

Chargebee Debuts New “Launch Program” to Fuel Subscription Businesses

Chargebee, the subscription, recurring billing solutions provider, debuts “Launch Program”, allowing new customers to sign up for free

SUNNYVALE, CA , USA, March 8, 2016 /EINPresswire.com/ -- [Chargebee](#) Inc., the online subscription and recurring billing solutions provider continues to lead the way in recurring payment solutions with the debut of its “Launch Program”. Under this program, Chargebee will offer all of its services to new businesses and startups for free – all the way from the beta stage until they generate up to \$50K in revenue.

“We are effectively changing the way recurring payments are being managed

Krish Subramanian, Co-founder and CEO of Chargebee

This is not a freemium tier, rather a free tier opportunity allowing companies to get started at no cost and process real transactions with a payment gateway of their choice such as

Stripe, Braintree, Worldpay, PayPal, and Amazon Payments, among others. Only when these customers successfully validate their business ideas and start generating revenue, will they become paying Chargebee customers. For an application as important as billing, companies understand the need to partner with a solutions provider that will not only properly manage these activities, but also add value in the long-term by being flexible and scalable.

Germain Brion, VP of Customer Success & Partnerships notes, “Chargebee has worked towards becoming a natural extension to businesses and pairs equally well with startups and big businesses. With the “Launch Program”, a company essentially inherits a billing expert team that functions as a part of their own team, and will handle the finance, support, marketing and sales, and customer service efforts. By freeing up valuable time each day, company founders, developers, and other departments can focus on their products and services and give more attention to customers, which greatly enhances their chances of success.”

Since its inception in 2011, Chargebee has showcased significant growth by redefining the billing module as a necessary entity, one that is often built in pieces on a need-basis by most businesses. Most startups tend to build on top of a Subscription module such as Stripe or Braintree and keep building small components as part of the product. Chargebee’s all-inclusive solution encompasses complete Invoicing, Billing, Taxation, Lifecycle Emails, Alternative Payments, Reconciliation and Payment Recovery. The “Launch Program” allows early stage companies to get started and grow with Chargebee’s comprehensive subscription management solution – from beta and throughout various stages as they evolve their businesses, even internationally and without any overhead, additional development and integration needs or costs.

“We are effectively changing the way recurring payments are being managed,” states Krish Subramanian, Co-founder and CEO. “What distinguishes us from our competitors is that we do not take any percent of a customer’s revenue. We provide clear and transparent pricing and terms throughout the agreement, and provide unprecedented value in our costs, outstanding customer

service and overall support. We want to take a long-term view and want our customers to start and successfully grow and expand their businesses with us – and our platform allows them to do that.”

The Chargebee “Launch Program” was initially started as a beta plan with a \$10K free tier, which quickly attracted more than 350 startups. With such an overwhelmingly favorable response, Chargebee decided to roll out and expand the free tier, creating a win-win opportunity for Chargebee to grow together with its customers. Chargebee clients include Soylent, Freshdesk, Vinyl Me, Please, Sharetribe, Enerspace Coworking, and Kissflow, among many others.

With the emergence of the Subscription Business Model, Chargebee has become a leading choice for companies all over the world seeking a seamless, elegant solution for their business, serving customers across 50 countries and processing over \$250 million in USD annually.

About Chargebee

Founded in 2011, Chargebee is an online subscription and recurring billing management solutions company that helps businesses manage their billing, payments, subscriptions, security, error handling and invoicing services in an efficient and cost-effective method. Offering exceptional customer service and a flexible, tailored approach to providing solutions that best suit customers’ needs, its client list continues to expand globally. The company has offices in Sunnyvale, CA and Chennai, India and is backed by Accel Partners and Tiger Global. For more information, visit <https://www.chargebee.com>.

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