



# Business Operations



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# Business Operations

## About Business Operations

Use the Nurego business operations automation service to measure and monetize your service with subscription management, entitlement controls, and revenue management. You can automate key components of your business, including how you roll out, test, and scale product features, catalogs, packaging, pricing, and policies for specific customers or distribution channels. For example, you can schedule and target a roll-out to a single customer, a segment of customers, or a specific distribution channel.

The business operations service enables you to

- Segment and manage subscribers based on certain properties, for example, plan, payment schedules, and activation date.
- Record metrics such as average revenue per customer, customer acquisition costs, sign-ups, cost to serve, and cancellations.
- Add and remove products, associated plans, and features.
- Roll out specific offerings to segments of subscribers.
- Send e-mails to specific segments of subscribers.
- Manage billing options and preferences
- Integrate using Java, Ruby and JavaScript libraries.

# Getting Started with Business Operations

## Business Operations Setup

### About This Task

**Note:** The information for this service has been supplied by the third-party service provider and is subject to change at any time. General Electric is not responsible for the accuracy of information supplied by third-party service providers.

Add the Business Operations service to your application.

### Procedure

1. List the services in the Cloud Foundry marketplace:

```
cf marketplace
```

2. Create a business operations service instance:

```
cf create-service business-operations <plan>  
<my_business_operations_service_instance>
```

3. Enter:

```
cf service <my_business_operations_service_instance>
```

4. Go to the provided URL to create a Nurego account.
5. Bind your application to your service instance:

```
cf bind-service <application_name>  
<my_business_operations_service_instance>
```

6. Restage your application to ensure the environment variable changes take effect:

```
cf restage <application_name>
```

7. To view the environment variables for your application, enter the following command:

```
cf env <application_name>
```

The command shows the environment variables, which contain your basic authorization credentials, client ID, and the endpoint URL.

# Using Business Operations

## Nurego Product Documentation

For more information, see the [Nurego documentation](#).

For detailed information about Nurego APIs, see [Nurego API documentation](#).