

Avangate Client Success Story

ONLYOFFICE™

Boost in International Sales. Revenue Uplift with Specific eCommerce Tools

“Our main goals were to focus on our SaaS product and grow a global client base, instead of worrying about order and payment issues. The partnership with Avangate meant that we were able to do this and achieve much more at the same time. Their platform is helping us reach a global B2B & B2C audience and increase revenue through sophisticated localization and marketing tools. The revenue recovery tools provided an additional boost in revenue, without any effort or upfront investment on our side. Plus the rich reporting into metrics that matter for our subscription-based business mean that with Avangate we can truly focus on strengthening long term client relationships.”



Galina Goduhina,
Sales Director,
ONLYOFFICE™

Customer: ONLYOFFICE™

Segment: SaaS

Vertical: Collaboration

Target: B2B & B2C

Benefits & Results:

- 2% revenue from promotions
- 2% revenue uplift from Revenue Recovery Tools
- International sales into 70+ countries

Avangate Solution:

Standard Edition

Context

The collaboration tools market is extremely competitive, with many SaaS tools available, including free versions.

Objectives

ONLYOFFICE™ is aiming to increase global online sales and improve client retention.

Solution

ONLYOFFICE™ is using Avangate's Enterprise Edition, giving them access to a wealth of features, including multi-channel digital commerce, advanced subscription billing, complete marketing services, managed services and support, advanced brand experience, integrated distribution and payments, dedicated commerce expertise.

The image displays two screenshots of the ONLYOFFICE website. The left screenshot shows a pricing page with a slider for 'Choose the number of your teammates' set to 20. Below the slider, there are three subscription options: 1 Month (\$50), 1 Year (\$200), and 3 Year (\$300). The right screenshot shows a checkout page with 'Registration' and 'Billing Information' sections, including fields for name, address, and payment options like Visa/MasterCard. A green arrow points from the pricing page to the checkout page.

Customized cart design: same look & feel as the website



Results

With Avangate's commerce platform and services, OnlyOffice was able to:

- Obtain +2% overall revenue uplift from promotions
- Get a +5% increase in authorization rate, with Avangate's Revenue Recovery Tools, leading to an additional 2% revenue uplift for auto-recurring revenues
- Sell internationally in 70+ countries, without needing to be the merchant of record in each country
- Offer 18 payment methods, from the classic Visa & MasterCard, to Purchase orders and wire transfers for businesses.

About ONLYOFFICE™

ONLYOFFICE™ is a cloud business service that enables you to manage projects, customer relations and documents in one place. Today more than 10,000 customers all over the world manage projects, documents and customer relations with ONLYOFFICE™ available in 20 languages.

More info on www.onlyoffice.com

About Avangate

Avangate, a Francisco Partners portfolio company, is the modern digital commerce provider that enables the new services economy, helping Software, SaaS and Online Services companies to sell their products and services via multiple channels, acquire customers across any touch point, increase retention, leverage smarter payment options, and maximize sales conversion. Avangate's clients include ABBYY, Absolute, Bitdefender, Brocade, FICO, HP Software, Kaspersky Lab, Telestream and many more companies across the globe.

Learn more about how Avangate can help your business at www.avangate.com



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