

Vindicia CashBox

Keeping People Connected to Subscriptions

Increase Revenue

Vindicia® CashBox® is a subscription billing platform that drives higher levels of customer acquisition, retention, and satisfaction. Designed to support the subscription lifecycle, CashBox helps companies that provide digital goods and services by subscription to grow their customer base and revenue. The result: CashBox makes you bigger faster. It also delivers the back-office finance, tax, and anti-fraud automation you expect in an enterprise-class solution.

Winning Customers

Trying to make traditional billing work for subscriptions hurts your ability to win, retain, and serve customers. It can take weeks to set up a simple free trial promotion—and just as long to refine your promo to identify what appeals most to your target customers. You also need to be able to test pricing plans, manage the complexities of recurring payments, and resolve payment processing issues without annoying customers.

Vindicia CashBox overcomes subscription billing challenges that can choke revenue—and includes capabilities that can accelerate your growth rate. CashBox delivers measureable revenue uplift because it helps you:

- ▶ Create, test, and refine offers faster, helping you acquire more subscribers as you optimize promotions and pricing
- ▶ Increase customer satisfaction and retention by resolving transaction issues without involving customers
- ▶ Enroll new customers and serve existing customers even when demand spikes
- ▶ Enter new markets and accept multiple currencies and payment methods easily

Adding value beyond the core functions of Vindicia solutions, the network effect of our wealth of subscription transaction data combined with analysis gives us a window into trends and patterns across subscription subsectors. In insightful business reviews, you benefit from our use of benchmarking and data-driven analysis to resolve problems and uncover opportunities to increase revenue.

Unmatched Scalability and Reliability

In the B2C and B2B subscription world, scalability is essential. Customers won't wait for you to process their transactions—or come back if they encounter error messages. With 99.9971% uptime and more than US\$6 billion processed to date, Vindicia CashBox is always ready to serve your customers, even when seasonal demand surges or you launch a global promo. Every second, CashBox processes an average of 60 new customer accounts, adding to the more than 147 million users and over 143 million credit cards that we protect with military-grade security.

Go-to-Market Flexibility and Speed

Subscriptions provide the ability to create a variety of business models. Enabling unlimited customization to monetize your digital goods and services offerings, Vindicia CashBox lets you create the model that's right for you. CashBox also gives you the flexibility to shift and craft products that take advantage of different approaches.

You can offer daily, weekly, monthly, quarterly, or annual subscriptions—and combinations to meet virtually any schedule and billing structure. Then, you can add trials, freemium options, and metered usage to the mix. CashBox also lets you experiment with onetime purchases and microtransactions, including virtual currencies. With CashBox, you find what works and keep improving it. CashBox even supports seasonal subscriptions, and lets you define the seasons and tie them into logical sets.

Turn to Vindicia CashBox for:

- ▶ Scale and reliability
- ▶ Go-to-market flexibility
- ▶ Multiple currency and payment methods
- ▶ Finance, tax, and anti-fraud essentials
- ▶ Business optimization

“ Our goal is to be the Netflix of the magazine world. Next Issue Media will continue to amass the best collection of the most-read and most-requested magazine titles available to subscribers today, and Vindicia enables us to bring our readers uninterrupted access to all the best magazines available. ”

Morgan Guenther

CEO
Next Issue Media

Vindicia CashBox delivers campaign flexibility. Marketing can define and launch campaigns on the fly. Create coupons, loyalty programs, and other promotions without starting a multi-week IT initiative. The ease of launching and refining promotions helps you optimize acquisition more quickly. You can extend campaigns to your channel marketing initiatives with special partner pricing and promotions. CashBox lets you track revenue and acquisition success across your channel to find and enhance relationships with the best partners.

Instantly Serve International Markets with a Range of Payment Options

Limiting the currencies you accept only hurts your customer acquisition efforts. The same is true of payment methods; limiting yourself to credit and debit cards can cut you off from customers who prefer other payment options.

Vindicia CashBox lets you accept any currency supported by our payment processors, and that includes all ISO recognized currencies. You can also provide payment-related communications in any language that is compliant with ISO-639.2 or W3C IANA Language Subtag Registry standards. These standards cover most languages associated with major currencies.

As the first subscription billing platform to accept Amazon Payments, CashBox helps you reach people who prefer the ease of paying through an existing Amazon account. CashBox also supports Apple Pay, PayPal, Amazon Payments, and many regionally popular alternative payment methods.

Finance, Tax, and Anti-Fraud Automation

Subscription billing requires more than robust support for customer acquisition and retention. Every subscription model has finance, tax, and anti-fraud requirements. Vindicia CashBox lets your finance team define your preferred revenue recognition methodology.

Take advantage of the CashBox integrated tax engine. CashBox also supports the popular Avalara and Vertex tax services. CashBox helps you calculate, collect, and remit transactional taxes, streamlining compliance with thousands of taxes across the regions where you offer subscriptions.

Subscription services can attract fraudsters, who sign up for subscriptions to test stolen credit cards. Vindicia CashBox automatically runs multiple fraud screens to help prevent fraudulent transactions. Our database of more than 147 million users and over 143 million credit cards further contributes to our ability to reduce the risk of both fraudulent transactions and issues with legitimate accounts.

Business and Revenue Optimization

Choosing Vindicia CashBox is the first step to increasing your revenue and growing your customer base. The Vindicia team can get you up and running quickly with a deployment methodology we've built around proven use cases and team-based implementation best practices. After you're up and running, the Vindicia team keeps working with you. In business reviews, we help you optimize pricing, analyze revenue patterns, manage churn, and benchmark your performance against peers.

Start Using Vindicia CashBox

Join the B2C and B2B industry leaders that rely on Vindicia technology to help them increase revenue and keep subscribers happy. Visit www.vindicia.com or [contact us](#) today.

About Vindicia

Vindicia brings enterprise-class innovation to consumer-facing subscription billing to help digital companies acquire and retain more customers by making payments seamless, secure and easy. Vindicia keeps customers connected to the subscription services they love, and companies connected to the subscription revenues they need. Vindicia has processed more than \$21 billion globally and generates over \$90 million in annual incremental revenue for clients. Clients include BBC, Lionsgate, Comic-Con International, TransUnion Interactive, Allrecipes, IAC, Vimeo, and Next Issue Media's Texture service. For more information visit www.vindicia.com. Follow us on Twitter [vindicia](#), "Like" us on facebook/[vindicia](#), and read our blog at www.vindicia.com/blog.

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Key Features

Campaign Management

- ▶ Single management and control infrastructure
- ▶ Track campaigns
- ▶ Discount, up-sell, and cross-sell support
- ▶ Optimize acquisition by geography, demographics, and product mix
- ▶ Automated customer email communications

Reporting

- ▶ Customizable reporting dashboards
- ▶ Data available via CSV, download, or API integration
- ▶ Salesforce.com compatible

Hosted Order Automation

- ▶ PCI DSS Level 1 compliance
- ▶ Control over storefront look and feel

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