

Major League Gaming Utilizes Vindicia CashBox

Company Background

Founded in 2002, Major League Gaming (MLG) is the dominant media property exclusively targeting tens of millions of consumers worldwide who have a passion for playing video games as a competitive social activity. The company gives aspiring gamers around the world an opportunity to compete, improve their skills, and socialize through a thriving competitive community with more than 750,000 matches each month online and LIVE in-person Pro Circuit tournaments in cities nationwide. MLG broadcasts all Pro Circuit play via LIVE streaming online to hundreds of thousands of fans from more than 170 countries.

Business Challenges

Major subscription-based product launches made it clear that Major League Gaming needed a solution optimized for subscription payment handling, and one that would help retain players and fans while acquiring new ones. They also needed a solution that supported different business models for users who preferred a non-recurring engagement.

Solution and Results

Vindicia® CashBox® is the ideal subscription billing and payments solution for this company. With its focus on customer acquisition and retention, CashBox enables digital businesses to find and keep the most profitable customers.

- **Scalability.** CashBox has billed \$38 billion since inception with 99.99+% uptime.
- **Business Model Flexibility.** CashBox supports hybrid business models including free-to-play, subscriptions and microtransactions.
- **CashBox Global Transaction Support.** CashBox bills customers around the world using local currencies, languages and payment methods while adhering to global tax codes with the built-in CashBox Sales Tax Engine.

- **CashBox Reporting.** Provides dashboards and over 25 reports with real-time metrics on business and financial data to help analyze product, affiliate and promotion trends.
- **PCI Compliance.** CashBox relieves the compliance burden for MLG as a certified PCI Level 1 Services Provider with SSAE-16 audited infrastructure.

With Vindicia, MLG now has a number of subscription offerings, including Gold Membership and Gamebattles Membership, available for both players and fans.

“Vindicia CashBox has enabled us to smoothly transition into a subscription billing model, yet still handle one-time payments for specific offerings,” said Steven Flenory, Studio Director, Major League Gaming. “This flexibility enables us to focus our energies on crafting a compelling experience for our tournament players and fans, alike.”

Challenge

- Handling billing for multiple products, reaching a global audience, minimizing PCI burden, and implementing a robust entitlement infrastructure.

Solution

- CashBox improves customer retention via sophisticated retry logic and native campaign management. The CashBox entitlement infrastructure enables MLG to easily facilitate customer access to various business services.

Result

- Significant savings from PCI-related costs, plus rapid iteration of offers, pricing, and messages.

Client Success

We're the Subscription People

The Vindicia platform is much more than a billing system. And we're so much more than our products. Vindicia helps you acquire, bill, and retain customers. The result: greater recurring revenue. And that defines success in the subscription business.

Servicing millions of subscribers yields more data, better insights, and greater value for our clients. All made possible by the Network Effect. We provide comprehensive subscription solutions built on proprietary technology, strategic consulting and best practices for subscription businesses that we forged from big-data insights. That's why they call us the Subscription People.

The Subscription People



ABOUT VINDICIA

Vindicia, an Amdocs company, offers comprehensive subscription management solutions that help businesses acquire and retain more customers. Providing much more than just a billing and payments system, the company's SaaS-based subscription management platform combines big data analysis, strategic consulting and proprietary retention technology. Vindicia provides its clients with more recurring revenue, more customer data, better insights, and greater value throughout the entire subscriber lifecycle. That's why they call us the Subscription People. To learn more visit www.vindicia.com.

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