



## CONNECTED SOLUTIONS

# MY DIGITAL LIFE GOES EVERYWHERE. CAN YOU KEEP UP?

Your customers are on the move. Go with them!

**ASCENDON**

### CREATE A CONNECTED EVERYWHERE EXPERIENCE

With the explosion of connected devices in the home and virtually every mode of transportation, new revenue opportunities are endless. As more people, devices and things become connected, digitally-savvy consumers expect to take their information, content and entertainment with them wherever they go. And they expect seamless experiences, personalized offerings and new services, when and where they want them. So give it to them!

- Manage customer **Identity, Digital Lockers** and **eWallet** in real time across all devices the consumer wishes to use
- Offer **virtually unlimited payment options** including credit cards, gift cards, loyalty and rewards
- Provide **multiple Wi-Fi business models** including ad-based, time-based, usage-based, and recurring plans

### MONETIZE A CONNECTED EVERYWHERE EXPERIENCE

**Ascendon** is an easy, low-cost way to build, manage, support and monetize connected digital services from homes to vehicles to planes. Engage customers on their terms—on the ground or up in the sky—with the same incredible experience across all devices and delivery channels.

- Leverage history, habits and preferences across channels to **personalize offerings** and put the right services in front of customers—at the right time—and realize revenue quickly

### MCKINSEY

**BY 2025, THE INTERNET OF THINGS WILL HAVE A TOTAL ECONOMIC IMPACT OF \$3.9 TRILLION TO \$11.1 TRILLION PER YEAR.**

## ASCENDON HOME



The proliferation of connected devices is driving explosive monetization opportunities for connected home providers. Give every family member the content they want, when they want it, on their device of choice:

- **Flexible catalogs** for multiple business models including selling of devices, renting of devices, selling of installation, monitoring & alerting, and capabilities to customize and personalize solution offerings for customers
- **Support a number of different device and pricing options** through nimble business models
- **B2B and B2B2C models** enable M2M and IoT opportunities within the connected home ecosystem

## ASCENDON CAR



Automobile manufacturers and network owners are teaming up and deploying Wi-Fi capabilities providing more value to customers and partners (and new revenue streams) as a result. Streaming digital content, music and navigation services are just the beginning. Self-driving cars are the next frontier. Whatever the next generation of connected vehicles looks like,

**Ascendon Car** puts you in the driver's seat:

- **Enable business partners** to access the network and analyze customer behaviors to provide more personalized services—even offer reselling through a digital marketplace
- **Support a digital marketplace** for Wi-Fi and value added services directly with the consumer
- Deliver powerful new ways to **merchandise and cross-sell** to consumers

## ASCENDON PLANE



Airline passengers are a significant, yet primarily untapped market. Airlines are working hard to differentiate themselves with Wi-Fi and connected experiences for passengers and employees:

**Ascendon Plane** monetizes Wi-Fi deployments, gives airlines and their network partners the tools to swiftly launch an entire marketplace accessible in the sky

- **Extend brand reach** to customers through Wi-Fi, opening up new market and revenue opportunities
- **Generate new revenue** by targeting consumers that expect seamless connectivity on the devices they bring into the plane ecosystem, while also improving customers' in-plane experience

## WE'RE READY. ARE YOU?

**CONNECTIVITY IS DRIVING EXPLOSIVE GROWTH IN THE USE OF DIGITAL SERVICES—AND WITH IT COMES CONSUMER EXPECTATIONS OF A SEAMLESS EXPERIENCE WHETHER ON THE COUCH OR 35,000 FEET HIGH.**

**WITH ASCENDON HOME, ASCENDON CAR AND ASCENDON PLANE YOUR BUSINESS IS READY FOR TODAY—AND WHATEVER THE NEXT WAVE OF DIGITAL SERVICES MAY BRING—COST-EFFECTIVELY AND WITHIN A FRAMEWORK THAT ENABLES BUSINESSES TO EVOLVE AS FAST AS THE MARKET CHANGES.**