



THE BUSINESS OF
CUSTOMER INTERACTION™



CSG PRODUCTS & SOLUTIONS

Sean Brown

SVP of Product Management

CSG Systems
Analyst Day 2011

CSG ANALYST DAY AGENDA

Market Trends

Global

North American
Cable /DBS

CSP Needs

CSG Solution Themes

Offerings

Agility

Operational
Efficiency

Intelligent
Customer
Interactions

Delivery Model

Flexibility in
Delivery Models

Tying it Together

Financial
Characteristics
of the Business

Q&A

THEMES FROM OUR CLIENTS

What CSG does well

- Client focused
- Domain knowledge
- Reliable products

Client directed priorities

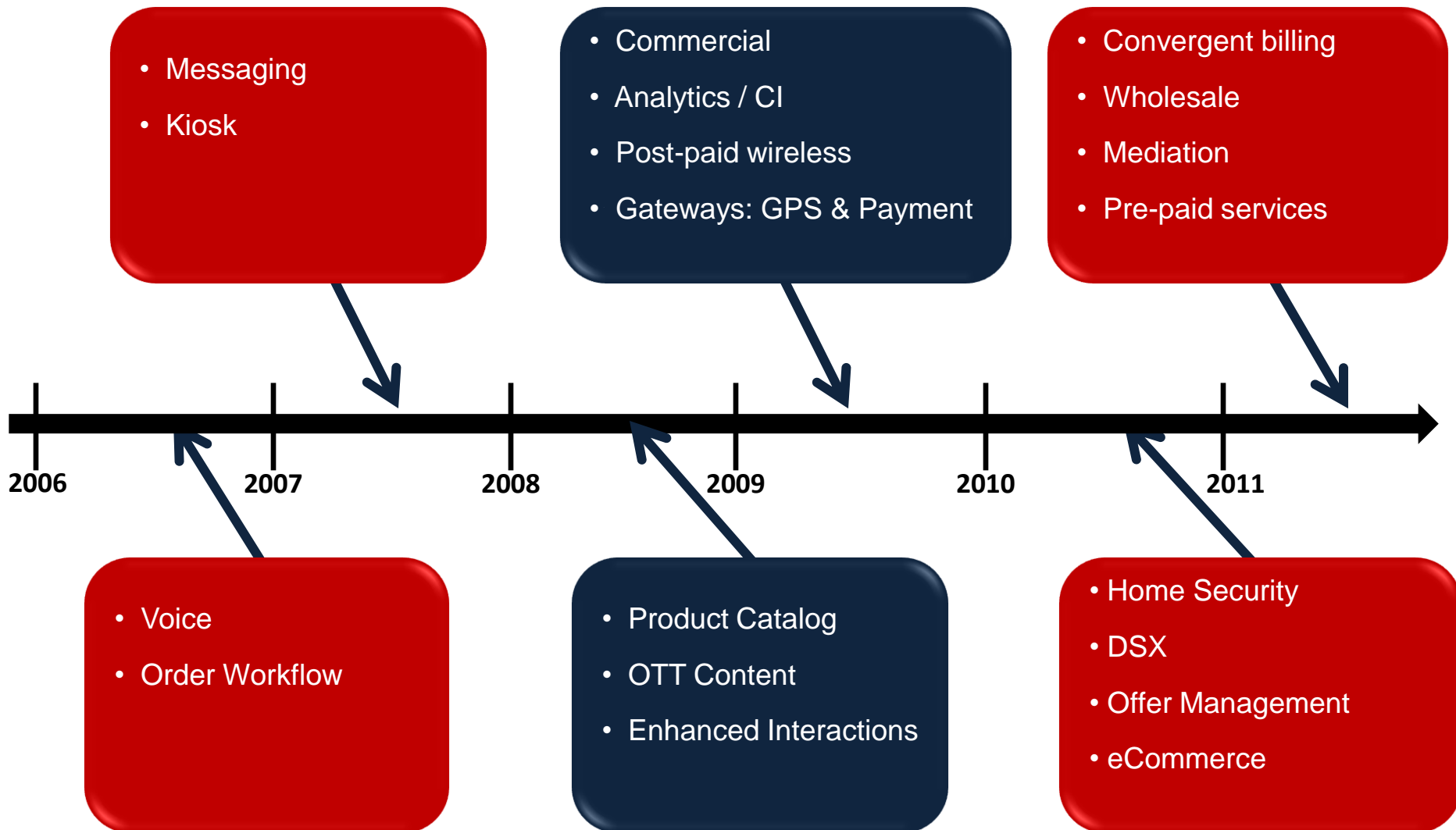
1. Enable agility
2. Support operational efficiency
3. Leverage customer intelligence
4. Provide delivery model flexibility



CSG's Investment Since 2006

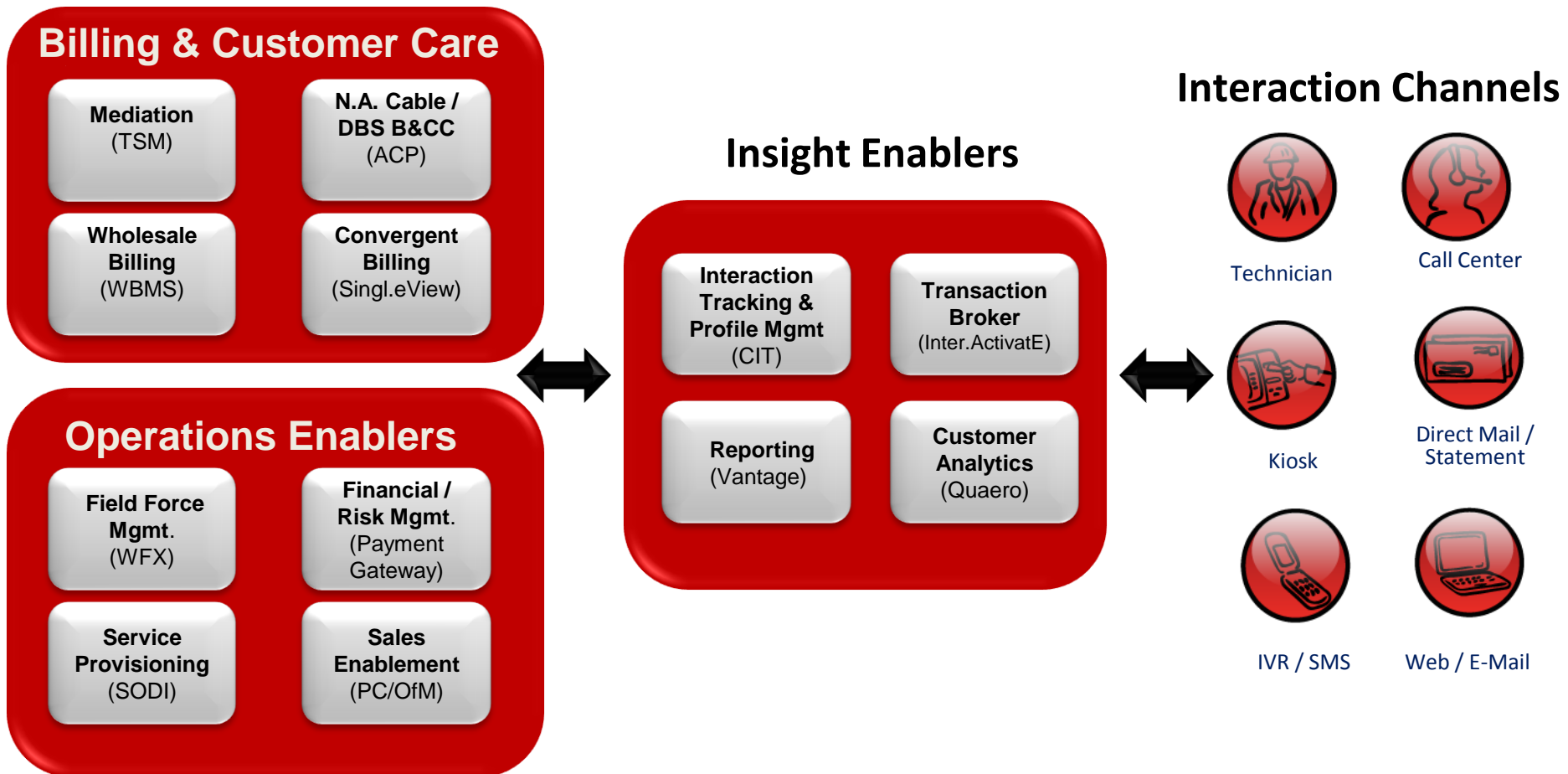
- R&D ~14% of Revenue
- 6 acquisitions (>\$500M)

INCREASING OUR PACE OF EVOLUTION



CSG'S SOLUTION PORTFOLIO

Transaction Mgmt. Platforms



PROFILED SOLUTIONS

- **Increase Operating Margins and Network Monetization**
 - High volume settlements via *Interconnect*
 - Convergent, real-time billing via *Singl.eView*

- **Support New Service Offerings**
 - Commercial services via *ACP-C*
 - Over-the-top content via *Content Direct*

- **Support Bundled Products & New Acquisition Models**
 - Mobile sales force enablement via *Direct Sales Express (DSX)*
 - Optimized customer interactions via *PC/OfM*



HIGH VOLUME SETTLEMENTS VIA *Interconnect*

Vodafone Essar India

Customer Background

- Indian mobile operator
67% owned by Vodafone
- #2 operator in India with
over 110m subscribers

CSG Solution

- Interconnect 7.1
Wholesale billing and
Settlement solution

Testimonial

“This implementation has set important new benchmarks: speed of implementation, system performance and configuration for future business scenarios”

Business Challenge

- Rapid subscriber growth driving large spike in volumes
- Requirement for flexible rating mechanisms needed to cope with the rapid introduction of new products
- Desired improved cash-flow through rapid generation of invoice and statement information

Outcome

- Scalable system providing platform for future growth
- 5x improvement in time to produce statements and invoices
- Increased operational and billing efficiencies; faster implementation of new inter-connect agreements
- Enables near-real time monitoring of key business metrics



CONVERGENT, REAL-TIME BILLING VIA *Singl.eView*

Hutchison 3G *Worldwide*

Customer Background

- Operator group owned by Hong-Kong based Hutchison Whampoa
- Operates under the '3' brand in 10 countries serving 40m+ subscribers

CSG Solution

- Singl.eView Convergent Billing
- Singl.eView Commerce Engine

Testimonial

"We chose Singl.eView because more than any other solution, it is built to help Hutchison 3G shape the next generation of wireless."

Business Challenge

- Fighting strong incumbent competition
- Needed a convergent billing system to enable differentiation through service innovation
- Vision to create "something new that has never existed before, bringing information, communication and entertainment to people on the move"

Outcome

- Blended ARPU is 33% to 88% higher than comparables
- Non-voice revenue of 23% ahead of cellular market averages
- Production record for longest convergent real-time billing solution.

ENABLING NEW BUSINESS MODELS



Provide the best of prepaid and postpaid in a single plan

Cap your bill & top up if you want with Best of Both.

Find out more



< 1 / 4 >



3Kostnadskontroll.



Allow your subscribers to set their own credit limit

Welcome to EyeVibe, the UK's biggest mobile video site.

Click here to see the full terms and conditions



Share revenue with customers from user-generated content



PIANI ABBONAMENTO

Piani Abbonamenti	Canali Free	Pacchetto Sky	Pacchetti Glamour
Zero3	0€	1€ per 1 giorno	5€ per 1 giorno
Top3 Executive		2€/sett abbonamento settimanale	
B.zero per clienti Business			9€ 1 settimana
Zero5 Zero7 B.easy per clienti Business		0€	

Per day

Per week

Allow customers to test new services for a short period of time

Charter COMMERCIAL SERVICES VIA ACP-C

Charter Communications U.S.A.

Customer Background

- North American Cable Operator
- #6 in volume of subscribers

CSG Solution

- Advanced Convergent Platform

Business Challenge

- Quickly capitalize on emerging opportunity to provide voice, video, and data products to underserved small to medium business customers
- Differentiate experience by isolating support infrastructure to serve the specific needs of SMB's

Outcome

- Enabled specialized agents to accommodate the customer care and billing needs of SMB customers
- Provided flexible statement and bill pay options
- Supported double digit increase in SMB revenue
- Capacity to match growth expectations

Charter COMMERCIAL SERVICES VIA ACP-C

Fast Growing Business

The Commercial segment is a key growth area for U.S. cable companies with commercial revenues expected to grow at a CAGR of 27% from 2010-2015 from \$4B to \$10B. The following table shows projected cable commercial revenue by MSO:

Cable Commercial Revenue by Provider	2010	2011	2012	2013	2014
Comcast	828	1,058	1,64	1,770	2,145
Time Warner	915	1,169	1,507	1,955	2,371
Cox Communications	1,027	1,312	1,691	2,195	2,661
Cablevision	255	326	420	545	661
Charter Communications	450	575	741	962	1,166
Other	589	752	970	1,259	1,526
Total	4,64	5,191	6,693	8,685	10,530

Source: SNL Kagan

Charter COMMERCIAL SERVICES VIA ACP-C

CSG deployed the following:

- Survey capability
- Performance tuned environment
- Commercial specific order flows
- Support for up to 30 lines
- Support for high capacity lines
- Electronic bill presentment and payment options
- Invoice and Statement requirements to address 10 unique statement form types

Common Search

Customer

Customer Type
 Commercial Residential

Caller
Name:

Business Phone:

Account #:

Customer #:

Company Name:

Business Address:

Responsible Party:

Service Location #:

Order #:

Job #:

Search New Clear



OVER THE TOP CONTENT VIA *CONTENT DIRECT*

Universal Sports U.S.A.

Customer Background

- Universal Sports is a division of NBC that provides access to Olympic-style sports year round. Launched in 2008, Universal Sports, formerly World Championship Sports Network (WCSN), a partnership between NBC Sports and InterMedia Partners, is the preeminent multiplatform destination for Olympic and lifestyle sports programming.

CSG Solution

- Content Direct

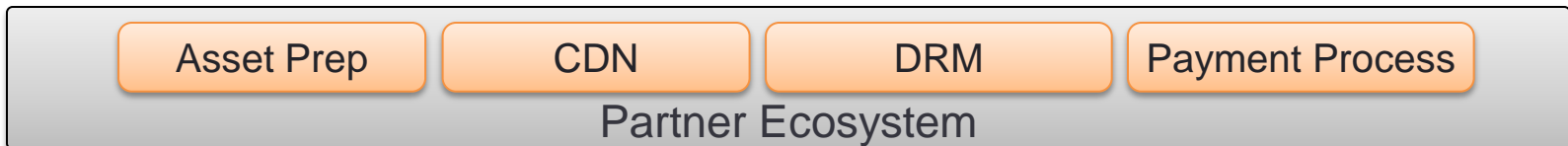
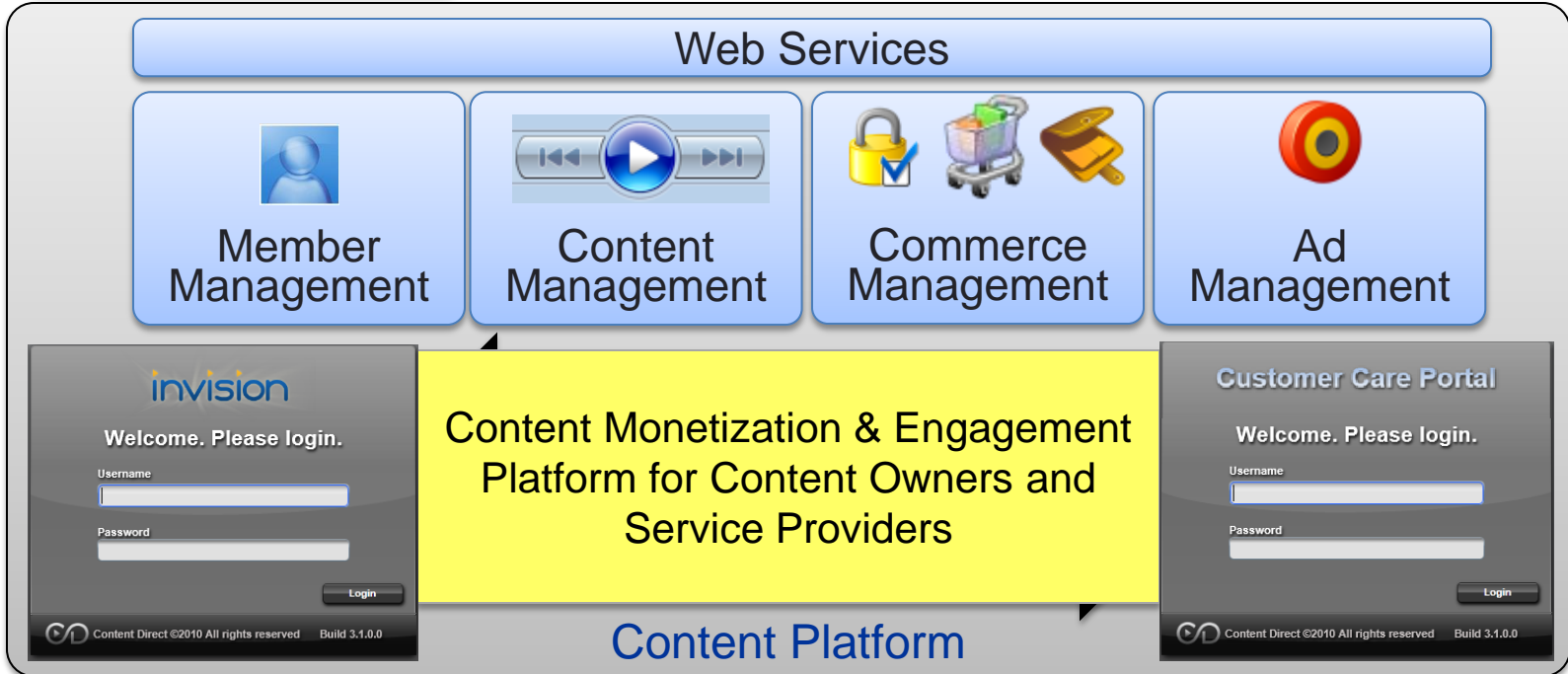
Business Challenge

- Monetize previously free premium content and create new categories for their customers
- Generate subscription based revenue
- Increase their advertising revenue
- Evolve offering to include VOD purchases, and micro-subscriptions

Outcome

- Implementation less than 60 days from signature
- Gained a keen understanding of customer behaviors
- A commerce platform for content and third party products
- Ability to deploy new business models in days
- A managed services environment

OVER THE TOP CONTENT VIA *CONTENT DIRECT*





OVER THE TOP CONTENT VIA *CONTENT DIRECT*

CSG Provides

- The Storefront
- Content Management
- Offer Management
- Video Advertising
 - Pre/post and mid-roll (in stream)
- Reporting
- Customer Care
- Staff augmentation for live events

The screenshot displays the Universal Sports website interface. At the top, there are links for 'LOGIN' and 'REGISTER', and a search bar. The main navigation bar includes 'HOME', 'SPORTS' (with a dropdown arrow), 'Cycling', 'VIDEO', 'PHOTOS', 'SCHEDULE', and 'NEWS'. The central content area features a large image of cyclists, with a 'WATCH: Cyclo-Cross World Championships' section below it. To the right, there is an 'EVENT SPOTLIGHT' section for the '2011 cycling season' and a 'CYCLING BLOGS' section with a post titled 'Shifting gears'. At the bottom, there are 'RELATED' links and a row of four small article thumbnails.

Comcast. MOBILE SALES FORCE ENABLEMENT VIA *DSX*

Comcast U.S.A.

Customer Background

- Largest cable provider in the United states

CSG Solution

- Direct Sales Express (DSX) - web-based mobile application to automate sales, prospecting and ordering processes
- Android devices, Windows Mobile (PDA), iPad, iPhone, laptops

Business Challenge

- Mobile sales force needed to expand customer outreach
- Require real-time order processing capability in the field
- Increased sales productivity needed at reduced cost

Anticipated Outcome

- 10-20% increase in sales productivity
- 60-75% ↓ in in-bound call volume and handling costs
- Significant reduction in order confirmation time



OPTIMIZED CUSTOMER INTERACTIONS VIA *PC/OfM*

Atlantic Broadband U.S.A.

Customer Background

- Private equity backed MSO offering triple-play services. 15th largest cable operator in the US.

CSG Solution

- Product Configurator with Offer Management allows disciplined bundling and a guided sales flow

Testimonial

“Working with CSG has been actually a great experience...they really have been a partner in the truest sense of the word.”

Business Challenge

- Limited capabilities to bundle & price services
- CSR history, habit, and preferences dictated sales focus, rather than business principles
- Separate catalogs maintained for various touch points

Outcome

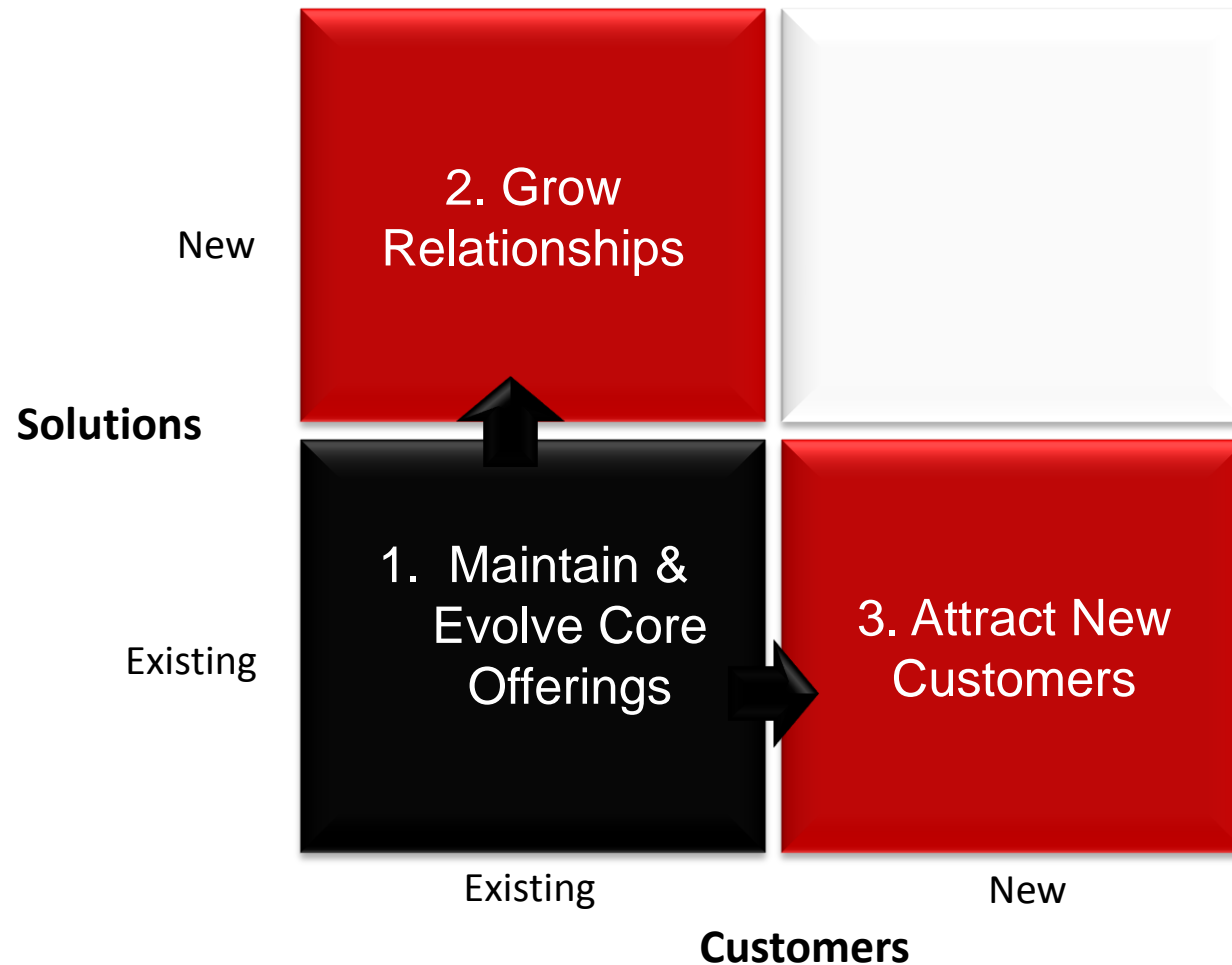
- Work Order Accuracy improve to 97% (from 89%)
- Sales of DVRs up 52%, and HD DVRs up 242%
- Single product catalog is driving self-care & the desktop



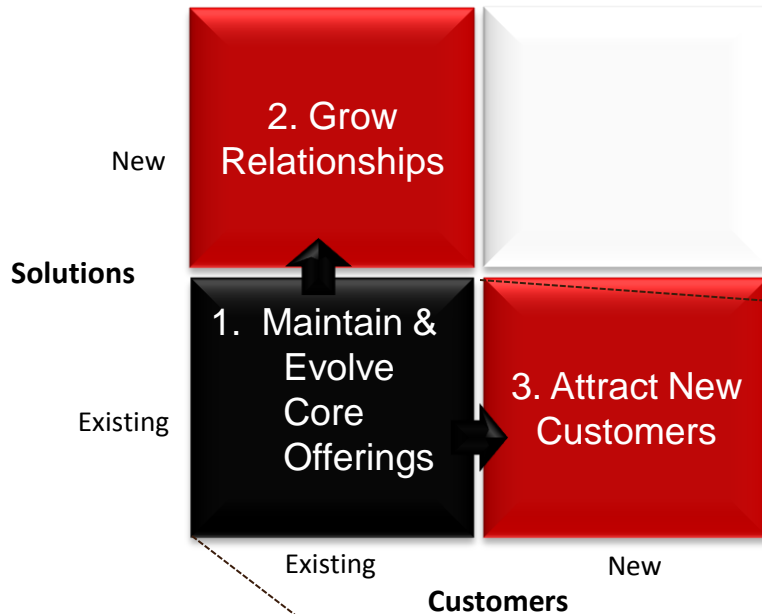
OPTIMIZED CUSTOMER INTERACTIONS VIA *PC/OfM*

Video

GO-FORWARD PRODUCT ROADMAP PRIORITIES



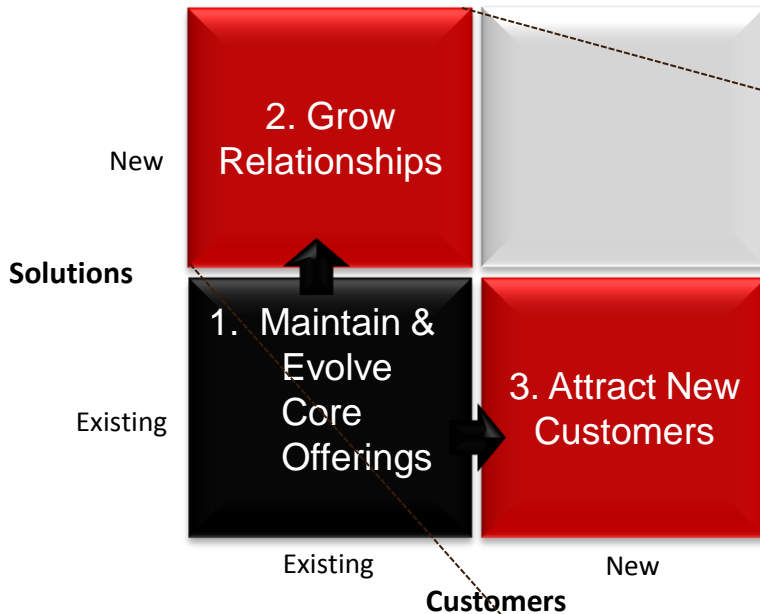
GO-FORWARD PRODUCT ROADMAP PRIORITIES



1. Maintain & Evolve Core Offerings

- Enable new services (wireless, home security, enterprise commercial)
- Architecture (SOA) & Delivery model flexibility

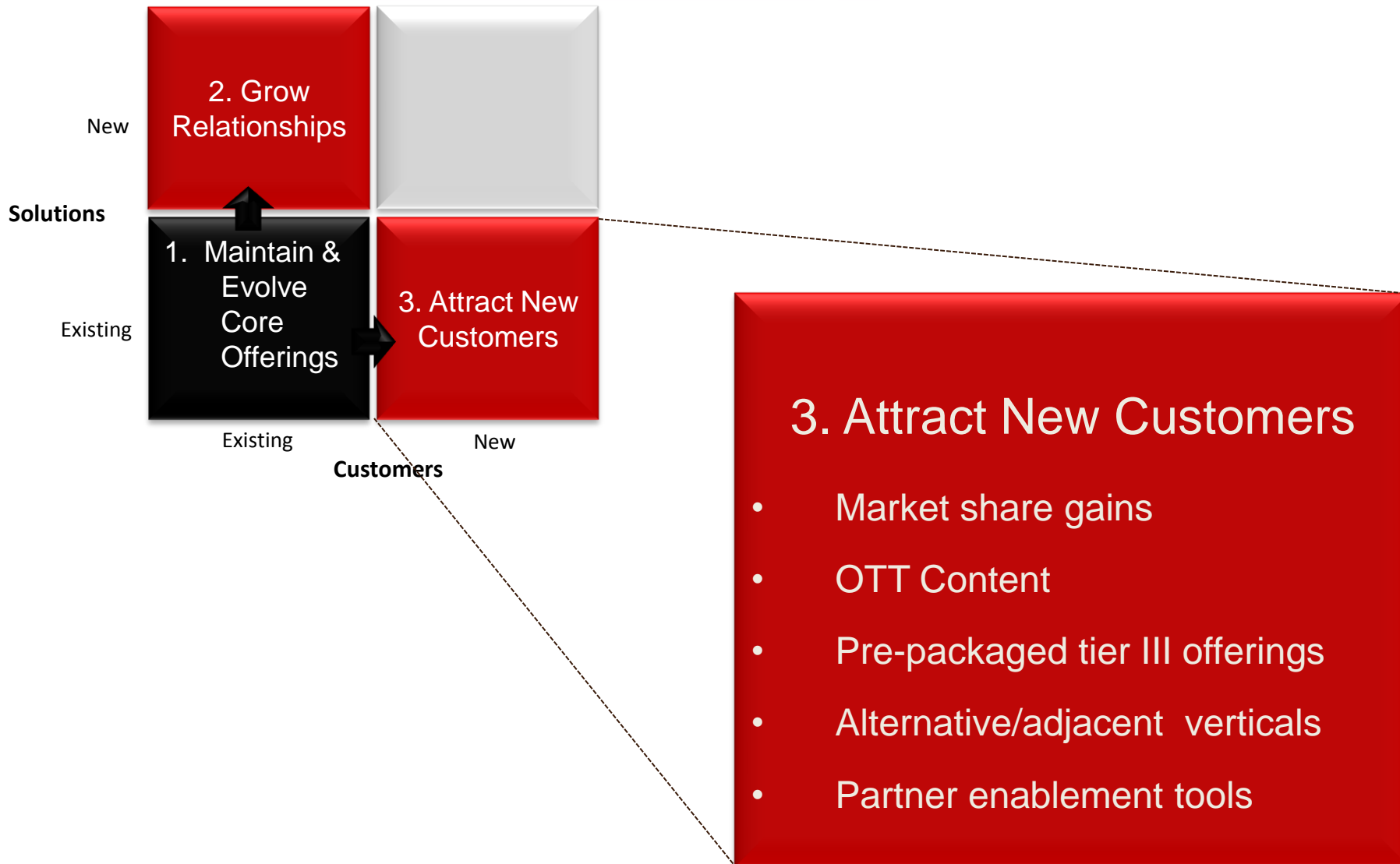
GO-FORWARD PRODUCT ROADMAP PRIORITIES



2. Grow Relationships

- Combination solutions
- Pre-paid / Post-paid wireless
- Policy & Charging
- Interaction Management

GO-FORWARD PRODUCT ROADMAP PRIORITIES



THANK YOU & QUESTIONS

