Vindicia Solutions for Sports

Vindicia CashBox Is a Comprehensive Subscription Management Platform that Helps Sports Organizations, Publishers, and Channels Acquire and Retain More Fans

Solution Brief

The Subscription People

Offer Fans What They Want: Content and Subscriptions Designed for Sports Lovers

The sports industry is unique. In order to engage and sell to fans, sports organizations, publishers, teams and channels need to employ a wide range of monetization strategies that are specific to the world of sports. That's why we developed a full range of capabilities in our CashBox® subscription management platform specifically designed for sports.

With Vindicia CashBox, you can easily create the kinds of offers that your fans will want to buy, including:

• Seasonal subscriptions
• "Follow-your-team" subscriptions
• The ability to watch just parts of a game (such as the last quarter)
• Pay-per-view events
• One-time viewing options
• In-app purchases
• Special offers, bundles and discounts for VIPs and seasonal ticket holders

You can also leverage proven acquisition strategies to attract new customers, including coupon-based campaigns, freemiums, discounted offers, free trials, multiple types of discounts, and more.

CashBox helps you gain more control over how you work with fans and more insight into ways to increase subscription revenue. We have a long track record of helping leading sports organizations build subscription revenue. Together with our partner network, we help ensure your subscription success. Our valued sports industry clients include leading organizations such as:

Support for the Entire Sports Subscription Lifecycle

At Vindicia, we provide much more than just subscription billing and payments. We offer an agile, end-to-end, SaaS-based billing and subscriber lifecycle management solution with big data analysis, strategic consulting, and proprietary retention technology. Our solution provides our clients with more recurring revenue, more customer data, better insights, and greater value throughout the entire subscription lifecycle.
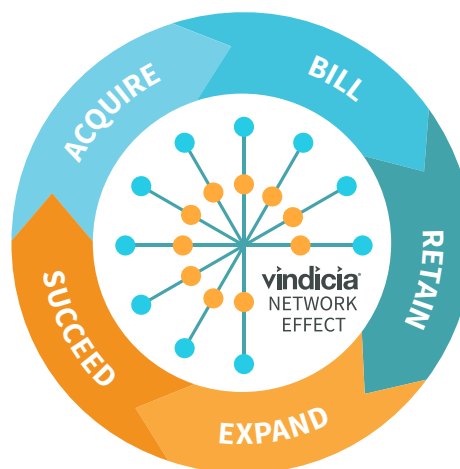
CashBox offers sophisticated customer acquisition strategies, support for all financial processes, unique retention capabilities, personal deployment, ongoing support, customer success, strategic consulting and more.

CashBox Features

CashBox provides rich functionality across the entire subscription lifecycle that helps you **acquire**, **bill** and **retain** your fans, and **expand** and **succeed** in your subscription business.

Acquire

Campaign Management

• Design and implement promotions and coupon-based campaigns with rolling or fixed periods
• Launch seasonal campaigns and promotions
• Clone successful campaigns and easily modify them for new audiences, products, and channels

- Offer multiple discount types such as fixed-amount or percentage-based discounts, or grant additional free time
- Control campaign effective dates and validity periods
- Use segmentation by product, offer, or limit to new subscribers to ensure the right target audience is receiving the right promotion

Product Catalog

- Flexible product catalog enables advanced pricing across multiple channels and at the product and billing plan levels
- Multiple billing periods and installments
- Entitlement management ensures fans receive seamless service
- Modular and reusable configuration makes catalog management more efficient
- Support for a wide range of pre-paid and post-paid usage billing models
- Flexible campaign discount system
- Support for unlimited virtual currencies

Easy-to-Use Online Portal

- Create and modify offer plans in minutes through an intuitive interface
- Access a rich set of functionality for administration, customer service, offer management, and reporting
- Give business users direct access to features that require little or no training
- Enter product data through the portal or API

Bill

Business Model Support

Create offer plans for any business model:

- Free trials with auto-enrollment
- Freemium with add-on purchases
- Recurring and non-recurring charges
- License- and usage-based rating plans
- Hybrid subscription with one-time, limited charges, recurring components, and usage fees
- Flexible subscription terms (seasonal, daily, weekly, monthly, annual, season pass, team pass, etc.)
- Microtransactions, including support for virtual currencies
- One-time transactions, pay per view (e.g., sports competitions or individual games or partial games), and in-app purchases (IAP)

Global Tax

- Taxes calculated and billed automatically across currencies and locations based on the tax status of your services
- Integrated, continuously updated tax engine reflects the latest tax codes across the globe

Vindicia Customer Success Teams

Not all of your sports needs can be addressed in software. That's why our Customer Success teams and consultants are here to assist you at any time.

For example, when registration for a new season opens, or when the whistle blows for the first game of the season, thousands of fans will sign up within minutes. Vindicia's experts will help you manage these peak moments.

Or, when the play-offs start, do you lose fans whose teams are now out of the running? Vindicia can help you build retention packages to retain these fans.

Whatever your situation, our subscription, payments and sports experts are here to help ensure your business success.

- Full support for tax IDs and exemptions
- Support for federal, local, state, city, and municipal taxes, as well as VAT, GST/HST, and other applicable taxes worldwide

Automated Invoicing

- Present customers with custom, itemized invoices
- Manage all product attributes, such as prices, effective dates, and entitlements, individually or in bundles
- Automate and configure invoice content by fields, including terms, customer, product, billing plan, and cross- and upselling links
- Reflect your brand on customizable invoices
- Send invoices and notifications automatically based on the schedule and timing you choose
- Use full dunning capabilities to ensure outstanding balances are accounted for and billed

Processor and Payment Method Support

- Accept multiple payment methods, including credit cards, debit cards, ACH, Amazon Pay, Apple Pay, Google Pay, PayPal, direct debit (including UK and SEPA schemes), mobile payments (including BOKU and Huawei), and dozens of other popular regional payment methods
- Manage and submit transactions to your choice of supported payment processors
- Accept any currency supported by your payment processors with routing by country, currency, or product

Finance

- Take advantage of direct data feeds into your existing revenue recognition processes
- Use documented processes to reconcile CashBox data with data from your payment processor
- Integrate seamlessly with internal systems

Hosted Order Automation with Hosted Fields

- Eliminate your PCI compliance burden while controlling your purchase flow look and feel
- Use secure card collection capabilities for both web-based and mobile/console environments

Fraud Prevention

- Evaluate risk pre-transaction with built-in fraud scoring
- Define acceptable scores to optimize the customer acquisition process
- Recover lost revenues with automated chargeback management
- Identify causes of fraud with built-in reporting

"Vindicia CashBox has enabled us to smoothly transition into a subscription billing model, yet still handle one-time payments for specific offerings. This flexibility enables us to focus our energies on crafting a compelling experience for our tournament players and fans, alike."

— Steven Flenory
Studio Director
Major League Gaming

Retain

Cultivate Loyalty

- Communicate with fans to maintain engagement
- Manage campaigns and promotions to encourage loyalty

Prevent Churn

- Benefit from high billing success rates
- Increase payment success with sophisticated retry logic and advanced use of account updater
- Increase retention and extend customer lifetimes with advanced retention technology that can automatically recover up to 15-30% of previously failed payment card transactions
- Increase payment card subscription revenue by 3-6%

Expand

Grow Revenue Streams

- Create campaigns and promotions to promote cross-sell and upsell
- Benefit from frictionless commerce with 90+ payment methods including credit/debit cards, direct debit, PayPal, Apple Pay, Amazon Pay, Google Pay and more
- Increase revenue by managing active and passive churn

Global Reach

- Support almost any language and currency while ensuring global taxation and regulatory compliance
- Accept payments from around the globe, leveraging billing experience in 150 countries
- Take advantage of multi-tenancy to expand to additional properties

Succeed

Business and Revenue Optimization

- Deploy using a methodology based on proven use cases and implementation practices
- Personal support
- Long-term partner relationship built via Customer Success teams
- Gain insight from Vindicia Client Business Reviews built around our team's analysis of your key metrics and business operations
- Take advantage of benchmarking data to understand and optimize pricing, revenue, subscriber growth, and retention
- Adopt operational best practices more easily with help from our team

Scale and Reliability

- 99.99+% uptime
- 351+ million digital accounts and 273+ million payment accounts
- 1.5+ billion API calls per year
- Processed more than $38 billion in over 940 million transactions
- Redundant data center operations
- Data center-class platform supports high transaction volumes and large single-day events
- Scale to support peak sign-up volumes

Customer Support

- React to real-time push notifications of events, such as entitlement status changes, automatically
- Modify customer billing and payment information via online portal interface or API
- Change payment methods or billing frequency

- Access and view customer transaction history in detail (along with refunds and chargebacks)
- Perform subscription upgrades and add additional services
- Grant refunds and perform service cancellations
- Keep fans informed of billing and account status with automated e-mail notifications
- Send customized billing messages in any language compliant with the ISO 639-2 or IANA Language Subtag Registry standards

Security and Compliance

- PCI Level 1 Service Provider status reduces your PCI compliance burden
- SSAE 16 Type II compliance
- EU/US Privacy Shield compliant
- GDPR ready
- PSD2 SCA ready

Reporting and Analytics

- Generate reports detailing the effectiveness of promotions and campaigns
- Review executive dashboards for daily insight into operational trends and other key metrics
- Take advantage of more than 30 native reports or use data stored in CashBox in your existing reporting tools
- Run or schedule reports that can be downloaded or viewed online
- Use free Salesforce application, which includes dashboards and over 30 out-of-the-box reports to integrate CashBox data with Salesforce.com

Flexible API

- Fully featured REST and SOAP-based API
- Client libraries provided for PHP, Perl, Java, and .NET with C#
- WSDLs provided for native library implementations in other environments
- All communications transacted over secure channel

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

vindicia®
An Amdocs Company

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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