



CSG MANAGED SERVICES

**OPTIMIZE YOUR BUSINESS
OPERATIONS FOR THE FUTURE**





CONTENTS

- 3** Driving Profitable Growth
- 4** Delivering Measurable Business Improvements
- 6** CSG Managed Services

Profiting in the competitive global communications industry requires companies to enable innovation, accelerate time to market, and deliver demonstrable value. This means producing a return on investment in technology, process and people. CSG understands business transformation—it's in our DNA. We will listen to how your business operations need to evolve, and partner with you to deliver that evolution in manageable and meaningful increments.

For more than 35 years, CSG has partnered with leading Communication Service Providers to streamline their operations, implement their strategy, and accelerate their business growth.



DRIVING PROFITABLE GROWTH

Despite their unique geographies, network topologies, and business processes, Communications Service Providers around the globe are facing a common set of challenges:

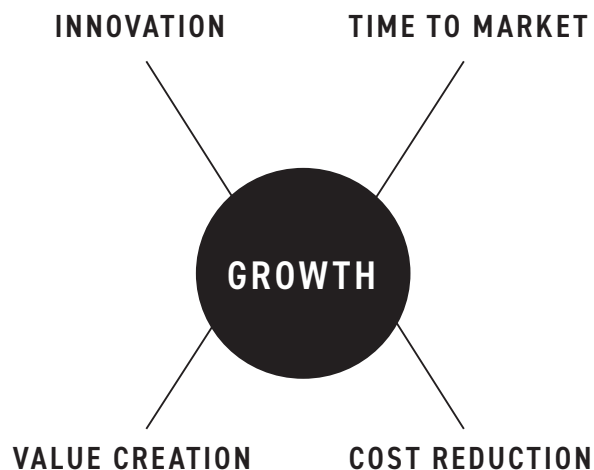
- Increasing competition from traditional and new market players
- Need to invest in all-IP/4G/LTE networks to address capacity and quality requirements necessary for today's services
- Financial constraints and a need to demonstrate stable, if not growing, margins in the face of declining revenue from traditional services

To compete in today's environment, you must combat these challenges head-on.

To outmaneuver competitors, recoup investments and maintain profit margins, CSPs everywhere want to improve the following:

- Intensify innovation
- Deliver to market rapidly in an accelerating timeframe
- Create value
- And reduce Total Cost of Ownership at the same time

These are the fundamental factors that drive profitable growth and offset the decline and margin pressure from your traditional business.





DELIVERING MEASURABLE BUSINESS IMPROVEMENTS

CSG Managed Services will enable innovation, accelerate time to market and value creation in a cost-effective manner to facilitate your growth.

With data center and infrastructure management, applications configuration management, and applications operations for your consumer, enterprise and wholesale business, CSG Managed Services:

ONE CSG CLIENT ACHIEVED 200% IMPROVEMENT IN SERVICE LEVELS AND AVERAGE WORK ORDER HANDLING TIME IN THE FIRST SIX MONTHS AFTER DEPLOYING OUR MOBILE WORKFORCE MANAGEMENT SOLUTION AS A SERVICE.

- Delivers overall **business improvements**, compared to the traditional focus solely on cost cutting
- Becomes your **BSS engine** including the provision of complex operations
- Acts as your **business partner** and is equally vested in your outcomes
- Proactively translates your strategy into a vision for how your **BSS should not only run now but evolve**
- Drives towards **business outcomes** instead of traditional SLAs
- De-layers your current BSS to create **flexibility and agility**

CSG understands that while cutting cost is still important, it is critical to partner with an experienced managed services provider who can deliver measurable business improvements.

	PRIMARY MS DRIVER	MS ACTIVITY	MS PROVIDER RELATIONSHIP	CLIENT-VENDOR MINDSET	MS IMPACT VALUE	TECHNOLOGY ENABLERS
CSG	Business improvement	Running BSS	Business partner	Proactive	Business outcomes	Innovative, cloud-based platforms



CSG MANAGED SERVICES

CSG brings a unique combination of domain expertise, operational experience and a culture of building long-term client partnerships.

As your managed services partner, CSG delivers:

Domain Expertise: Unlike many outsourcing providers, CSG focuses on communications verticals, leveraging our 35 years as trusted advisors to the industry. Our staff are truly specialists in the BSS industry, bringing to bear our expertise in a customer-centric approach to transformation.

Managed Services Experience: CSG employs more than 2000 dedicated managed services personnel, who are fully seasoned and knowledgeable from long-term engagements supporting the operations of Tier 1 cable and communications service providers. Our business process-led transformation approach delivers proven operational results and innovation.

Complementary Assets: CSG Managed Services draws upon our BSS product intimacy and consultancy, along with managed operations tools, automation and best practices, to provide optimal operational solutions for our customers. We provide a controlled environment for execution and provide offerings via the cloud to minimize complexity.

Delivery Capabilities: CSG is truly global. We offer on-site delivery centers in North America, Europe and Asia-Pacific. Our US-based Centers of Excellence have more than 35 years of operational experience complemented by our offshore centers in India, Malaysia and South Africa. This global footprint allows our customers to choose from a variety of data center options, including on-site, near-site and off-shore.

CSG DEPLOYED A PARTNER ACTIVATION SOLUTION AS A SERVICE FOR A CLIENT IN 60 DAYS, ENABLING THEM TO INCORPORATE A GROWING NUMBER OF PARTNER SERVICES INTO THEIR BUNDLES MARKETED, SOLD AND BILLED DIRECTED TO THEIR CLIENTS. THIS SOLUTION PROCESSED 11,000 DAILY PARTNER TRANSACTIONS FROM THE OUTSET, AND WITHIN THE FIRST YEAR, THE VOLUME HAS GROWN TO 1.6 MILLION MONTHLY (48X) TRANSACTIONS.



Value: Engaging with CSG for managed services delivers demonstrable Total Cost of Ownership (TCO) reductions, but we deliver additional value above and beyond cost. Our clients have recorded customer-centric results in content monetization, eCare, workforce management and ICM. Additionally, CSG provides value through Analytics and MDM insights. Partnering with CSG in a managed services engagement increases your organization's operations flexibility and productivity, enabling you to focus your energy and your resources on your business strategy. CSG brings these attributes together with our corporate culture to strike long-term relationships with you and deliver value to you well into the future.

CSG's managed services approach is to activate dedicated account teams supporting multiple aspects of your business, from strategic planning to product launches to IT operations and beyond.

Our goal is demonstrable savings and business improvements to drive your growth and competitiveness.

CSG TRANSITIONED AN EXISTING INTERCONNECT SYSTEM FROM A EUROPEAN CUSTOMER'S PREMISES, AND FROM THEIR STAFF'S OPERATIONS, INTO OUR MANAGED SERVICES ENVIRONMENT IN FOUR MONTHS FROM INCEPTION TO PRODUCTION. THE NEW ENVIRONMENT MIGRATED ACTIVE DATA, HISTORY AND REVENUE MANAGEMENT PROCESSES FOR 1.6 MILLION SUBSCRIBERS AND 570 INTERNATIONAL ROAMING PARTNERS.

	RETAIL	WHOLESALE	ENTERPRISE
Cloud	Application Business Operations		
Hosted	Application Configuration Management		
Enterprise	Data Center IT Infrastructure		



ABOUT CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. For more information, visit our website at csgi.com and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).