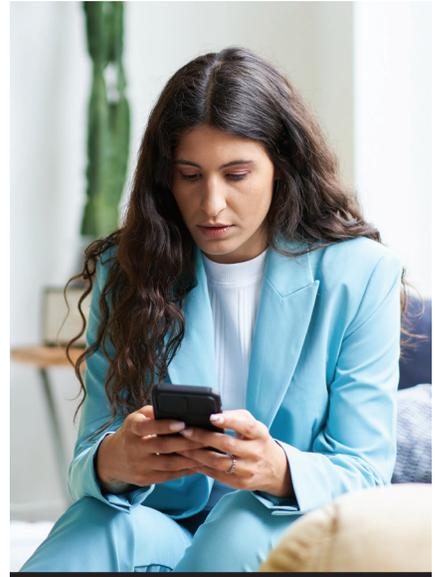


# Intelligent Subscription Management Platform

*Launch Innovative Services Today That Drive Revenue  
Generating Relationships Tomorrow*

## Get In The Digital Services Game...Right Now

The possibilities for new digital service offerings are virtually unlimited. Seize and monetize the opportunity. It is possible for existing providers and new entrants to rapidly plan, configure and launch services that engage consumers and strengthen brand loyalty.



## Grow And Scale Your Subscription Revenue Stream

- **CSG Ascendon™** is an intelligent subscription management platform that offers subscription billing, offer management, payments, customer support tools, and reporting analytics dashboards. CSG Ascendon provides everything you need to put your focus where it should be...on your customer.
- **Effortless management** of your customer, their identity, profile, and preferences with the ability to put this information to work in serving your customer.
- **Extensive subscription management** capabilities allow you to offer straightforward recurring subscriptions today and evolve to more complex multidimensional subscription and usage models in the future.
- **Personalized service offerings** using customer profile information, history, and externally sourced data that puts the right offer in front of customers at the right time, ensuring you are maximizing revenue potential.
- **Subscription packaging** enables you to bundle subscriptions configured in CSG Ascendon to form an offering as well as bundle external service offerings in a single solution creating the most compelling customer offerings.
- **Subscription insights** are at the tip of your fingers with CSG Ascendon's reporting and analytics engine. You have all the key performance indicators to make your next strategic decision.
- **Flexible payment options** are what customers want and CSG Ascendon can enable you to provide it. Allow your customers to pay through all the most popular payment methods in the market - credit or debit cards, loyalty programs, gift cards or third-party billing/charging systems.

## The Only Solution That Evolves With Your Business

Whatever the focus of your digital business may be, you want to ensure the systems supporting your vision can grow and evolve with you. CSG Ascendon is a platform that can deliver today and wherever your business goes tomorrow:

### To Serve The Customer Is To Understand The Customer

Customer expectations have evolved over time and today's customer demands the power of choice and the flexibility to control how they engage with your brand and how frequently. Agility in your business to serve these customers starts with an agile platform:

- **An evolved customer model** radically improves how you can serve your customer and give them the power of choice around subscription iterations, payments, permissions, and notifications.
- **Significant cost reduction** by enabling your customer to care for themselves through intuitive self-care capabilities.
- **Churn insights** enable you to forecast upcoming churn and get ahead of customers leaving with captivating save offers.
- **Increase lifetime value** of your customer by offering them an alternative to cancelling. Give them the ability to upgrade, downgrade, or swap their subscription offerings.
- **Cloud hosted** Solution as a Service (SaaS) ensures your business is up and running 24x7x365 in a world-class infrastructure provided by AWS.
- **Cloud native** capabilities from AWS enables CSG Ascendon to operate efficiently and scale infinitely to support your business.
- The CSG Ascendon platform is an **evergreen solution**. It receives continuous functional and non-functional updates so you can stay ahead of competition.
- CSG Ascendon is **integration ready**. The platform provides over 300 APIs to ensure quick and seamless integration into your broader infrastructure.



LAUNCH.PROFIT. REPEAT.

CSG Ascendon is the most intelligent subscription management platform in the industry that connects the customer to the services offered, allowing maximum value to be created.