



Monexa CEO talks 'Game-changing billing' at SIIA OnDemand 2009

FOR IMMEDIATE RELEASE

VANCOUVER, BC, November 17, 2009 – On-demand billing experts [Monexa](#) launched a [new name and brand](#) at [SIIA OnDemand 2009](#). Monexa's presence at the show garnered significant attention, confirming the company's position on the cutting edge of cloud-based subscription billing. Monexa enables SaaS and Cloud companies to better monetize their services and grow their businesses faster. Monexa's industry leading [product catalog](#) and rating engine allow service providers the flexibility to price and package their offerings the way customers from different market segments want to buy.

"We were thrilled with the reception that the Monexa brand received at SIIA OnDemand. The conference theme of "growing revenue" produced some outstanding sessions on pricing, packaging and channel sales strategies that we see in action everyday with our customers. The event reinforced our belief that subscription billing is a critical enabler of growth for SaaS and Cloud companies." states [John Jacobson](#), President and CEO of Monexa.

The name Monexa, [as stated in an interview with DreamSimplicity at SIIA OnDemand](#), refers to a focus on monetizing clients' online services to increase their revenue and improve their cash flow. [As explained in an additional interview at SIIA](#), Monexa provides companies with the freedom to market their services with creative pricing plans. The brand is centered on rapid and dependable monetization for any business, proving that 'game-changing billing is now possible'.

Monexa was interviewed by Novell, [DreamSimplicity](#), ZDNet France, IT Newswire, Software Insider's Point of View and [SIIA](#) at the 2009 conference. Additionally, the company has received recent media attention from [ITWorld](#), Business in Vancouver and [TMC.net](#).

About Monexa

Monexa pioneered the on-demand subscription billing space and has worked with hundreds of businesses to help monetize their services. A deep skill-base and leadership in subscription billing sets Monexa apart from other service providers and attracts established customers North America-wide. Monexa's customers range in size from high growth SaaS and Cloud Infrastructure companies to large household name companies like AOL Canada, Sprint, Amway and Bell Mobility.

Monexa provides companies the freedom to market their services through creative pricing plans by removing barriers imposed by traditional billing and payments processes. Monexa stands for rapid, dependable monetization of all subscription services. For more information visit www.monexa.com

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High resolution photos and interview opportunities available.

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