



# Vindicia CashBox

## The Platform for Subscription Business Success

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### Is Your Traditional Billing System Limiting Your Success?

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Traditional billing systems can limit the success of a subscription business, undermining business vitality in multiple ways: soaring customer acquisition costs that limit profitability; competitor agility that causes active churn; slow IT processes that don't readily support promotions, bundles, and expansion reduce market share; billing performance, availability, scalability, and compliance requirements that challenge bottom-line growth.

The common underlying cause of these problems is simply inadequate recurring billing that leaves gaps in the subscription business lifecycle.

#### Vindicia CashBox Supports the Entire Subscription Business Lifecycle

Vindicia® CashBox® is much more than just a billing system—it's a complete SaaS platform for subscription business success. With CashBox, you boost business fitness by supporting every phase of the subscription lifecycle. Customer acquisition costs drop. You retain customers longer. Simplified upselling and expansion into new areas grow your business. And you will uncover insights that increase recurring revenue streams.

*The Subscription People*



# The Subscription People

## Take a Closer Look at How CashBox Advances the Subscription Lifecycle

### **ACQUIRE:** Attract and Convert New Subscribers

CashBox gives you unmatched go-to-market flexibility:

- Quickly create, define, package, and promote any product, offering, or bundle
- Attract new customers with innovative offers leveraging coupons, promotions, freemium, free trials, virtual currencies, gifts, and more
- Iterate on offers rapidly, deploying A/B testing to fine tune pricing and packaging to increase uptake and revenue

### **BILL:** Support Flexible Billing and Financial Processes

Take advantage of billing that's accurate and reliable at any volume. CashBox supports:

- Sophisticated pricing options, including one-time, recurring, hybrid, and usage-based charges, along with bundles, discounts, different charge periods, and more
- Frictionless payments with support for multiple payment processors, payment methods and currencies
- Financial systems and process supports, including accounts receivable, revenue recognition, taxes, fraud detection, chargeback management, general ledger and ERP

### **RETAIN:** Minimize Churn, Increase Revenue, and Extend Customer Lifetime Value

CashBox reduces both active churn, which is when a customer chooses to cancel a subscription, and passive churn, which is when a customer leaves involuntarily due to a payment issue. With CashBox, you can:

- Address active churn with loyalty, savings and win-back offers, as well as proactive communications and more
- Leverage flexible, sophisticated retry logic and advanced use of account updater
- Recover up to 15%–30% of previously failed transactions with Vindicia's unique retention technology

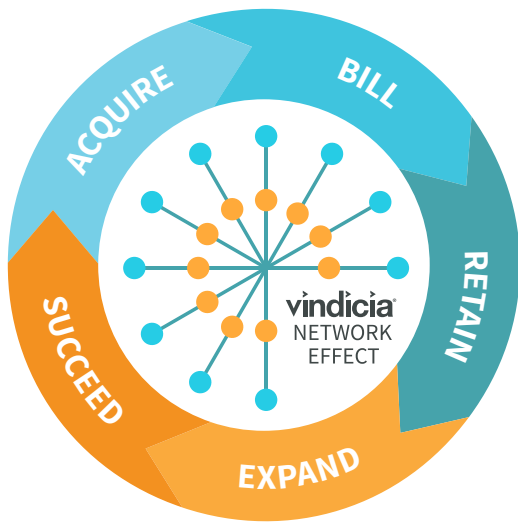
### **EXPAND:** Grow Revenue Streams and Expand into New Geographies

Add power and flexibility to your efforts to find new revenue:

- Create and launch innovative cross-sell, up-sell, and loyalty programs
- Rapidly launch new product offerings and new lines of business
- Quickly expand your operations to new geographies, leveraging support for local compliance and tax requirements, multiple languages, currencies, and regional payment preferences

“We know that effective subscription billing can be complex. It's critical to get all the nuances right, and that's why we chose to work with Vindicia. We look to Vindicia to make sure our billing processes help us retain customers.”

— Steven Sesar, Co-Founder and COO, FreedomPop



### **SUCCEED:** Partner for Long-Term Subscription Business Success

With Vindicia, you get more than an end-to-end SaaS platform. You get a partner who is dedicated to your long-term subscription business success. Beyond our platform capabilities, clients benefit from our expertise in many ways:

- **Client Business Reviews (CBRs):** Analysis and benchmarking that help you optimize pricing, understand revenue patterns, reduce churn, and improve performance
- **Active implementation involvement:** Vindicia applies its experience to simplify, expedite and optimize deployment
- **Best practices:** Recommendations that are based on extensive data analysis and more than 15 years of experience
- **Customer Success Teams:** Ongoing assistance and support, post-launch, and throughout ongoing operations
- **Business intelligence:** Dashboards, reports, and unlimited access to data that help you visualize and improve performance

### Security and Performance Across the Lifecycle

A SaaS platform, CashBox offers scalability and high availability backed by an SLA commitment of 99.99+% uptime. It complies with the strictest security requirements and privacy regulations as demonstrated by PCI DSS Level 1 certification, SSAE 18 SOC 1 Type 2, EU/US Privacy Shield, and GDPR readiness.

## The “Network Effect” Advantage

### Injecting the Network Effect into the Subscription Lifecycle

Over the past 15 years, Vindicia has accumulated a massive set of payment and subscription business-related data. This data is based on \$29+ billion processed during more than 600 million transactions involving 250+ million users and 190+ million payment methods. In analyzing this dataset, Vindicia experts have developed and validated practical insights that bring unique value to our clients across the subscription lifecycle. This is what we call the Vindicia “Network Effect.”

### We share insights from the Network Effect with our clients through:

- Best practices
- Advanced retention technology that recovers up to 15%–30% of failed transactions
- Recommendations and benchmarking in Client Business Reviews

*The Subscription People*

# 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, believes that a subscription platform should pay for itself. The company's comprehensive SaaS-based subscription management solutions combine big data analysis, strategic consulting and proprietary retention technology to generate significant new revenue for its clients. Vindicia removes the barriers between the consumer and the goods and services they want. That's why the company's client list reads like a who's who of subscription businesses. For more information visit: [www.vindicia.com](http://www.vindicia.com).

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