services Chosen as First Japanese Payment Partner for Zuora’s Subscription Business Platform

Supporting subscription-based businesses in IoT, cloud, healthcare, and other areas

GMO-PG has been selected as the first Japanese payment partner for “Relationship Business Management (RBM)™”, a platform for improved revenue for subscription-based^(※1) businesses offered by Zuora®.

GMO-PG will start offering payment features for Japanese customers who use the Zuora subscription platform on July 5, 2016. GMO-PG and Zuora will take this opportunity to collaborate and support subscription-based businesses in IoT, cloud, healthcare, media, education, and various other areas.

(※1) Subscription: A sales method for services or software in which fees are incurred in accordance with the periods contracted. Applies to a method of sales for regular purchases where goods are delivered regularly during the contracted period in the case of products.



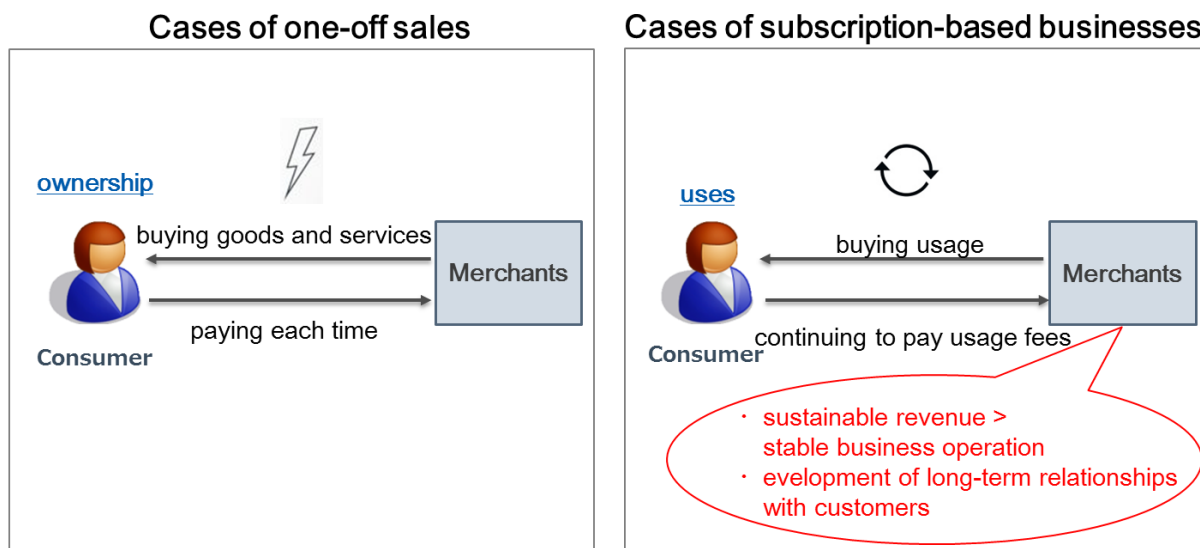
【Background and Overview】

Subscription-based businesses began in Japan as a sales method for regular purchases of consumables such as everyday goods, food products and books which are sold for a set price and delivered regularly during a contracted period or for buying clubs. The scope of the subscription-based business has been expanding in recent years along with changing consumer needs, for example from the ownership of items in the content industry such as purchases and downloads to usage, where customers can continue to pay a usage fee and view or listen to online content whenever they want, and the use of fee-based music and video services is continuing to grow.

Meanwhile, by shifting from one-off sales to subscription-based services, businesses that sell goods and services become stock-based and are able to continue to achieve revenue rather than conducting flow-based businesses where revenue is obtained with each sale. This makes it possible not only to operate a stable business; it also enables businesses to continue to propose goods and services that match the needs of their customers at the best prices, resulting in the sustained development of relationships.

This backdrop has led to recent introductions of subscription-based businesses in various areas such as IoT, cloud, healthcare, media, and education in addition to the various retailers that offer regular rentals of clothing and deliveries of cosmetics and general goods.

However, in addition to the burden of managing billing data and payments which are incurred due to the structure of subscription-based business systems that generate multiple billing and payments with each charge that is made by a user, the need to develop systems when new services are added or changes are made in pricing has made it difficult for individual enterprises to handle these matters on their own, and there has been no small number of operators who have been unable to shift to a subscription-based business.



■ Zuora platform for subscription-based business

To resolve these issues, Zuora offers Relationship Business Management(RBM)[™], a single platform that brings together the necessary features for a subscription-based business, such as the pricing of goods and services, quotes, online sales, the management of contracts, payments (billing and collection), records of sales, reports, and analyses. The use of this platform enables enterprises to meet the needs of their customers and conduct their subscription business in a prompt manner, and some 800 major companies in the world, including IBM and General Motors, have incorporated this platform to date. It is also being introduced in Japan at cloud services such as freee K.K. and TeamSpirit Inc., IoT, and in the media industry.

■ GMO-PG to offer payment features as a payment partner for Zuora in the Japanese market

And as Zuora sets out to offer its subscription-based business platform to Japanese businesses, GMO-PG has been selected to offer payment features as its first payment partner in Japan. While payment services within Japan have been unavailable with the Zuora platform to date, GMO-PG's payment services for Japanese businesses will now become available^(※2) to customers.

GMO-PG and Zuora will start collaborating in their endeavor to support subscription businesses in a wide range of areas, from IoT and cloud, healthcare and media to education.

(※2) A contract with GMO-PG will be required in order to use these payment features.

【Endorsement from Zuora Japan】

“We are very pleased that by collaborating with GMO Payment Gateway, the largest payment service provider in Japan, the Zuora platform will become even stronger for boosted reliability for Japanese customers. By combining the expertise that Zuora has achieved in supporting 800 global companies with the experience that GMO Payment Gateway has acquired in supporting payments in Japan, we will aim to spread the subscription business among business operators in Japan.”

Junichiro Kuwano, Country Manager,
Zuora Japan

【Zuora Japan】

Zuora's Relationship Business Management (RBM)[™] supports reform in business models, from conventional business models of product sales (ownership) to subscription-based business models (use) for customers in all areas, enabling enterprises to bring in new customers, boost upselling and cross sales to existing customers, and to reduce cancelation rates for improved revenue and to improve the efficiency of their business operation. It also offers comprehensive services to support pricing, quotes, online sales, the management of contracts, billing and collection, records of sales, reports and analyses for subscription-based businesses which may not be dealt with by conventional ERP, CRM, sales management or other systems. Zuora is headquartered in Silicon Valley and supports customers with offices in 13 locations around the globe. Its (services are) used in a wide range of industries that includes cloud services, IoT, high tech, consumer goods, media, travel, telecom, and healthcare.

【GMO Payment Gateway】

GMO Payment Gateway offers comprehensive payment services and financial services to 67,921 merchants (as of March 2016, GMO-PG Group) including operators of online shops and sellers of digital content; operators who collect recurring monthly payments, such as NHK and those who offer subscription purchases; and public organizations such as Japan Pension Service and the Tokyo Metropolitan Government. Services for added value such as online advertising services that contribute to boosted merchant sales, focused chiefly on payment services. Supplying loans and other financial services that support the growth of merchants from a funding perspective and actively engaging in overseas initiatives like overseas payment services, the yearly payment amount processed by GMO-PG exceeds 1.8 trillion yen. GMO-PG aims to enable both consumers and businesses to enjoy payment methods that are convenient and equipped with high levels of security and to serve as the infrastructure for payment processes in Japan. GMO-PG will promote initiatives for new innovation such as FinTech and contribute to improving the rates of e-commerce in Japan as a leading company in the payment industry.

【Related Links】

- Zuora URL : <https://jp.zuora.com/>
- GMO-PG URL : <http://corp.gmo-pg.com/en>

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