

*CSG Recognized for*

**2021**

**Product Leadership**

Asia-Pacific OSS BSS Industry

*Excellence in Best Practices*



## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. CSG excels in many of the criteria in the Asia-Pacific OSS/BSS space.

AWARD CRITERIA	
<i>Product Portfolio Attributes</i>	<i>Business Impact</i>
Match to Needs	Financial Performance
Reliability and Quality	Customer Acquisition
Product/Service Value	Operational Efficiency
Positioning	Growth Potential
Design	Human Capital

### **Match to Needs**

CSG delivers technologies that create extraordinary customer experiences. CSG's revenue management, customer engagement and payments solutions are helping companies digitally transform the way they engage with their customers. With nearly 40 years of experience, the United States-based company is a strong competitor among its peer vendors in core billing and revenue monetization solutions.

Mobile operators such as Airtel, Robi Axiata, Indosat, M1, Vietnamobile and Maxis are some of their customers in Asia Pacific. Revenue management and monetization and customer engagement solutions are 98% and 67%, respectively, subscribed to by mobile operators. As such, their needs matter and drive CSG's approach in addressing customer needs. Mobile operators cannot afford to have the OSS/BSS cost be a factor that holds back the rollout of new digital services. They need technologies that enable cost efficiency, exceptional customer experiences, and new business models that allow fast go-to-market to meet the rising demands of consumers and enterprises. CSG designs and positions its solutions to meet these needs.

### **Product/Service Value**

CSG seeks to create long-term value for its customers and employees. In addition to delivering agile and innovative solutions and developing and demonstrating value for its customers, it always strives to be customer obsessed, be easy to work with as a growth partner, and have a sense of urgency. CSG solutions allow customers to monetize new revenue streams quickly through multiple services across

various locations and channels, optimize business costs, improve service delivery, and leverage data and insights to understand their customers better and deliver exceptional experiences.

CSG has a robust monetization portfolio, including but not limited to revenue management; digital monetization; interconnect, wholesale, partner management; policy and charging; and configure, price quote (CPQ) and order management. One of the reasons customers select Singleview (an industry-leading B2C/B2B/B2B2X monetization solution) over competitor products is to consolidate revenue management and monetization solutions for business-to-customer (B2C) and business-to-business (B2B) into a single platform with the option for a managed service mode of operation. Ascendon is Amazon Web Services (AWS)-native and provides data sovereignty and resources and the shared processing needed to match the scale Ascendon customers need. With CSG solutions, customers can adapt quickly and efficiently to industry changes and innovations. All these points collectively and complementarily drive higher customer satisfaction and increased retention among CSG customers.

### **Positioning**

“CSG’s SaaS platforms enable business model innovation, flexible charging and better customer experiences, which are especially useful in the 5G era.”

**- Mei Lee Quah,  
Associate Director, ICT**

CSG is recognized for its excellence in revenue and customer management solutions. The company’s products serve a unique, unmet need that competitors cannot easily replicate since it has tailored them to support the end-to-end customer engagement lifecycle. It is clear that CSG puts customers first, reflected in how it helps customers solve business challenges and thrive in an ever-changing marketplace. Ascendon is an excellent example to demonstrate this.

Ascendon is a software-as-a-service (SaaS), cloud-based platform that enables customers to launch new digital services and quickly participate in the federated digital economy. It enables customers to move at their own pace toward a business model that dramatically reduces operational expenses, fully digitizes front- and back-offices to unite digital services, existing and new, into a single customer relationship. Ascendon is also a valuable tool for customers who want a quick avenue to experiment with new ideas and 5G business concepts without a hefty initial investment or impact on the existing customer base. Customers select it during tenders to deliver first-of-its-kind service offerings, e.g., video entertainment services, fast and seamless with new business models, e.g., affordable and flexible over-the-top (OTT) bundle passes. Customers often migrate subscribers from legacy systems to Ascendon, which has all the functionality necessary to support a digital services program without added infrastructure. Market leaders often align with CSG to strengthen their go to market (GTM) plans. For example, CKH Innovations Opportunities Development (CKH IOD), a leader in the IoT space, selected CSG in 2020 as a trusted partner to serve its MVNO and IoT customers. As a result, CSG currently leads the market in customer satisfaction scores as a carefully selected partner vendor of choice.

CSG’s acquisition of Tango Telecom and DGIT in 2021 extends its configure, price and quote (CPQ) and order management solutions, and digital monetization portfolio, thereby reinforcing its product leadership in the BSS space. With DGIT onboard, CSG helps mobile operators to overcome order processing and management challenges and enable them to deliver multi-party digital offerings to all

customers. Further combining its capabilities with Tango's in a solution accelerates market share growth and creates new revenue-generating sources for customers by enabling the ability to upsell, for example, when they reach their data limits. CSG increasingly includes Tango's solutions as a bundled partner solution for customers like Robi Axiata and Indosat. This is because Tango's capabilities provide customers more comprehensive capabilities, e.g., at the edge, that complement existing convergent charging system capabilities for 5G.

### **Design**

CSG develops design principles with customer input. The company has a unique 360-degree approach that allows customers to uncover and implement actionable insights. These insights fuel innovation creation and delivery across entire business models to help customers compete and win within an increasingly challenging market. It has an established Experiences Practice that enables customers to strategize, design, and deliver transformational customer experiences. The team has specifically provided UX and web design services for mobile operators such as Airtel and AT&T Business.

CSG exhibits design mastery in producing unparalleled innovative designs that turn customer benchmarks for customer experience into award-winning experiences. The company simplifies business complexity by creating easy-to-use solutions that deliver value while meeting needs. CSG then jointly innovates and cocreates with customers to redesign and technologically enable personalized engagements at scale for their consumer and enterprise customers. It consistently grows its year-on-year market share in Asia-Pacific by accelerating customers' organic growth. As a result, CSG sets itself apart from competitors and offers design as a decisive differentiation factor, recognized in the region by customers of all sizes.

### **Customer Acquisition**

CSG is on a mission to deliver innovative customer engagement solutions to make ordinary customer experiences extraordinary. CSG is quick to address changing trends in the Asia-Pacific landscape, which helps new customer acquisition and retention. Additionally, strategic partnerships, e.g., Microsoft and AWS, are powering exciting digital products and services that simplify and enhance the customer journey and experience. Partners increasingly seek to accelerate innovation and improve customer experience, allowing CSG to raise the bar. It has a potential customer base of 57 in Asia-Pacific, and its track record in delivering on promises is a crucial reason for the high customer retention rates. Despite

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*- Mei Lee Quah, Associate Director, ICT*

2020 being a tough year for many businesses due to the COVID-19 pandemic, CSG's total revenue was \$990.5 million, representing a 6.4% CAGR from 2018 to 2020. This means that the pandemic only affected its financial performance in 2020 marginally, unlike competitors who recorded revenue decline in 2020. This resilience in the face of tough times indicates the strong support CSG retains from its customer base through the years.

### ***Growth Potential***

CSG is known within the industry as a collaborative provider that helps customers solve business challenges and offers unparalleled customer experiences. Customers see the company more like a partner and a valuable resource than a technical vendor, reinforcing customer loyalty. The perception is built upon the track record of its customers being able to launch new service offerings leveraging support from CSG to adapt and compete. In particular, customers view the holistic approach to transforming customer experiences while overcoming legacy challenges – where CSG focuses on three core areas to help customers identify areas where they can offer differentiated experiences to drive long-term success – as a key value proposition and value it deeply.

The recent acquisitions of DGIT in 2021 and Tango Telecom in 2021 strengthen CSG's end-to-end service offerings. Customers appreciate the out-of-the-box functionality available within the solutions as it helps them grow and scale faster. The acquisitions also enable business model innovation, flexible charging, and better customer experience to seamlessly deliver multi-party digital service offerings, especially useful for its customers in the 5G era. This enhanced capability to monetize B2B and B2B2X business models will be a plus for CSG's 57 potential customers in Asia-Pacific that want to leverage 5G for greater revenue generation and growth. It will also accelerate strategic growth and new business ventures. The associated growth potential is tremendous and will allow CSG to earn and foster customer loyalty in the region for many years to come.

### **Conclusion**

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CSG continues to grow and raise the bar to serve its customers better. Its customer-first stance enables customers to solve business challenges and thrive in an ever-changing marketplace. With CSG solutions, customers can adapt quickly and efficiently to industry changes and innovations.

With its strong overall performance, CSG earns Frost & Sullivan's 2021 Product Leadership Award in Asia Pacific OSS/BSS.

## What You Need to Know about the Product Leadership Recognition

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Frost & Sullivan's Product Leadership Award recognizes the company that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.

### Best Practices Award Analysis

For the Product Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Product Portfolio Attributes*

**Match to Needs:** Customer needs directly influence and inspire the product portfolio's design and positioning

**Reliability and Quality:** Products consistently meet or exceed customer expectations for performance and length of service

**Product/Service Value:** Products or services offer the best value for the price compared to similar market offerings

**Positioning:** Products serve a unique, unmet need that competitors cannot easily replicate

**Design:** Products feature innovative designs, enhancing both visual appeal and ease of use

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across six continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

### Key Impacts:

- **Growth Pipeline:** Continuous flow of Growth opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

