



Get to Market 85% Faster With CSG Ascendon

The Cloud-Native SaaS Monetization Platform





To successfully navigate the rising complexities of delivering digital services, building partner ecosystems, and meeting ever-evolving customer expectations, you need to be ahead of the curve.

CSG Ascendon is more than a billing system; it's a growth engine designed to accelerate your business. By combining advanced revenue management with intelligent customer experience management, we help you engage, bill, monetize, and retain customers.

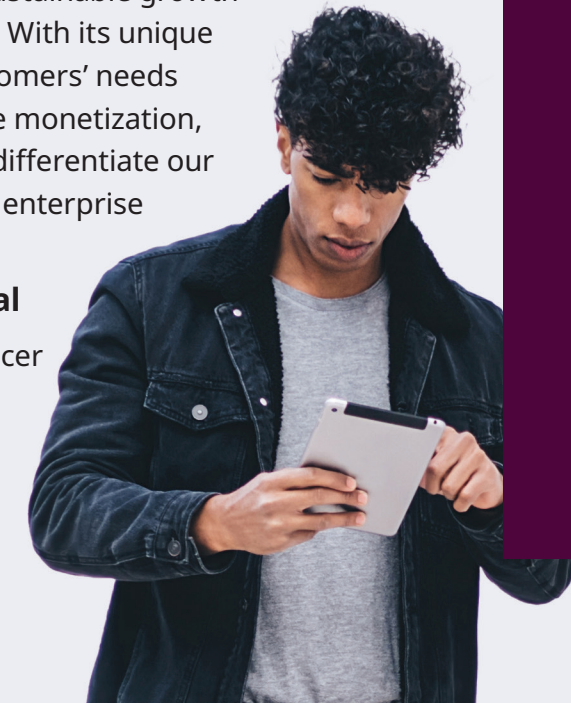
- **Engage:** Forge stronger customer relationships with hyper-personalized experiences across every touchpoint.
- **Monetize:** Optimize revenue through flexible pricing models, targeted promotions, and strategic package bundling.
- **Offer:** Create and launch innovative products and services quickly to meet evolving customer needs.
- **Retain:** Build customer loyalty through exceptional service, proactive support, and effective churn management.
- **Optimize:** Continuously refine business operations and customer experiences based on performance metrics and insights.

Build Customer Loyalty With an Intelligent Omnichannel Experience

Deliver an unrivaled customer experience with Ascendon's omnichannel support. AI-driven personalization empowers your brand to foster lasting loyalty and maximize lifetime value by elevating every touchpoint in your customer journey.

"M1 is in the midst of digital transformation to ensure we are future-ready. CSG's innovative SaaS platform will empower M1 with cloud capabilities to boost our pace of innovation and raise our level of agility when it comes to addressing evolving market demands and delivering sustainable growth in the enterprise segment. With its unique understanding of our customers' needs and expertise in enterprise monetization, CSG will also enable us to differentiate our business and enhance our enterprise customer experience."

M **Jan Morgenthal**
Chief Digital Officer
M1



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Leverage the Power of Your Billing Data

Unlock deeper customer insights and fuel even more targeted experiences by tapping into the rich source of information within your billing data. Ascendon seamlessly integrates this valuable data, empowering you to:

- **Personalization at Scale:** Craft unique experiences for every customer, no matter how large your audience.
- **Omnichannel Excellence:** Engage customers effortlessly across their preferred channels.
- **Customer-Centric Focus:** Prioritize customer satisfaction from start to finish.
- **Tailored Customer Journeys:** Guide customers with personalized interactions throughout their lifecycle.
- **Proactive Problem-Solving:** Anticipate and address issues before they impact customers.
- **Real-Time Insights:** Make data-driven decisions instantly.
- **Predict & Prevent Churn:** Stay ahead of customer needs, reducing churn and boosting loyalty.

Scale With Confidence in the Cloud

Ascendon is the cloud-native SaaS monetization platform that gets you to market 85% faster than traditional systems. Deploy in record time with no risk migration and out-of-the-box support for all business models. With continuous SaaS innovation, benefit from the latest technology including AI with no downtime and no hidden costs.



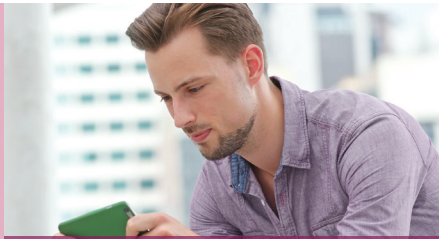
Rapid go-live, swift adaptation

Go live in weeks, not months or years, with Ascendon's cloud-native solution built on Amazon Web Services (AWS), empowering you to adapt quickly to market changes and generate revenue fast.



Agile launches, market responsiveness

Launch new services rapidly, responding to customer needs and market trends in days. Scale effortlessly without compromising performance.



Cost-efficient, tailored solutions

Pay only for what you use and avoid upfront capital expenditures with a predictable business model.



Robust security measures

Ensure business security with AWS's industry-leading encryption and security model, protecting sensitive data.

As we look to the future, we must adapt to meet fluctuating demands and continue to offer new, innovative solutions to our customers. CSG has the proven track record, industry depth and cloud expertise we need to **embrace end-to-end digitalization that will further strengthen our ability to deliver excellent customer service and inspire our customers.** It's an exciting time for Telenor Denmark and this collaboration with CSG brings us one step closer to the future we want to shape for our customers, partners and ourselves.

Lars Thomsen
CEO, Telenor Denmark



Generate ROI by Quickly Growing New Revenue Streams

Communication Service Providers (CSPs) are constantly seeking ways to expand their reach, diversify offerings, and accelerate time-to-market. Ascendon empowers you to achieve these goals and drive rapid return-on-investment by monetizing any business model to any customer and leveraging partner ecosystems.

1

Diversify business models, expand reach:

Quickly support diverse business models like 5G, IoT, and network slicing, effortlessly expanding customer reach. Innovative pricing models dynamically adjust based on usage, history, and customer attributes, empowering you to support any monetization model through any payment method.

2

Quick onboarding, lasting growth:

Swiftly onboard partners and new business lines within weeks, allowing you to rapidly start selling distinctive partner offerings to gain a competitive edge and build a strong foundation for long-term growth.

3

Build strong partnerships:

Empower partners with a range of revenue models like revenue sharing, commissions, and tiered pricing to incentivize growth that aligns with your goals. Provide partners with real-time visibility into their performance through dashboards and reports.

We have **reduced third-party vendors by 80% and maintained a consistently lean team despite growing by five times in less than 2 years.** With CSG... we can onboard customers in 6-8 weeks instead of 9 months.

Tom Gardner
Director of Enterprise, Wholesale, and IoT Products, Three Group Solutions







Proven Business Outcomes

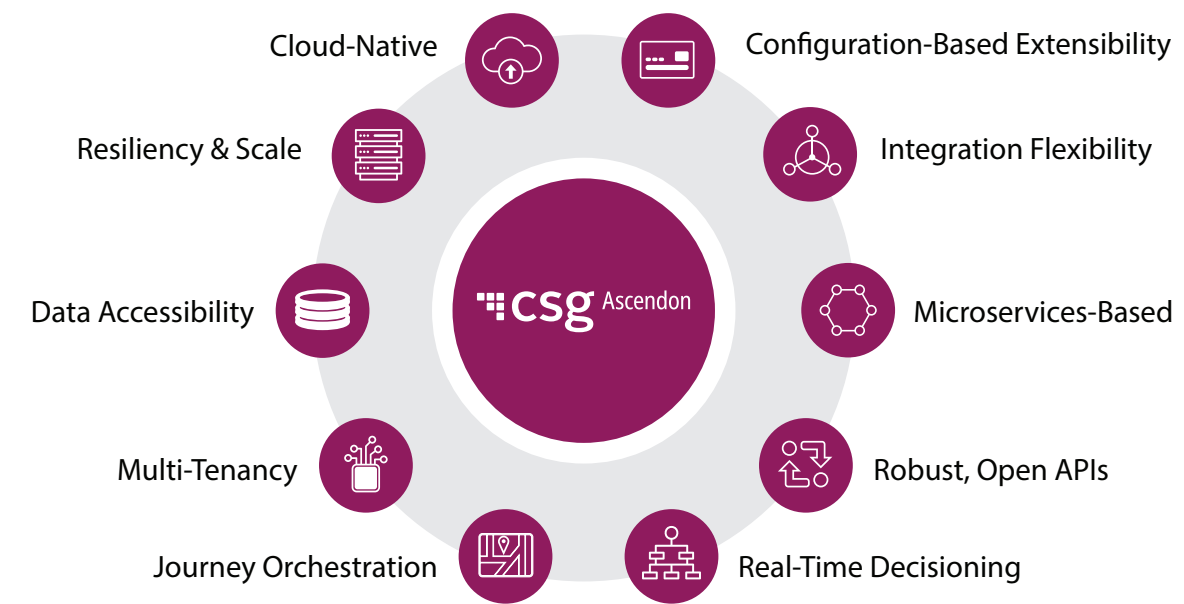
By leveraging CSG's advanced SaaS solutions, we are confident in our ability to scale the business as **we grow and deliver unparalleled value** to our mobile customers for generations to come. Together, we will make a difference.

Jan-Erik Hvidsten
SVP of Technology, Lyse



Monetize Any Business Model	Become More Resilient	Elevate the Customer Experience	Reduce Costs
<p>Reduced time-to-market by 85%</p> 	<p>Proven autoscaling to 20X</p> 	<p>Boost conversion rates up to 30%</p> 	<p>Infrastructure costs reduced by 15%</p> 
The cloud-native SaaS monetization platform			

The End-to-End SaaS Monetization Platform Designed to Help You Grow



Ascendon is more than a monetization platform. It's a growth engine that combines advanced revenue management with intelligent customer journey orchestration and decisioning. While legacy billing systems falter under the weight of diverse digital services and expanding partner ecosystems, Ascendon thrives, offering a **scalable, flexible SaaS solution** that evolves with your business.

With capabilities that span the entire monetization lifecycle, Ascendon provides a **unified solution to manage and monetize your digital services**. By integrating all essential services into one platform, Ascendon eliminates the inefficiencies of siloed systems, streamlining operations and slashing IT expenses.



CSG Ascendon: Your Gateway to Success

Transform your business and take advantage of the latest digital opportunities with Ascendon. Our cloud-native, secure, and modular BSS solution empowers you to generate new revenue streams, elevate customer experience, increase lifetime value, and gain a competitive edge.

Ready to unleash the power of Ascendon? Contact us today to discuss how we can help you achieve your business goals.