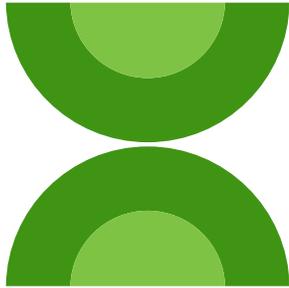
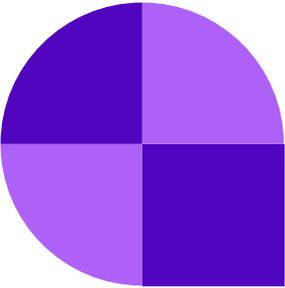


vindicia[®]
An Amdocs Company



Vindicia and Stripe joint solution for subscriptions

Combining Vindicia's subscription lifecycle management platform with Stripe's payments processing enables businesses to create and effectively monetize subscriptions

Business growth opportunity

Today's subscription economy is highly competitive as more businesses are adopting the subscription business model to reap the benefits of a forever recurring transaction. [McKinsey reports](#) that an increasing number of both startups and larger businesses are launching subscriptions, contributing to the \$12 to 15 billion subscription e-commerce market in 2019. Venture capitalists continue to invest in subscription e-commerce startups and as more than half of online shoppers can readily recognize at least one popular subscription, McKinsey expects more consumers to try and eventually subscribe to these services.

Whether you are a business launching a subscription for the first time or an established brand considering subscription add-ons, Vindicia is here to help you acquire and sustain growth. Vindicia has partnered with Stripe to provide companies adopting a subscription business model with a complete monetization platform for launching subscriptions, based on our proven track record in customer retention and revenue optimization.

It's important to know what's required for success before getting started with your subscription service. To succeed in the subscription economy, you will need to acquire new subscribers, bill efficiently, accept a wide range of payment options, minimize customer churn, and extend customer lifetime value. To be successful, your business will require an effective payment processor together with an agile subscription management solution to

help your business acquire, scale and adapt. Check out what Vindicia can offer your business as you create and expand your subscriptions.

The combined subscription solution

Vindicia and Stripe have formed a partnership to bring subscription businesses stronger payment processing, recurring billing, and subscription design capabilities that enable both online and physical businesses to reach more customers globally.

If your business is already using Stripe Payments, you can now leverage Vindicia Subscribe to design your subscription and recurring payments model. And you can use Vindicia Retain's sophisticated retry algorithms and subscription intelligence to boost customer retention. You'll be able to perform large and more customizable number of payment retries to reduce passive churn and successfully re-engage your subscribers.



Using Vindicia: Features and Benefits

Vindicia is a comprehensive subscription management and recurring billing platform that simplifies how you acquire, bill, retain and engage with subscribers over time.

1. Acquire subscribers by utilizing crucial e-commerce functionality

- Ability to design complex subscriptions that support promotions, gifts, freemiums, pause/reactivate
- Cloud-based management and platform for easy A/B testing and launching new offerings
- General Data Protection Regulation (GDPR) compliant

2. Bill and monetize subscriptions

- Secure payments authentication and authorization on a fully featured and customizable API
- 99.999+% uptime to ensure business continuity

3. Retain more subscribers to optimize revenue

- Sophisticated payment retry algorithms mitigate passive churn by removing payment frictions and failures
- Advanced recurring revenue recovery resolves 15-30% of failed payment transactions to boost revenue by 3-6%
- Insights and capabilities for creating loyalty, win-back and promotional programs to fight active churn
- Notification of upcoming transaction failures to automatically take corrective action to resolve issues before they happen

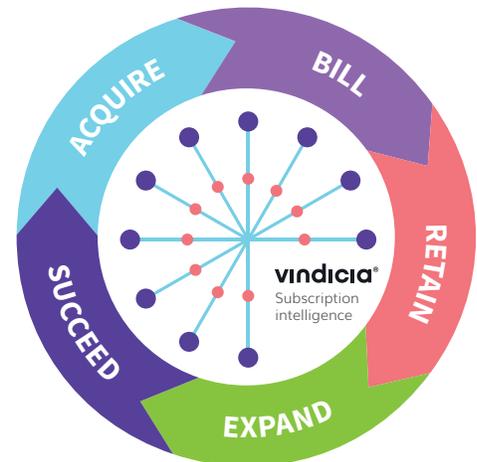
4. Expand by allowing subscriptions to reach more subscribers

- Expansive, PCI-compliant payment options supported with cards, e-wallets, and local payment methods
- All global currencies, regional payment preferences and numerous languages
- Subscription intelligence for diversifying revenue streams through cross-selling, up-selling and generating loyalty

5. Succeed by leveraging fresh, data-driven insights

- Subscription intelligence via reporting and analytics to create successful subscriptions and recurring billing models
- Quick, streamlined implementation and deployment process
- Individualized reviews to help each unique subscription business optimize pricing, revenue streams, and reduce churn (Client Business Reviews)

Vindicia subscription lifecycle management platform



Partnership benefits

Businesses using Stripe can benefit from Vindicia features that enable subscriptions to sustain growth in both subscribership and offerings. Businesses using Vindicia can benefit from Stripe for payments processing and as a merchant of record. For example, use Stripe to set up one-time payments, checkout functionality, marketplaces, and transfer of funds from buyers directly to sellers. Together, Vindicia's subscription lifecycle management platform and Stripe's payments processing technology help businesses deliver more value to subscribers and subscription businesses alike.

About Stripe

Stripe is a technology company that offers software for payments processing and managing businesses online. Handling billions of dollars every year for businesses, Stripe's products and services allows businesses to expand globally and securely. For further information, visit <https://stripe.com/about>.

ABOUT VINDICIA

Vindicia 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. To learn more visit www.vindicia.com.

Vindicia, Inc., 2988 Campus Drive, Suite 300, San Mateo, California 94403-2531, +1 650 264 4700

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