



# NETWORK OPERATOR SOLUTIONS

## OH PLEASE, MAKE ME NIMBLE.

Own your customers.  
Before someone else does.

**ASCENDON**

### CAPITALIZE ON YOUR NETWORK INVESTMENTS

With extraordinary rising capital costs associated with network upgrades, squeezed margins on traditional services and new competitors entering the digital services market, winning customer loyalty and share of wallet has never been more critical. Don't give away market share to competitors who are leveraging your network investments to sell their own digital products and services to your customers. Capture their loyalty!

### TAKE ON THE DIGITAL SERVICES ECOSYSTEM. NOT A COSTLY OPERATIONAL TRANSFORMATION.

Does the digital services ecosystem have your organization feeling more like it's stuck in a complex web of product and service partners instead of on a clear path to new monetization opportunities? It doesn't have to! **Ascendon** gives network operators the tools to enter and dominate the digital services market.

- More effective **offer management** removes the need for IT experts to set up and configure new products and services

- **Unified and API-driven catalog** blends digital and traditional services for maximum revenue and profitability. Leverage back-office systems of record with front-office systems of engagement
- **Order management** supports both quick-running orders for digital scenarios as well as long-running, more complex ordering for traditional services
- **Convergent billing** provides ultimate flexibility to support any business model—today and in the future
- **Extend billing relationships** through complex hierarchies and intricate partner relationships that allow partners to understand usage patterns and settlement amounts

Because **Ascendon** is a SaaS, cloud-based platform, providers can move purposefully toward modernizing front- and back-office systems at their own pace, radically reducing operating costs associated with launching new digital services and entering new digital markets.

**Only Ascendon can do that!**



## CURRENT ANALYSIS

BY CENTRALIZING CUSTOMER IDENTITY, UNIFYING OFFER AND ORDER MANAGEMENT, AND COMBINING CHARGING, POLICY MANAGEMENT, AND NETWORK CONTROL, ASCENDON DRIVES OPERATOR DIGITAL TRANSFORMATION.

## BRAND IMAGE IS EVERYTHING

Consumer brand loyalty is imperative in today's highly competitive digital services marketplace where cord nevers and cost conscientious consumers are quick to take their business elsewhere. Don't give your customers a reason to leave. Give them a reason to stay...for a long time. **Ascendon** delivers:

- **Branded experiences that transcend digital ecosystems** create a consistent customer experience across devices
- An **evolved customer model** delivers more insights into consumer behaviors via a single federated identity



- **Personalized experiences** using history, habits and preferences puts the right content in front of consumers at the right time
- **Bundle digital and traditional services** in a single solution through a flexible catalog, serving the digitally aware customer
- **Flexible payment options** with eWallet capabilities to process payments in any way, from any device. Including prepaid, credit or debit cards, loyalty programs, gift cards or third-party digital wallet offerings

## MANAGE YOUR ECOSYSTEM. GROW YOUR FAN BASE.

**SPEED-TO-MARKET IS CRITICAL. SO IS HAVING A PLATFORM THAT CAN DELIVER ON WHAT YOUR BUSINESS NEEDS ARE TODAY AND WHATEVER THEY MAY BE TOMORROW. ASCENDON POSITIONS ORGANIZATIONS FOR SUCCESS IN THE DIGITAL SERVICES ECOSYSTEM WHILE KEEPING CUSTOMERS ENGAGED AND KEEPING THEM LOYAL!**