



CSG Digital Mediation

Improving business value and performance with
accelerated growth and time-to-revenue



The convergence of the latest communications technology trends—big data, network evolution and the Internet of Things—are transforming not only our industry, but our world as a whole. Highly available systems make businesses more competitive and better able to meet their customers' needs. Individuals are able to influence their environment with advanced interaction and collaboration tools. At the heart of the communication chain is the ability to gather billions of interactions, process them and transport them instantly.

The confluence of multiple network types to manage simultaneously, explosive growth of device availability (personal and IoT), diversity of applications and complexity of services/bundles are driving the need for a robust, highly available mediation and service activation platform. CSG Digital Mediation is that platform.

Challenges of a Dynamic Market

You should feel confident that the investments that you make in critical back office systems can handle the competing priorities of growth, service innovation, network evolution and efficiency. But that hasn't always been the case. Many CSPs are struggling: after investing billions in new network technology and self-care and billing applications,

only to discover that the critical systems that activate services and process billing events are seriously deficient. The implications of inflexible, under-powered mediation/activation systems are far-reaching:

- **Revenue and Profit Constriction**—Inability to keep pace with billing event processing and timely activations will lead to reduced revenue today and into the future. Inefficiency will ultimately lead to margin erosion.
- **Customer Dissatisfaction and Churn**—To increase subscriber loyalty and to differentiate yourself, you must be able to quickly support and activate creative service offerings. Subscribers expect flawless delivery of their services, when and where they want them. They will migrate to those operators who can meet their requirements.
- **Capacity Overload and Business Discontinuity**—Many legacy systems can't handle the volume of mediation/activation demands today, and others will reach capacity limitations in the future. Systems with insufficient capacity will fatigue under the increased requirements and will potentially lead to higher inefficiency, inflated maintenance costs and increased downtime.



Grow/Profit in a Transforming Market

To remain competitive, a highly flexible BSS platform needs to underpin growth, assure efficiencies and bolster financial results. The most important of these systems are mediation and service activation. Offline and online mediation is critical to processing every event, ensuring that it is revenue generating. For realtime needs, it's essential. The speed and volume of transactions doesn't leave room for mistakes. Dropped transactions or processing delays can mean substantial revenue loss. In fast-growth markets, or in more established industries, the damage to the bottom-line or brand reputation can be irreparable.

To grow, you need a solution that will scale and adapt with your business—providing you with a somewhat elastic enterprise. Essentially, it comes down to the flexibility and adaptability of your BSS engine. The more that things change—networks evolve, business model shifts, volume fluctuates—the more you'll benefit from using our mediation/activation platform.

CSG has extensive experience supporting various networks and proven 5G and IMS network integration expertise. The largest and fastest growing operators in the world have used CSG to consolidate and replace multiple legacy mediation systems and support the latest network technologies like 5G and IMS, alongside existing circuit-switched services.

Digital Mediation Product Overview

CSG Digital Mediation is a cost-effective activation and mediation solution providing maximum competitive advantage:

- **Business Flexibility**—Digital Mediation supports a diverse set of devices, services, networks and revenue models. With the ability to scale horizontally and vertically, it enables you to support the growth of transactions as a result of evolving networks and subscriber demands. It reliably processes vast transaction volumes and device activations. You can expand processing power and activation velocity simply by adding low-cost hardware.
- **Revenue Optimization**—The faster that you activate devices and services, and the more thoroughly and quickly that you manage billing events, the sooner you'll recognize revenue. Revenue increases can be highly significant, even with modest improvements in activation velocity.



CSG's tightly integrated, customer-centric platform provided us with the essential, fast time to market we required, along with the long-term flexibility to deliver new products and services to the Canadian mobile customer



Freedom Mobile

- **Accelerated Time-To-Market**—Digital Mediation can be deployed in under three months to enable fast rollout of innovative new services. Plus predefined, reusable tools and processes simplify development
- **Total Cost of Ownership (TCO)**—Digital Mediation has one of the lowest, if not the lowest, cost-of-ownership in the industry. It can be operated on low-cost hardware and has a library of pre-defined business rules, OSS/BSS adapters and session agents to save developmental time
- **Streamlined, Integrated Platform**—Digital Mediation provides a complete mediation/activation platform and integrates seamlessly with our other solutions for convergent billing and real-time rating and charging

Features and Benefits

Digital Mediation activates services and mediates any kind of event delivery interaction, with the reliability and security needed for revenue management and enhancing business-critical applications.

It allows you to cost-effectively process vast transaction volumes and adapt to evolving business requirements.

- **Pre-defined Tools**—Digital Mediation includes powerful application and intuitive workflow tools to support rapid implementation ensuring a faster market response to provide competitive advantage
- **Scalability**—Reliably supports massive, fast growing transaction volumes via low-cost hardware
- **Auditing Requirements**—Meets rigorous auditing requirements for internal needs and external compliance for corporate and industry certification
- **Insightful Reporting**—Comprehensive reporting capabilities to provide vital performance and revenue insight

BIG DATA

CLOUD SERVICES

5G

INTERNET OF THINGS

CSG, as evidenced by the associated proof points and over 35 years of proven performance, is a global leader in mediation resulting from unparalleled expertise, outstanding product execution, flexible architecture and a broad experience base in numerous market segments (telecom, financial services, logistics and government).

200

Professional services
experts dedicated to
mediation and activation

200+

Mediation and
activation installations

Consumers in over

85

countries