



CSG DIGITAL PARTNER MANAGEMENT

**BUILD NEW REVENUE STREAMS
BY EXPANDING INTO NEW
MARKETS AND PARTNER
ECOSYSTEMS**



There are more than 4.5 billion active internet users worldwide, encompassing 59 percent of the global population. Companies like Netflix and Facebook are tapping into users' desires for instantaneous communication and connectivity, putting Service Providers under tremendous pressure as traditional services move to OTT services.

To survive and thrive in a digital world, underlying business models and platforms have to evolve to enable digital service providers to blend digital services with traditional services, using their network to bundle services together and offer a personalized, unique and compelling value proposition alongside the OTT players. In essence, communications service providers (CSPs) are transforming into digital service providers (DSPs).

CSPs are used to negotiating deals, entering into partnerships and settling charges with each other and have been doing so effectively for many years (i.e. for international wholesale voice, messaging and data services).

To profit from 5G network services and from digital services such as content and the Internet of Things (IoT), CSPs must evolve into DSPs and be able to successfully negotiate and manage B2B/B2B2X multi-dimensional partnerships with a whole new range

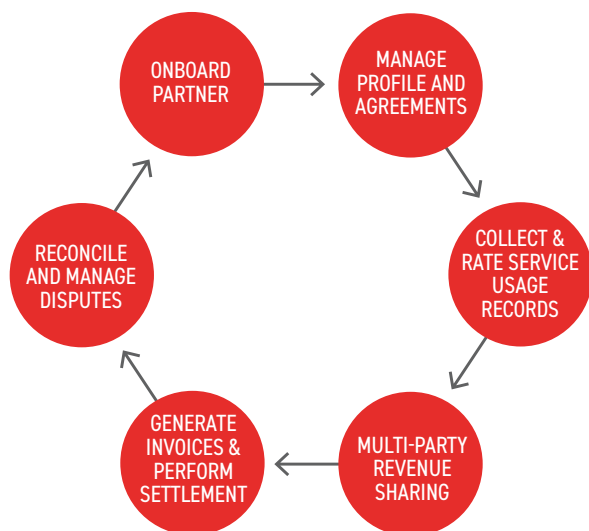
of partners in entirely new ecosystems. DSPs can benefit by offering direct carrier billing services to their subscribers, offering a range of services to their enterprise customers and also profit from charging for ensuing data transport. The resulting settlement models will be different and the pace of change ever increasing. These new partners will demand the ability to onboard themselves, manage their agreements, view their statements and invoices and perform settlements online and without delay.

INTRODUCING DIGITAL PARTNER MANAGEMENT

CSG's Digital Partner Management (DPM) solution enables the effective onboarding and management of new Partners quickly and efficiently by providing a Partner Self-Care Portal, which allows new digital partners and business users alike to create partner profiles. Once registered, a business administrator from the service provider will review the details and complete the onboarding process. The portal also allows partners to have secure access to manage profile parameters, view settlement information, upload and download documents as well as the ability to view agreements and reports.



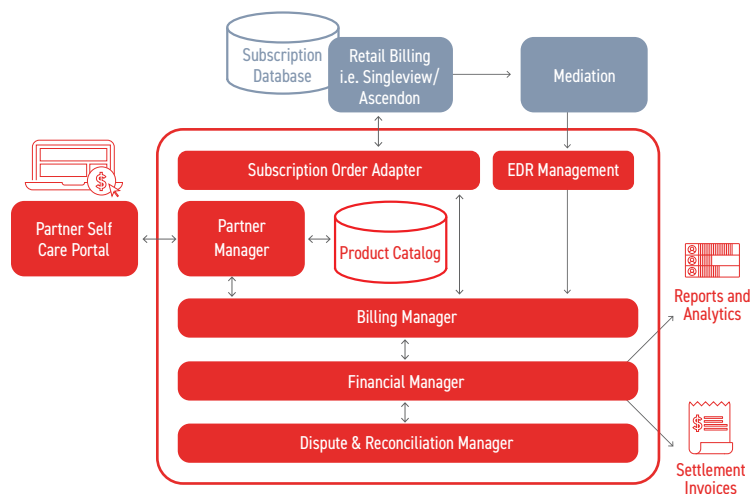
However, it's not just about Partner Self Care. The Partner Self Care Portal needs to be underpinned by a proven, flexible and scalable rating, billing and settlements engine. The engine should support multi-party revenue sharing, reverse the effects of full or partial consumer refunds on partners, support in-app purchases, trial periods and application add-ons, allow for multi-currency rates and settlement, implement payment models such as 'pay only when paid' and support the rapid launch of products and services in an agile manner without requiring changes to underlying systems. DPM is designed with these considerations in mind and enables service providers to manage the entire digital partner lifecycle from one integrated solution as shown below.



As well as partner onboarding and self-care, DPM provides the following capabilities based on CSG's industry-leading Digital Wholesale technology:

- Data Collection
- EDR Management
- Product Catalog
- Rating, Billing, Discounting & Volume Agreements
- Financial Management, Invoicing & Settlement
- Dispute & Reconciliation Management

The high-level architecture of DPM is shown in the diagram below:



As well as providing partner onboarding and management via self-care, DPM centrally manages partner rates and agreements; collects and processes events in near-real time; bills, invoices and manages the financial transactions with partners; and monitors business performance. DPM enables operators to improve the accuracy and efficiency of their digital settlement business processes with the multiple OTT and digital services partners while lowering the cost of ownership in their BSS/OSS.



DPM ensures low cost of ownership both in terms of initial investment and ongoing maintenance costs. The solution also allows innovative engagements with over-the-top (OTT) players and other providers of digital services. With DPM, service providers can manage complex hierarchical partner billing accounts, monitor consumption and ensure continuous billing accuracy. The solution also provides comprehensive support for recurring charges, event-based charges and one-time fee settlements including support for revenue sharing, rebates, discounts and promotions for partners.

This integrated partner billing functionality enables next-generation digital service providers (DSPs) to expand into new digital markets and build new revenue streams. It also helps reduce operational cost and control by automating routine partner-related processes.

DIGITAL PARTNER MANAGEMENT BENEFITS

The benefits of the Digital Partner Management solution are summarized in the following table:

Increased Revenue & Profitability	<ul style="list-style-type: none"> → Enter into partnerships in new partner ecosystems such as 5G, digital content and IoT → Monetize new revenue streams in new markets and services (TV broadcasting, mobile ticketing and couponing, NFC payments, cloud services, range of IoT-related services such as connected car, smart cities, healthcare, etc.)
Faster time to market	<ul style="list-style-type: none"> → New partners can be onboard quickly using self-care → New settlement models can be rapidly supported through configuration
Reduced cost	<ul style="list-style-type: none"> → Manage the entire digital partner lifecycle centrally with one solution from partner creation, modelling agreements and calculating settlement charges to generating invoices and resolving disputes → Reduced overheads by giving partners ability to manage their own profiles, view documents and exchange information
Increased Automation & Reduced Risk	<ul style="list-style-type: none"> → Based on CSG's industry-leading, proven Digital Wholesale rating, billing & settlements technology → Benefit from SaaS based deployment in the cloud to reduce capex and mitigate market risk → Integrated dispute and reconciliation management ensures optimized dispute resolution and revenue recovery

COMPLETING THE DIGITAL CONTENT JOURNEY

In addition to DPM, CSG can provide solutions for retail rating, billing and digital content monetization with the addition of our market leading digital BSS platforms into the DPM ecosystem. This will enable seamless partner settlements, content management and content monetization from a single integrated digital BSS. CSG can help you quickly launch, learn from and scale digital service offerings to stay relevant, build brand loyalty and maintain an enduring customer base in B2C, B2B and B2B2X environments.