



Service Update 37 2015 Release Notes

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Preface

This guide serves as Revenue Analytics® Release Notes for the **Service Update 37 Release**.

The information in this guide is subject to change without notice. All specifications, information, and recommendations in this guide are believed to be accurate at the time of publication, but are presented without warranty of any kind, express or implied.

Users take full responsibility for all decisions and actions with respect to the planning, installation, maintenance, and use of ServiceSource Revenue Analytics® products.

Introduction

ServiceSource Revenue Analytics is a predictive analytics solution that helps subscription companies maximize customer lifetime value. The software-as-a-service (SaaS) offering provides data integration, predictive analytics, and process automation to ensure right engagement with the right customer at the right time. Revenue Analytics provides the intelligence and automation to boost revenue, reduce churn, and grow profits.

Main Enhancement

With this update, we introduced the Peer Aggregate feature for the customer and subscription entities:

- To better evaluate your customers and subscriptions, you can now segment these entities into meaningful peer groups you define using a combination of up to five standard or custom fields.

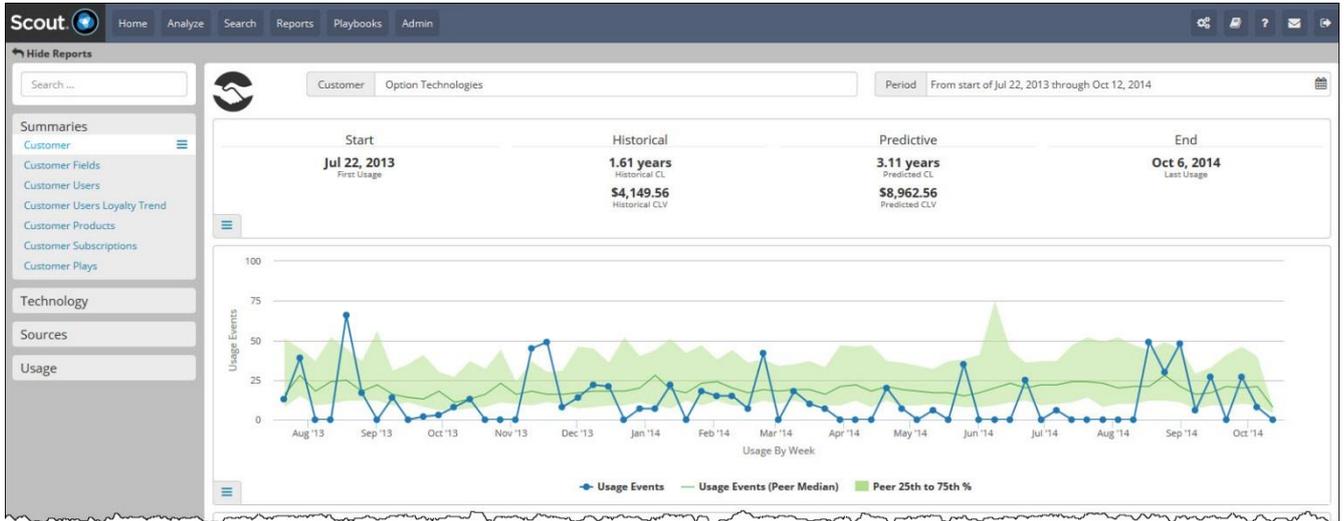
For example, to compare how customers in the same vertical market and of similar revenue size are performing, you can define a peer group at the customer level using a combination of **Industry** and **Firmographic Revenue Size**.

The screenshot displays the Scout2.0 interface for configuring Customer Peer Groups. The navigation menu on the left includes sections for Permissions, Automation, and Data. The main content area is titled "Customer Peer Groups" and features a table with two rows: "Field 1" with "Customer Industry" and "Field 2" with "Customer Firmographic Revenue Size". Below this table is a search box and a "Customer" dropdown menu. At the bottom, there is a "Preview" section with a table showing data for different customer peer groups.

Customer Peer Group	Usage Events	Customer Total Customers
Non-Profits	22,721	340
Logistics Services	18,499	292
Technology	15,929	288
Hospitality	16,930	230

Similarly, you can use peer aggregation to evaluate subscriptions for a product according to their price tier options by defining a subscription-level peer group that includes product and price.

- For improved granularity, the system generates a separate Demand Map for each subscription-based peer group with more than 20 members and displays an opportunity prediction based on their performance relative to their peers.
- Charts on the Customer and Subscription Detail page help you quickly compare the selected entity's usage against their peer group.



- New columns derived from peer aggregates are available for charts and reports that are pivoted on customer, customer peer group, subscription, or subscription peer group, namely peer median, peer average, as well as peer 25th and 75th percentiles. Additionally, the peer percentile rank is available for reports pivoted on customer or subscription.
- Percentile rankings are available for each entity within a peer group so you can easily identify your top and bottom-performing customers and subscriptions.
- You can define filters using the new peer aggregate fields. You can also power your plays by using peer aggregate fields to define triggers and exit criteria.

Product Documentation

Product documentation is available in the [Knowledge base](#) as HTML or PDF files. You may print as many copies of the documentation as you want.

Technical Support and Sales

For questions about the upgrade or issues with the release, email the [Technical Support team](#) or call us at 1-877-395-2513.

For pricing information, contact your authorized distributor or send an email to [Sales](#).

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