



# Digital BSS Solutions

Transform My Back Office? With Whose Billions?



### Deliver digital services today

Revenue from traditional services is squeezed and competition is tight. To win, operators must provide a myriad of services and delivering a high-quality customer experience is imperative across all lines of business. But legacy billing systems can't keep pace with the digital world—and costly replacements aren't an option. The answer? Nimble, agile and extensible Digital Business Support Systems that bring significant new functionality without the additional cost.

- **Launch new digital services quickly** without having to replace your existing billing system used to support traditional services.
- **Radically reduce operating costs** while significantly increasing the functionality needed to compete in the digital world.
- **Bundle digital and traditional services** in a single solution through a flexible catalog.

Because Ascendon is a SaaS, cloud-based platform providers can offer new digital services right now, while moving purposefully toward modernizing front- and back-office systems at their own pace. Only Ascendon can do that!

### Support all customers and all services with a single solution

Changing consumer demands? No problem. Agility to support customers? Absolutely! Wherever they may be and with the same impeccable experience across all devices and delivery channels.

With more recurring capital investments than ever before and competitive pressures at every turn, having the tools necessary for maintaining an exceptional brand image and leveraging existing customer relationships is imperative:

- **Create personalized and enhanced consumer experiences** with cross-channel insights of history, habits and preferences for customized and impactful marketing outreach.
- Manage customer **Identity, Digital Lockers and eWallet** in real time across all devices the consumer wishes to use.



**Inundated by endless sources of information, customers expect ready access to content that is personally relevant in the context of what they are doing and accessible anytime, anywhere, and in the format and on the device of their choosing.**

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### Extend, enhance and expand Digital BSS capabilities AND lower your costs

Whether you are an operator with roots in wireline services or a mobile operator looking for new ways to grow revenue, Ascendon makes it easy to support whatever digital services you can imagine:

- Offer virtually **unlimited payment options** including credit cards, gift cards, loyalty and rewards.
- Deliver **consumer experiences** that allow end users to check device health, usage and current billing tier attached to the usage.

**Offer new services today. Bring new ideas to life tomorrow**

Agility and speed-to-market are key to launching and supporting the kinds of digital services today’s savvy consumers expect. And so is a flexible platform that can evolve and keep pace as your digital service program evolves.

**Ascendon** delivers:

- Digital and traditional services, and bundles those services as a single solution through a **flexible catalog**.
- **More effective offer management** features that eliminate the need for IT experts to set up, configure or launch new products and services.

- **Blended digital and traditional services** with a unified and API-driven catalog that enables effective integration with external catalogs and other BSS systems for maximum revenue (and profitability).
- **Order management** supporting quick-running orders for digital scenarios as well as longer-running, more complex ordering scenarios for traditional services.
- **Effective omni-channel support** with powerful event management and notification capabilities.
- **Convergent Billing** module for ultimate flexibility to support any business model.
- **Extended billing relationships** through complex hierarchies and intricate partner relationships that allow partners to understand usage patterns and settlement amounts.

**Ready? Set? Go!**

**Legacy billing systems don’t need to be a limitation to the future. Ascendon delivers any digital service imaginable—and does it cost-effectively, quickly and within a framework that enables businesses to evolve as fast as the market changes.**

