



# Case Study

## Streamlined Monetization for Bundled Telecom Services

Modern monetization across triple-play bundles and multi-state operations



## Company Overview

ZiPLY Fiber is a regional internet service provider bringing ultra-fast, reliable fiber internet to communities across Washington, Oregon, Idaho, and Montana. Committed to delivering accessible, high-performance connectivity—including in rural and underserved areas—ZiPLY offers simple, consumer-first plans and bundles that put customers in control of their experience.

As demand for flexible communication services grew, ZiPLY began bundling offerings into double- and triple-play packages. To support this growth and future expansion, ZiPLY needed a modern billing solution capable of handling sophisticated pricing, usage-based charging, and regulatory requirements across multiple states.

## Business Challenge

ZiPLY set out to replace an antiquated billing system that was costly to maintain and no longer able to support evolving operational needs.

Key challenges included:

- International calling bundles with consumption-based billing by destination
- Multi-state compliance requirements, including unique invoice formatting and taxation logic
- Legacy systems that required integration—not replacement—such as mediation platforms
- Ongoing data migration needs from older infrastructure
- A long-term solution that could scale and evolve with the business

ZiPLY required a partner that could automate complex monetization scenarios without creating technical debt, enabling future growth without repeating the challenges of the past.

# Why Gotransverse

Zipty selected Gotransverse based on its ability to handle bundled services, international rating logic, state-specific invoicing, and mediation integration—all without relying on custom development.

Key capabilities included:

- **Dynamic usage-based rating** for international services
- **Bundle management** with configurable rate structures by destination
- **Invoice framework** tailored by region for messaging and compliance
- **Seamless integration** with existing mediation systems
- **Scalable platform** that supports multiple lines of business and future growth

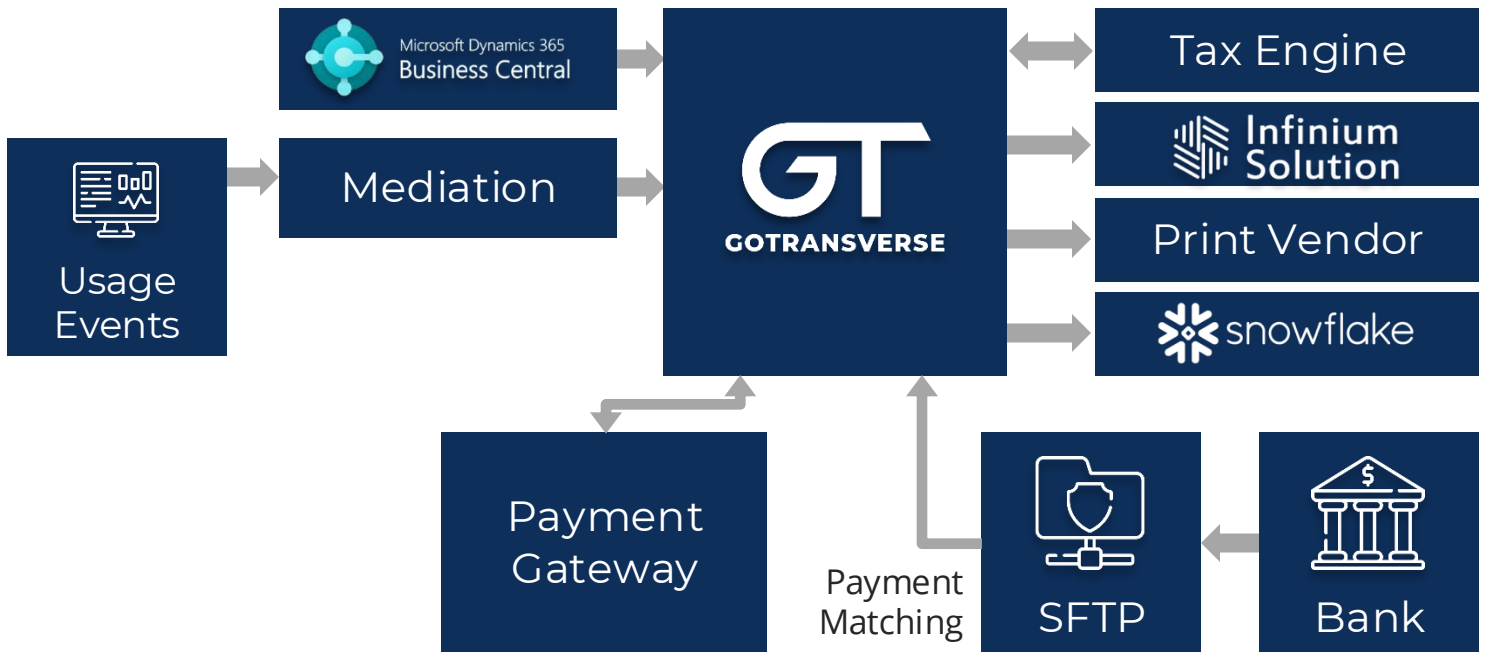
## Results

With Gotransverse in place, Zipty modernized operations for one of its most complex customer segments while laying the foundation for enterprise-wide transformation. The deployment delivered immediate impact across critical operational areas.

Zipty now has:

- Streamlined international usage rating across bundled services
- Tailored invoice presentation by geography and service type
- Integrated legacy and modern systems into a single billing ecosystem
- A foundation to expand billing modernization across the entire customer base

By centralizing billing on Gotransverse, Zipty gained the flexibility and control needed to serve diverse markets while maintaining compliance in a heavily regulated industry.



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## About Gotransverse

Gotransverse delivers a fast, flexible billing and revenue management solution. Our intelligent cloud-based software was built by industry experts to handle the most complex pricing models. Since 2008, we've partnered with companies to streamline operations and unlock revenue potential, ensuring they can scale with confidence. From our headquarters in Austin, Texas, Gotransverse leads the way in enterprise monetization. To learn more, go to [gotransverse.com](https://gotransverse.com).