



ENTERPRISE MONETIZATION

**UNLOCK INNOVATION IN THE ENTERPRISE
MARKET WITH A FLEXIBLE, AGILE
CHARGING AND BILLING SOLUTION**



CAPTURE THE ENTERPRISE MARKET OPPORTUNITY

By 2026, the global B2B telco market will be valued at over \$100 billion. Many communication service providers are focusing on this market as consumer revenue growth slows, without transforming their BSS to effectively support B2B.

Current siloed charging and billing platforms, built to support bespoke enterprise customer requirements, take too long to update and don't provide the agility to respond to innovative digital business models. This puts pressure on IT to deliver better solutions that enable growth—but a business-as-usual approach won't suffice.

Effectively serving enterprise customers means CSPs need to be able to offer, charge and bill for a portfolio of tailored and bundled products and services. It also requires CSPs to look at enterprise transformation beyond a pure IT perspective, as it affects all parts of the organization.

Enterprise Monetization is a fully convergent charging, billing and customer management solution, designed to help CSPs capture the value of the B2B market and deliver the complex functionality enterprise customers need to succeed.



STREAMLINING THE ENTERPRISE

It is common for a CSP to manage its enterprise customer support and billing processes through ad hoc, manual processes, often customized for each specific account. This means that CSPs can deliver on the original contract, but later struggle as multiple charging and billing instances become costly and unwieldy to manage as the range of products and services grows.

CSG Enterprise Monetization is proven in the consumer and the enterprise space for fixed, mobile, data and any other ICT services, with CSPs able to use the same solution instance for all business models. That pedigree means a highly available and agile solution that empowers CSPs to offer any service imaginable, cost-effectively, quickly and within a framework that enables their business to evolve as fast as the market changes.

The CSG Enterprise Monetization solution consolidates separate enterprise billing instances onto one solution, allowing CSPs to manage multiple tenants, charging models and hierarchies without adding additional complexity or systems. Charge and bill for traditional enterprise offers, products and services like VoIP, PBX, Ethernet and more, while establishing new revenue streams from IoT and B2B2X.

- Incremental revenue from a solution that can sell and bill for new digital services as well as traditional services from a unified product catalog
- Retained revenue as churn is negated and customer billing satisfaction increases

- Operational improvements from a more efficient solution and processes—with invoices delivered on time and accurately the first time
- Improved cash flow and reduced bad debt as invoice accuracy means fewer disputes and financial adjustments
- Operational savings from removal of legacy systems and associated capex and opex

CSG Enterprise Monetization works with your existing BSS/OSS platforms, allowing the solution to be rapidly implemented as part of a phased program to quickly deliver benefits and return on investment.

ENTERPRISE MONETIZATION

FULL CONVERGENCE

One rating and billing engine

One catalog

One customer care solution

Real-time and batch processing

Core-independent

Protected configuration

Easy upgrades

Rules-driven

Table-driven



IMPROVING THE ENTERPRISE JOURNEY

From onboarding accounts, product and pricing set up, providing quotes, ordering, account management, and onto charging and billing, Enterprise Monetization supports the integral parts of the complete customer journey. With CSG Enterprise Monetization, CSPs can provide a consistent customer experience—and one installation will support all of the unique requirements of each enterprise account.

- **Contract Negotiation**—Being able to offer the products and services bundled in the way required, and offering enticing discounts on predicted usage
- **Customer Onboarding**—Automating the processes for onboarding thousands of services in hierarchical configurations that reflects the enterprise's cost center structure
- **Rating and Discounting**—With Enterprise Monetization, rating and discounting can be applied across the entire enterprise usage, and then applied to specific invoicing points to reflect payment points
- **Invoicing and Reporting**—Enterprises increasingly need to manage expenditures more closely: to scrutinize how services are being used by employees, to enable cost savings and to monitor SLAs. Invoicing and reporting are available anywhere in the organizational structure, at any defined summary or detailed level

- **Account Management**—Account self-service eliminates a major pain point for enterprise account management through intuitive interfaces. Craft stronger and smarter relationships by enabling customers access to important account hierarchy and usage data in real time
- **Upsell and Renewals**—Selling the services that end users want now increases customer satisfaction and the likelihood of upsell and renewal. With Enterprise Monetization, CSPs can easily configure and offer additional services within the same invoicing hierarchy. This creates opportunities for combined discounts to generate loyalty, and provide the same consistent customer experience





HANDLING THE COMPLEXITY OF THE ENTERPRISE

CSG Enterprise Monetization is built to handle the scale and scope of enterprise needs, spanning hierarchies with tens of thousands of nodes, and organizations from consumer family relationships to large corporations. There's no limit on the depth or width of each hierarchy, allowing CSPs to get as complex as their business needs. Enterprise Monetization also supports enterprise-specific charging models:

- **Ad hoc**—Add charges manually through solution Customer Care when unforeseen charges arise
- **Milestone**—Charge customers for project implementation at each major milestone
- **Pass-Through**—Pass hardware or partner changes into the Enterprise Monetization solution, or add a mark-up if required
- **Negotiated**—Negotiate recurring charges, installation charges and discounts, and override list prices
- **Foreign Currency**—Limit forex risks by charging customers for partner products at their original currency price

The CSG Enterprise Monetization solution is built on adaptive product and charging frameworks, simplifying the launch of new products and services for enterprise customers. The solution is able to scale seamlessly, charging and billing for high volumes and allowing CSPs to adjust services for a single account or in batch based on enterprise-specific requirements.

The solution allows CSPs to create market offerings to meet the unique business needs of each enterprise:

- **Custom Products and Solutions**—Manage a vast portfolio of enterprise offerings, across fixed and mobile voice, high speed data, cloud and managed services; tailor solutions utilizing network, customer premise equipment and support services
- **Complex Organization Structure**—Map charges directly to the financial structure of the paying entities, across geographically dispersed offices, cost centers and P&L entities
- **Bespoke Contracts and Discounts**—Support varying enterprise contract lengths, with customized discounts to represent the expected usage pattern of each enterprise
- **Multi-Party Payments and Queries**—Automate the invoicing process for documents with tens to thousands of pages, reducing DSO and manual effort

FROST & SULLIVAN

“AS THE COMMUNICATIONS INDUSTRY RAPIDLY ADVANCES TO COMPLEX B2B2C BUSINESS MODELS, THE NEED FOR FLEXIBLE AND RAPIDLY CONFIGURABLE RATING & CHARGING AND OTHER CORE BILLING MONETIZATION FUNCTIONS...ARE BECOMING INCREASINGLY IMPORTANT.”



WHAT WE OFFER

CHARGING AND BILLING FLEXIBILITY

Enterprise Monetization offers charging and billing flexibility for all services, including cloud and SaaS offerings, ICT products and services, IoT offerings and more. Seamlessly support traditional lines of business and new digital offerings, enabling you to simplify even the most multifaceted enterprise monetization scenarios. This includes pass-through charging and rebilling outputs from other applications to provide a consolidated bill.

DISCOUNTING

Enterprise Monetization supports discounting on any defined parameter or combination of parameters. Discounts can be accrued across billing periods to provide powerful loyalty incentives. Discounting can be calculated across the entire enterprise, and applied specifically to any defined business units.

PARTNER MANAGEMENT

Incorporate products, services and content from partners on the same bill as CSP-owned services. Partnerships, MVNOs and hybrid relationships can be managed and events parallel-rated to efficiently calculate revenue share for retail and wholesale charges. Enterprise Monetization can also model complex, B2B2X and IoT relationships, and offer multi-tenancy so that all your enterprise business models are covered within a single instance of the solution.

REAL-TIME UPDATES

Give real-time access to transaction and usage information and control of shared bundles. Self-care access allows the enterprise customer to manage their

corporate hierarchies themselves and analyze their charge data. Real-time charging and credit management give organizations the same type of real-time credit control that is prevalent in the consumer space.

BILLING AS A SERVICE AND WHITE-LABELING

With Enterprise Monetization's multi-tenancy capabilities, you can offer your enterprise customers "billing as a service" to bill their customers directly, incorporating whatever logos, branding, and other assets are required on GUIs and statements. Invoices can be presented differently for each customer.

DIFFERENT INVOICES AND TAXATION

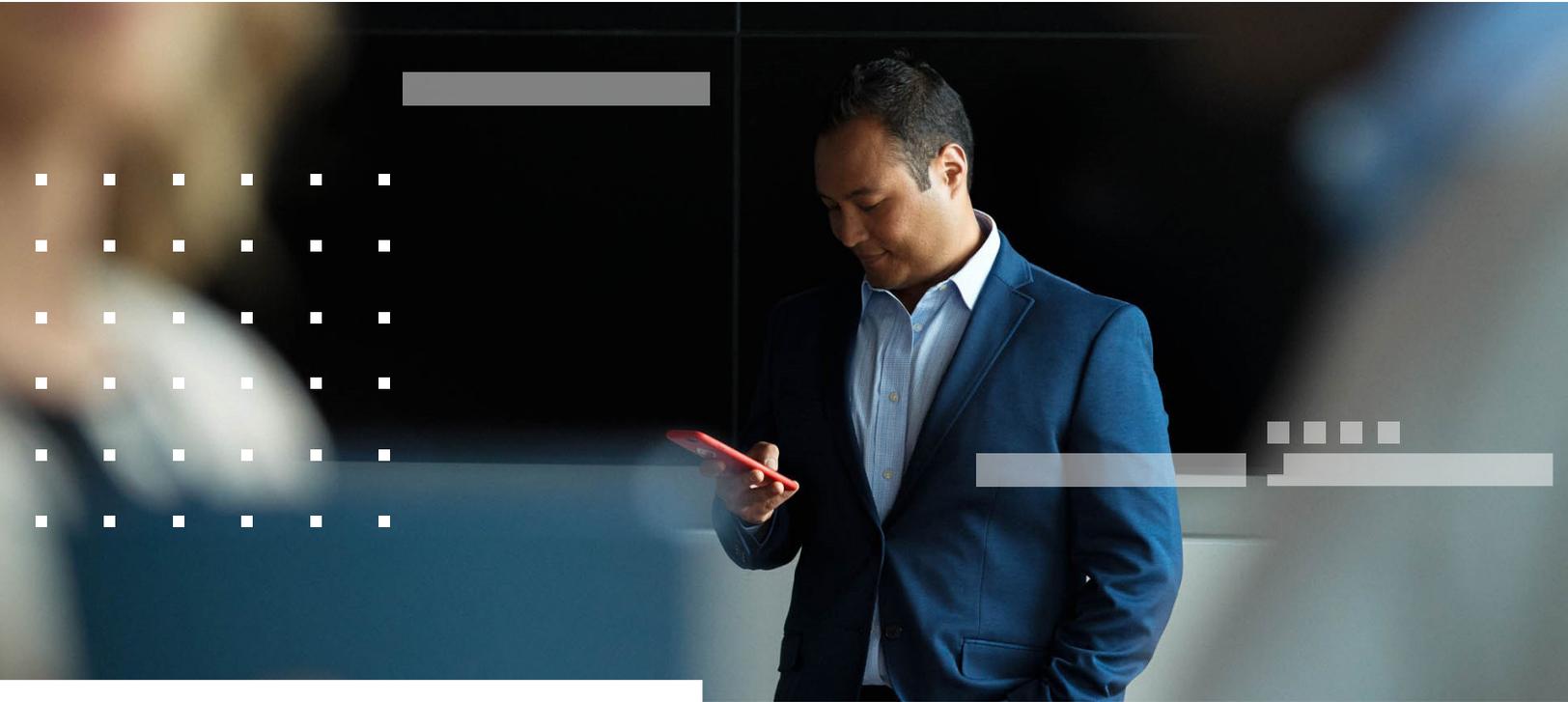
Support multinational customers with different invoice languages, different currencies, different tax regimes or across different countries.

SCALABILITY

Manage performance in charging and billing across tens of thousands of customer hierarchies with millions of hierarchy nodes, representing the unique reporting entities and services of each enterprise. CSG Enterprise Monetization solution is scalable and flexible to model any organizational relationships and their various entitlement groupings, reporting structures and cost centers.

MANAGED SERVICES

Deploying CSG Enterprise Monetization eliminates many systems and redundant processes within your organization. Talk to us about how we can help you manage the transition and ongoing operations of CSG Enterprise Monetization.



INTEGRATED CUSTOMER COMMUNICATION

Enterprise customers use more than a billing system to manage their business—they also use CRMs, ERPs, and other systems. CSG Enterprise Monetization seamlessly integrates with third-party applications for a 360-degree view of customer data.

Maintain a single view of all customer interactions across email and social channels, and manage and track cases like billing inquiries, product detail updates and service trouble with CSG Enterprise Monetization. Finally, help your enterprise customers bill their customers accurately and effectively.

The CSG Enterprise Monetization lets CSPs bill for all enterprise services on a single invoice, with the ability to customize languages or currencies.

CSG's business outcome-driven approach with Enterprise Monetization combines a comprehensive platform and proven track record, ensuring you have a trusted partner in enterprise innovation.

The enterprise market demands innovative digital service. CSG Enterprise Monetization enables innovation for enterprise customers with a comprehensive, flexible billing solution.



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](#).