



Ascendon+AWS

Where “Not Possible” Doesn't Exist

Ascendon is built on Amazon Web Services



Ascendon. A New Generation of Digital Services Platform.

The **Ascendon** cloud-based, SaaS solution is a digital services platform that provides all the features necessary (and more) to launch and scale new digital services quickly. Cloud-based architecture delivers carrier grade operational scale and security with unmatched integration capabilities to meet the demands of today's connected consumer economy. Because **Ascendon** is in the cloud, providers can rapidly deploy new digital service opportunities and business models in real time, while dramatically reducing operational costs.

Offer multi-screen, interactive experiences that go beyond consumer expectations and monetize compelling products and services today's consumers want. And get the digital services you need right now without having to rip and replace existing systems (if needed). That means you can digitize back-office systems at your own pace while radically simplifying digital customer journeys.

Why the Public Cloud? Why AWS?

CSG's "cloud-first" strategy equips our customers with every advantage for success in the digital services marketplace today, with the flexibility to quickly evolve regardless of the direction our customers' digital services program strategy may take in the future. Cloud flexibility coupled with a SaaS delivery model equals unlimited possibilities.

CSG selected Amazon Web Services (AWS)* to run its industry-leading and recognized **Ascendon** platform. AWS has the data security, global reach, on-demand scalability, speed of execution and extensive toolsets that can support the delivery of unparalleled digital services programs that position **Ascendon** customers for market success. The AWS cloud-

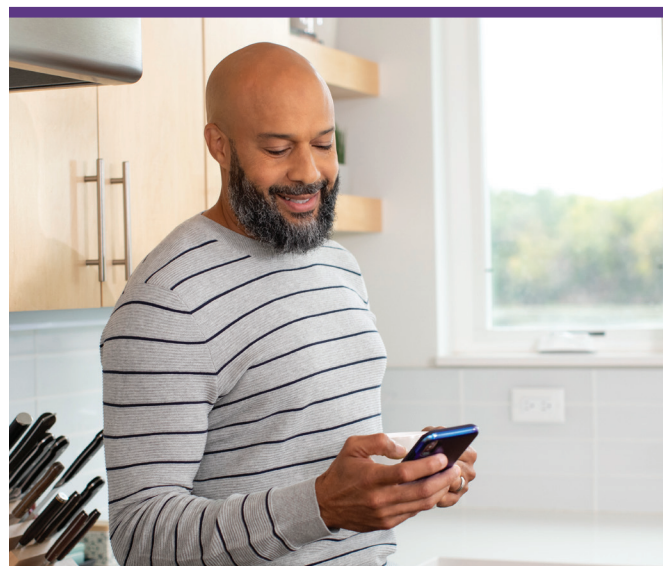
based solution also gives **Ascendon** the ability to deploy new services quickly, efficiently and integrate the **Ascendon** cloud solution with a host of other cloud and proprietary service components.

Operating in the public cloud allows for seamless, elastic scaling of resources during peak utilization times (no matter how large), and ensures the **Ascendon** applications are protected by the latest in security technology. The end result? Cost savings for CSG customers and greater leverage in a marketplace that is becoming increasingly fierce.

Data Security

Many of the digital services industry's most innovative players are **Ascendon** customers. Maintaining the security of their data and sovereignty of that data is of the utmost importance.

CSG places tremendous focus on adherence to policies, processes and controls—whether that's our client's internal structures or local, regional and global regulations—and those of the over 200 countries where **Ascendon** offers services to end users.



Principles. Annually, **Ascendon** is SSAE 18 / ISAE 3402 SOC audited and PCI-DSS certified as a Level 1 Service Provider. AWS maintains third-party attestations and certifications delivering the same level of commitment to data security via data centers and network architecture built to meet the requirements of the most security sensitive organizations. **Ascendon** customers can scale to any level and innovate to any extreme while protected by a rock solid environment.

Operate Globally. Run Locally.

Simply put—local is more responsive. **Ascendon's** active / active architecture coupled with AWS local Availability Zones and cross region edge network locations enable quick deployment of customer solutions on **Ascendon** around the globe with minimal latency and optimal user experiences. Redundant power, networking and connectivity are all housed in separate facilities providing greater availability, fault tolerance and scalability than would be possible from a single data center. **Ascendon's** multi-language, multi-currency, multi-jurisdictional taxing infrastructure allows local presence to be managed centrally, providing operational simplicity that helps brands scale across the globe.

Why pay for What You Don't Need

AWS provides the shared processing and data resources necessary to match the scale **Ascendon** customers' demand. An unlimited supply of bandwidth and scalability (think Live Events, spiky and unpredictable usage) takes the guess work out of required capacity and eliminates huge capital expenditures only utilized during spikes. With **Ascendon** in the cloud, our customers know scale and capacity challenges are not an issue and enjoy the significant cost savings only an on demand environment can provide.

Federating the Digital Service Economy with

Cloud Tools

To bring robust solutions to market quickly requires a powerful integration architecture for both cloud and local solution components.

Ascendon leverages its cloud architecture to bring both together for creating new and innovative digital services in a fraction of the time, simplify integrations and improve overall solution stability.

Ascendon for use with the AWS platform tools leverages RDS for transactional independence, ElasticSearch and ElasticCache clustering for big data throughput, CloudFront for data storage close to the end user, Kinesis for real time data streaming and Lamda for rapid integration of solution components making **Ascendon** a strategic enabler for federating components into new features and services.

IN A NUTSHELL—ASCENDON IS BUILT ON AWS CLOUD.

In today's competitive digital services environment, speed, reliability, flexible operating costs, and the ability to plug and play are necessary for a successful and ever evolving digital service offering. Ascendon's comprehensive platform and toolset coupled with AWS' cloud infrastructure delivers the ironclad security and multi-geographical access for operating at lightning speed, plus the shared processing and data resources necessary to match the scale Ascendon customers require...and at substantial saving. Two trusted names working together to help drive the digital services economy.