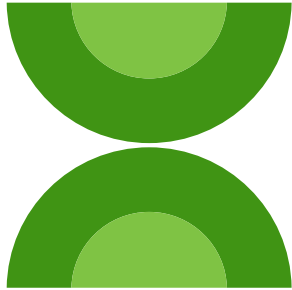
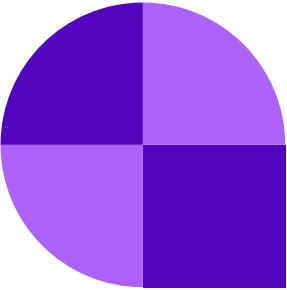


vindicia[®]
An Amdocs Company



Vindicia Subscribe Hosted Order Automation

Vindicia Subscribe (formerly CashBox) and its Hosted Order Automation (HOA) capabilities takes the power of Subscribe one step further for companies looking to avoid the PCI DSS compliance burden altogether.

Compliance and digital commerce

Companies accepting credit cards online must provide a secure environment for their customers. The Payment Card Industry council has implemented a set of data security standards (PCI DSS) that adds significant cost and complexity for the entire digital commerce landscape.

While the burden is large, the downside for noncompliance is worse. A study by the Ponemon Institute found that the average cost of a data breach was \$5.5 million and the cost per compromised customer was \$194.

Complicating the equation are the many levels of solutions that address PCI DSS compliance, from tokenization to outsourcing your entire digital commerce operations. The broad security landscape, coupled with the plethora of different compliance strategies, can lead to considerable confusion and misunderstandings.

Easing the burden of PCI DSS

Compliance with PCI DSS requires significant effort for digital businesses storing customer credit card information. Vindicia Subscribe has been helping clients ease their compliance burden since 2006. However, while our direct API implementation reduces efforts for our clients, it does not eliminate them. Vindicia Subscribe and its HOA capabilities takes the power of Subscribe one step further for companies looking to avoid the PCI DSS compliance burden altogether.

Hosted order automation with Vindicia Subscribe

Companies accepting credit card transactions online collect sensitive payment information before storing it in their billing system. Even if unencrypted payment data is not stored permanently, it passes through server RAM where it can potentially be swapped to the hard drive. This temporary storage imposes PCI DSS compliance regulations, even when using a billing solution with secure encryption and tokenization. Figure 1 below illustrates a typical transaction flow through Vindicia Subscribe using our API integration:

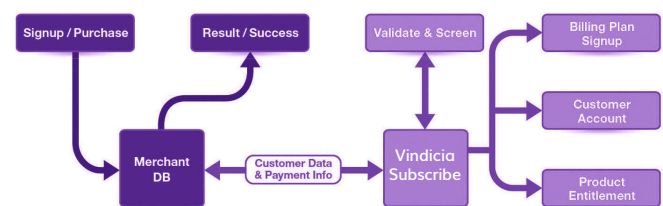


Figure 1: Transaction flow of typical Vindicia Subscribe implementation

With HOA, you entirely eliminate the need to store sensitive payment data or collect it on corporate servers. We accomplish this by providing a secure, verified session for customers to enter their payment information. The form

is then securely transmitted to Vindicia Subscribe without passing through internal servers. Figure 2 below shows how the flow works with HOA.

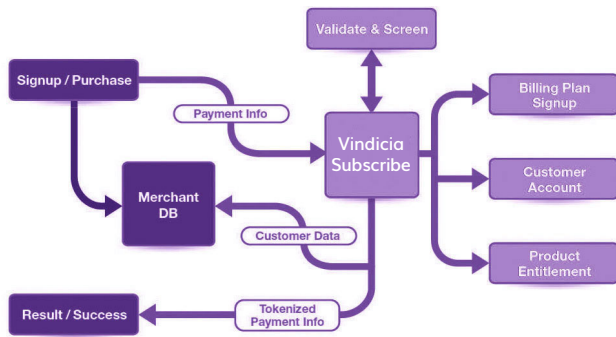


Figure 2: Transaction flow with HOA capabilities

The steps below describe in more detail how a transaction happens using HOA.

1. Customers visit your website wanting to make a purchase or update their payment method. As they request the page, you initialize a secure session within Vindicia Subscribe that is locked to the IP address of the customer.
2. As the page is displayed, the session's unique ID is embedded into the form where customers enter their payment details. For security purposes, the session times out after a preconfigurable amount of time.

3. When the customer submits their information, it is sent directly to Vindicia Subscribe, completely bypassing your servers. Subscribe validates the IP address as an additional security measure and stores the customer data and payment information with the requested action.
4. Vindicia Subscribe redirects the customer to your results page along with the unique session ID, confirming the information was received successfully. A final call is made to Subscribe requesting the actions be performed (e.g., fraud screening, authorization, tokenization, new account signup, payment capture or update).
5. The success or failure of the requested action is returned immediately along with all of the necessary information (results, tokenized payment method, etc.) to display a detailed confirmation message to the customer on the results page.

Companies that benefit from HOA

HOA is ideal for anyone who is looking to avoid the burden of PCI DSS compliance. Typical customers are larger companies launching new online initiatives and startups in the process of building their initial infrastructure, but it is useful for companies of any size.

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.

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