

# Enhancing Crypto Operations with Advanced Metering Solutions

## Before Vayu:

As an enterprise-grade crypto operations platform, Utila empowers organizations of all sizes to manage their digital assets securely and efficiently. However, before partnering with Vayu, Utila relied on a system that lacked consumption metering capabilities and the flexibility needed for advanced product pricing and launches. The existing setup required heavy dependence on the engineering and product teams to launch new products and iterate on pricing strategies, including both prepaid and postpaid items. This reliance led to significant bottlenecks in product deployment and pricing flexibility, ultimately hindering Utila's ability to swiftly adapt to market demands.



"Vayu enables us to dynamically iterate on our pricing strategies and implement consumption metering for API Calls, significantly reducing manual work and preventing revenue leakage."



**Inbal Rosen**

Head of Business Operations, Utila



## Challenges

- **Heavy Reliance on Engineering Teams:**  
Utila depended extensively on its engineering teams to launch new products, creating delays and reducing market responsiveness.
- **Complex Product Launches and Pricing Configuration:**  
The process to launch new products and configure pricing for combinations of prepaid and postpaid payment terms was challenging and inflexible.
- **Limited Visibility into Cash Flows and Revenue Forecasts:**  
A significant lack of real-time visibility into cash flows and revenue affected financial planning and decision-making.

## Solutions

- **Consumption Metering:**

Vayu's advanced consumption metering solutions enabled Utila to efficiently manage and deploy consumption-based products. This system allowed for more dynamic scaling and flexibility, adapting to the needs of Utila's diverse client base.



- **Pricing Flexibility:**

With Vayu, Utila can iterate on pricing more effectively. The platform can now launch and adjust products quickly, with the flexibility to break down pricing into prepaid and postpaid schedules as needed.

- **Receivables Reporting and Integration with Stripe:**

The integration of Vayu's system with Stripe, Netsuite, and other platforms significantly improved Utila's receivables management from contract to cash. This enhancement facilitated better management of collections and streamlined financial operations.

## Results

- **Enhanced Financial Operations and Visibility:**

The implementation of Vayu's metering solutions provided Utila with real-time visibility into usage, billing status, and overall revenue. This transparency has been crucial in maximizing revenue and making informed strategic decisions.

- **Expedited Cash Collection and Reduced DSO:**

Utila experienced a reduction in Days Sales Outstanding (DSO), improving the speed of cash collection and enhancing overall cash flow management. The ability to transition fluidly between postpaid and prepaid billing optimized Utila's cash flow and financial health.

- **Streamlined Product Launches:**

The reduction in dependency on engineering resources for launching new products and the increased flexibility in pricing and product configuration empowered Utila to respond more swiftly to market opportunities and customer needs.

