



INTERNATIONAL

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## CSG Wins Telecom Asia Award for BSS Innovation

*CSG Ascendon™ Wins Third Award; Recognized as Innovative Solution of the Year*

ENGLEWOOD, Colo.--(BUSINESS WIRE)-- [CSG International \(NASDAQ: CSGS\)](#), a global provider of interactive transaction-driven solutions and services, today announced that it has won the **BSS Innovation of the Year** award in this year's *Telecom Asia Readers' Choice & Innovations Awards* for its digital services platform, CSG Ascendon. Held annually, the Readers' Choice & Innovation Awards recognize the innovations and contributions to the industry of the top telecom vendors operating in Asia Pacific.

CSG Ascendon was developed to support the business operations of current and future digital services providers (DSPs) as they move to transform their operations to take advantage of digital service opportunities. It enables communications service providers (CSPs), content producers and retailers to launch, scale and monetize new digital services such as movies, music, games, home security and more. By overlaying existing BSS and other technology systems, CSG Ascendon enables providers to quickly launch new digital services without uprooting existing infrastructure.

"As carriers across Asia build their digital services portfolios to meet customer demands and continue revenue growth, they are finding the need to invest in new business capabilities. CSG Ascendon is designed with exactly that focus, enabling a faster, cost-effective way to build content partnership models and deliver digital services through a wide range of consumer devices," said Ian Watterson, vice president of Asia Pacific at CSG International. "We are delighted to receive the Telecom Asia Readers' Choice and Innovation Award for Innovation in BSS. As our customers continue in their digital evolution, we believe that the investment we have made in Ascendon will fast-track their capability to capture market share and increase profitability."

CSG has helped many companies implement digital service strategies, including Comcast through [XFINITY On Campus](#); [Sony Pictures Home Entertainment](#); [Cineplex Entertainment](#); [ESPN](#), [Media-Saturn](#) and more.

### About CSG Ascendon

Ascendon is a cloud-based digital commerce platform that allows service providers to quickly create, launch, and monetize compelling offers of video, content, and data across users, channels and devices. Purposefully built as a unified suite, Ascendon integrates the full scope of business operations - from product creation and sales offer, to order and activation, to revenue management and partner settlement. Ascendon is delivered through flexible delivery models, including cloud and managed services. With no investment in new infrastructure, and virtually limitless scalability, service providers can fulfill digital services that consumers are demanding now and in the future.

### About CSG International

[CSG Systems International, Inc. \(NASDAQ:CSGS\)](#) is a market-leading business support solutions and services company serving the majority of the top 100 global communications service providers, including leaders in fixed, mobile and next-generation networks such as AT&T, Charter Communications, Comcast, DISH, Orange, T-Mobile, Telefonica, Time Warner Cable, Reliance, SingTel Optus, Vodafone, Vivo and Verizon. With over 30 years of experience and expertise in voice, video, data and content services, CSG International offers a broad portfolio of licensed and Software-as-a-Service (SaaS)-based products and solutions that help clients compete more effectively, improve business operations and deliver a more impactful customer experience across a variety of touch points. For more information, visit our website at [www.csgi.com](http://www.csgi.com).

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