

Vindicia CashBox Feature Highlights

Drive Higher Subscription and Recurring Revenue

Vindicia® CashBox® delivers the full range of capabilities you need in a subscription billing platform. Designed to increase customer acquisition and retention, CashBox supports go-to-market flexibility and empowers business users. Use the features in CashBox to gain more control over how you work with customers and more insight into ways to increase subscription revenue.

Campaign Management

- ▶ Design and implement promotion- 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 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

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, etc.)
 - ▶ Microtransactions, including support for virtual currencies
- ▶ Define multiple offers with varying currencies, time periods, and recurring pricing parameters
- ▶ Create offers that synchronize with your product catalog, reducing administration

Business and Revenue Optimization

- ▶ Deploy using a methodology based on proven use cases and implementation practices
- ▶ 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

Global Tax

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

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

Processor and Payment Method Support

- ▶ Accept multiple payment methods, including credit cards, debit cards, ACH, Amazon Payments, Apple Pay, PayPal, direct debit (including UK and SEPA schemes), mobile payments (including BOKU and Huawei), and other popular regional 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

Collaborating to Improve Your Business

As a CashBox user, you benefit from regular Vindicia Client Business Reviews with our team of subscription specialists. Using cohort analysis, peer rankings, and our knowledge of best practices, we review and analyze key metrics from your organization. The actionable recommendations that come out of Client Business Reviews can help you grow subscribers, improve retention, and reduce chargebacks—leading to higher revenue.

Scale and Reliability

- ▶ 99.999% uptime
- ▶ 241 million digital accounts and 167 million payment accounts
- ▶ 1.5+ billion API calls per year
- ▶ Processed more than \$21.8 billion
- ▶ Redundant data center operations
- ▶ Data center-class platform supports high transaction volumes and large single-day events

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 customers 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 Safe Harbor compliant

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

Automated Invoicing

- ▶ Present business 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

Easy-to-Use Online Portal

- ▶ Create 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

Product Catalog

- ▶ Flexible product catalog enables advanced pricing across multiple channels and at the product and billing plan levels
- ▶ Entitlement management ensures customers 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

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

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 24 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 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

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.

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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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