



## MULTIPLE DWELLING UNIT SOLUTION

### GET TO KNOW ME... NOT JUST THE GUY IN 1B.

Own the customer.  
Own the relationship. Own it for a lifetime.

#### CUSTOMERS LIVE IN A VARIETY OF ENVIRONMENTS. DO YOUR SERVICES?

Establishing relationships with concentrated groups of customers residing in multiple dwelling units (such as an apartment building or university dormitory) no longer needs to be the cost heavy, time and labor consuming process of delivering and installing modems or set-top-boxes at individual residences that eats into provider's bottom lines.

With anywhere from 30 percent of the population in the US to 42 percent across the European Union and up to 90 percent in some parts of Asia living in multiple dwelling environments—and all growing—cost-effective Wi-Fi hotspots enable direct access to this bring-my-own-device consumer base without having to dispatch a technician. And online, self-serve portals offer comprehensive, personalized services consumers have come to expect. Give customers the services and control they want, while capturing their loyalty now and no matter where life takes them next.

#### THE BUILDING...AND BEYOND

**Ascendon** is a SaaS, cloud-based platform that delivers the 'must have' digital services today's consumers demand, inside and out of their dwelling unit.

- On the couch, or on the go make it easy for consumers to search, find and buy premium or live content through **multi-device, omni-channel experiences**
- Leverage history, habits and preferences across channels to **personalize offerings** and put the right services in front of customers at the right time
- Manage customer **Identity, Digital Lockers** and **eWallet** in real time across all devices the consumer wishes to use
- **Bundle digital** (i.e. OTT video) **and traditional services** (like connectivity/broadband) in a single solution through a flexible catalog
- Offer virtually unlimited payment options including credit cards, gift cards, loyalty and rewards



**ASCENDON**



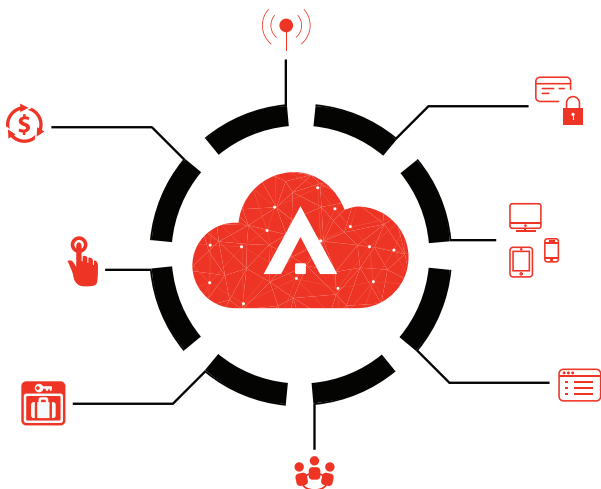
NATIONAL MULTIFAMILY HOUSING COUNCIL, EUROSTAT HOUSING STATISTICS, HDB STATISTICS

30 PERCENT OF THE POPULATION IN THE US TO 42 PERCENT ACROSS THE EUROPEAN UNION AND UP TO 90 PERCENT IN SOME PARTS OF ASIA ARE LIVING IN MULTIPLE DWELLING ENVIRONMENTS— AND ALL GROWING...

### DESIGNED TO MEET THE SPECIFIC NEEDS OF PROVIDERS

Speed-to-market is critical and so is having a platform that is ready today, flexible enough for whatever your digital services offering may look like tomorrow or wherever your business may go in the future.

- **Multiple Wi-Fi business models** support any business strategy
- 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
- **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

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

**Only Ascendon can do that!**

### THERE'S A WHOLE MARKET WAITING TO BE SERVED. ARE YOU READY TO SUPPORT THEM?

OPEN THE DOORS TO A NEW MONETIZATION STRATEGY. ASCENDON ENSURES A LOWER OVERALL COST STRUCTURE, WHILE THE REGULAR CADENCE OF ENHANCEMENTS GUARANTEES YOU HAVE THE TOOLS NEEDED TO STAY COMPETITIVE, KEEP CUSTOMERS ENGAGED AND KEEP THEM LOYAL—FOR A LIFETIME!