Chargebee

Building Your Own Subscription Billing System?

Before that, ask yourself…

☐ Is this your core competency?

☐ Is building a billing component a distraction? Is it worth it?

☐ Well, yes, you have developers… But is this the best use of their time?

☐ What if you, your developer or your billing manager quits?

☐ Will building your own billing component give you a strategic advantage against your competitors? At what cost?

Now, let's talk about what it takes to build your own tool…

What it takes to build: The table stakes

On paper, it seems quite easy.

All you need are:

1. A Relational Database design with a table for subscriptions, plans, payments, coupons, and invoices

2. A sign-up form on your website that submits to a vault to tokenize payment information

3. A 100-line cron job script that selects all subscriptions with a payment due, charges each subscription against their payment token, and triggers an invoice email

Simple.

But here's the fine print

When you choose to build your subscription billing system in-house, here's what you're signing up for:

1. Building the solution

2. Testing and fixing bugs

3. Managing release cycles and code stability

4. Playing catch up with the ever-evolving complexities in billing logic

5. Scaling to new international markets

6. Staying up to date with tax laws and security compliance

7. Experimenting with pricing and product catalog

8. Accurately recognizing and reporting revenue

9. Reducing churn and retaining customers

10. Providing ongoing support and maintenance

All of this requires dedicated resources.

These companies tried building an in-house subscription billing solution. Hear what they have to say about it:

"Doodle was a big monolithic app with everything entangled - and we decided to have it split up as microservices, with only building blocks on top of which we could build stuff. We needed a building block for payments and subscription management. We could have built it ourselves - but if there's a product that could solve it, buying is usually better if it's not your core business."

Cliff des Ligneris,
Senior Product Manager,
Doodle

"If you start out with some MVP billing system (like a payment gateway alone), you'll spend an unhealthy amount of time in Excel, writing vlookups and pivot tables to answer simple, recurring questions. You need a subscription management platform that can talk to your other tools, and empower your teams to make your customers successful. For Whiteboard, Chargebee has been a pivotal and indispensable tool."

Ben Laughter,
VP Customer Success and
Operations, Whiteboard CRM

"Oh, don't even get started building one. Total waste of time, if that's not your business model. I would always recommend Chargebee because it's really not even close to being worth developing a process yourself. It's bound to be error-prone as well. We're dealing with a financial process here and nobody can really afford the time to sort out mistakes in that process and so on. So just buy one."

Tobias Hagenau,
Co-Founder,
HelloHQ

Here's What Buying Means For Your Business

Besides saving on the spiraling costs, hundreds of developer hours each month, and the effort to scale your team to maintain an in-house solution, you can:

- Unshackle your business from developer dependency,
- Dedicate all your time and resources towards accelerating growth, and
- Leave it to Chargebee to capture additional revenue opportunities across customer types, geographies, payment preferences, and everything else in between.

$2K

Hosting services, Database for storing customer information, Backup and maintenance services

Process

$30K

Governance risk and compliance portal

$40K

Team of 2 people to manage everything

$90K

3 Developers
(3-4 months effort)

$30K

Customer care
(People + Tools Cost)

People

$25K

GDPR (incl. Maintenance)

$20K

PCI

$7K

EU - US
Privacy Shield

$15K

SOC Audits

$20K

ISO

$10K

Internal
Audits

Compliance

Total Cost:

$289,000

Expand Your Payment Footprint

- Charge customers in 100+ currencies across 150 countries
- Minimize payment failures by using gateways best suited for different regions
- Inspire trust in new markets by offering the familiarity of local payment methods

"We had issues managing multiple payment gateways with our old in-house subscription platform. There was wasted developer time debugging and fixing problems, and Chargebee eliminates this wasted time." - G2 REVIEWER
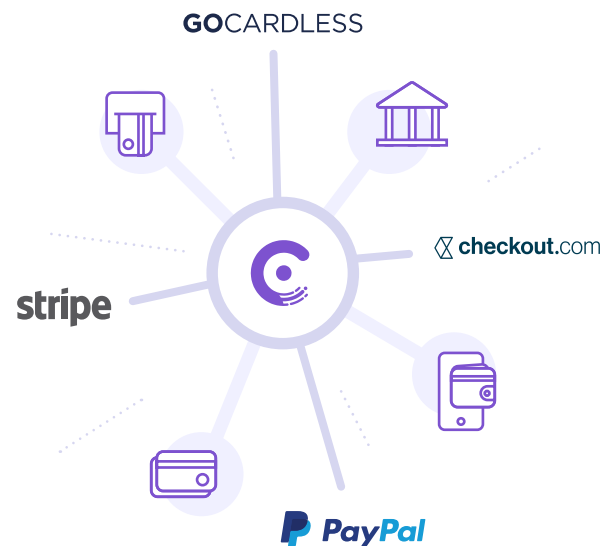
Maximize Conversions With A Secure Checkout

- Go live with a plug and play checkout and start collecting payments in minutes
- Increase conversions with the confidence of PCI-DSS compliance and cart abandonment tracking
- Localize the subscription experience right down to language, date, and currency formats

"I am a novice at coding for web design and integrating Chargebee's checkout with our website was simple for me." - G2 REVIEWER

Integrate Seamlessly With Your Tech Stack

- Automatically apply sales tax and EU-VAT to your invoices
- Enable sales teams to manage the subscription sales cycle from your CRM
- Reconcile revenue with your accounting systems automatically, and much more

"Thanks to its tools and integrations, it has simplified and streamlined our collection and billing management, customer management, etc., and has meant significant time savings thanks to its automation. It has improved the way in which we carry out collections. - G2 REVIEWER
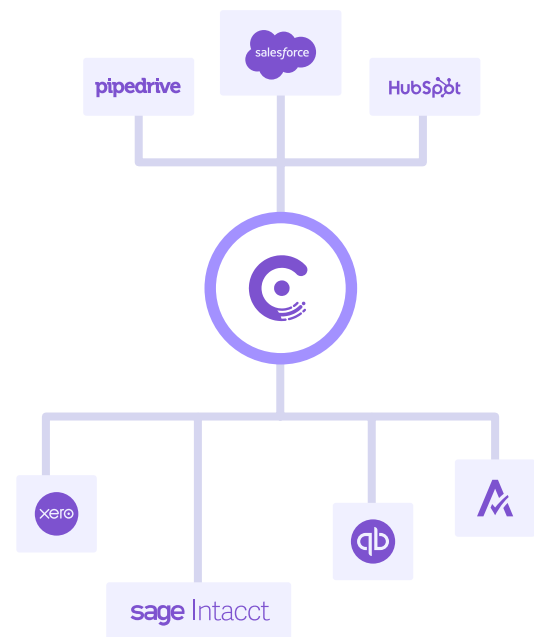
Get World-class Product And Customer Support

When you invest in Chargebee, you get:

- A team of engineers dedicated to building deeper capabilities
- Regular product releases with timely fixes for bugs and issues
- A support team that's available over chat, email, and phone call

"The responsiveness of the Chargebee team when you have queries is great. They are quick to get back to you and provide the support we need"
- G2 REVIEWER

98%

of G2 reviewers rated Chargebee **4.0 or 5.0 stars**
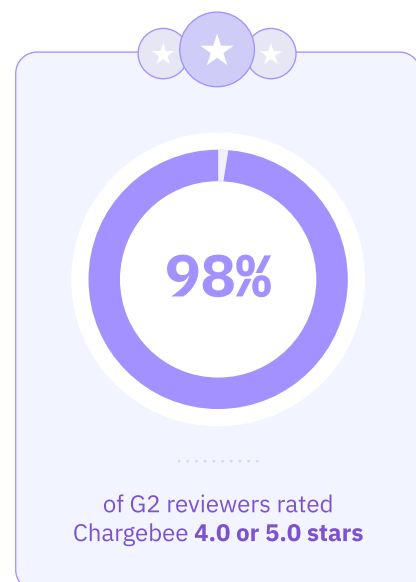
Chargebee

3000+
customers

$4bn+
revenue processed

Supercharge Your Revenue Growth With Chargebee

Schedule a demo

Top Subscription Businesses Trust Chargebee To Manage Recurring Billing And Subscription Revenue

philo   okta   Envoy   freshworks   shawacademy

With Chargebee's subscription billing platform you deliver enterprise-class security and compliance to your customers through every interaction.

EU-GDPR Compliant   PCI DSS COMPLIANT   ISO   SOC-1 & SOC-2 Compliant

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