



Xbox All Access

Program Case Study

At Xbox, we're always looking for ways to give our fans even more choice in how to jump into the next generation of gaming—and to have some fun doing it. Whether you're upgrading to the newest consoles or joining the Xbox family for the first time, Xbox All Access gives you everything you need to get playing... - Bogdan Bilan, Sr. Marketing Manager, Xbox All Access

Marketing Manager, Xbox All Access

Program Type and Geographic Scope

- Program Type:

DaaS/Subscription	General Finance
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- Geographic Scope:

US	Canada	LATAM	Europe	APAC	Africa
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Background

- [Xbox All Access](#) ("XAA") is a global program launched by Microsoft in 2019 as an all-inclusive pass to the Xbox gaming ecosystem.
- XAA provides customers with the newest console + 24 months of Game Pass Ultimate directly attached to their console for a single low monthly rate regardless of the merchant or country.
- In order to achieve the XAA vision, Microsoft needed a single platform that could connect Lenders and Merchants to each other and its own systems from any country - LiftForward provided both the platform and program design guidance to bring that vision into reality.

Partner Business Objectives

- Reduce the complexity, time and cost of integrating directly with Merchants, Distributors, Lenders and support systems by connecting solely to a standardized, common platform for online and in-store motions.
- Streamline the customer experience to dynamically attach the 24-month GamePass Ultimate service directly to consoles and eliminate the need for tokens or any other customer action.

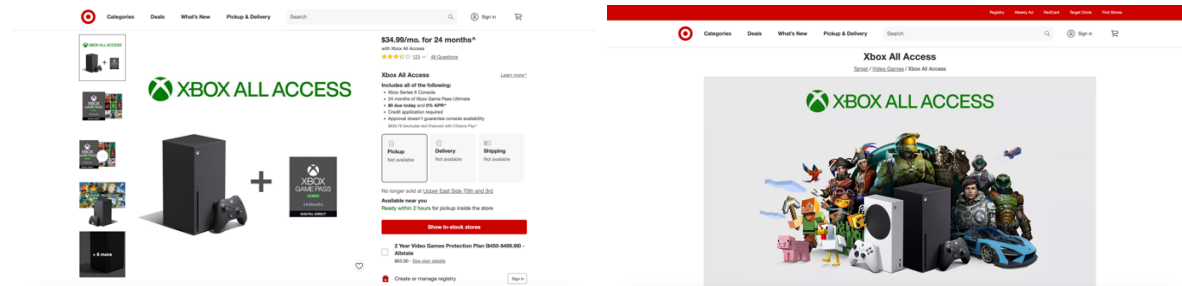
Program Details

- After selecting Xbox All Access through the Merchant site, the customer completes an application with the Lender and proceeds to checkout.
- When the customer receives the Xbox console, Game Pass Ultimate will be attached out of the box.
- LiftForward supports API-only, Hosted Experience, and Hybrid integrations across the merchants to support their specific needs.

Target US

Operating model ([learn more](#))

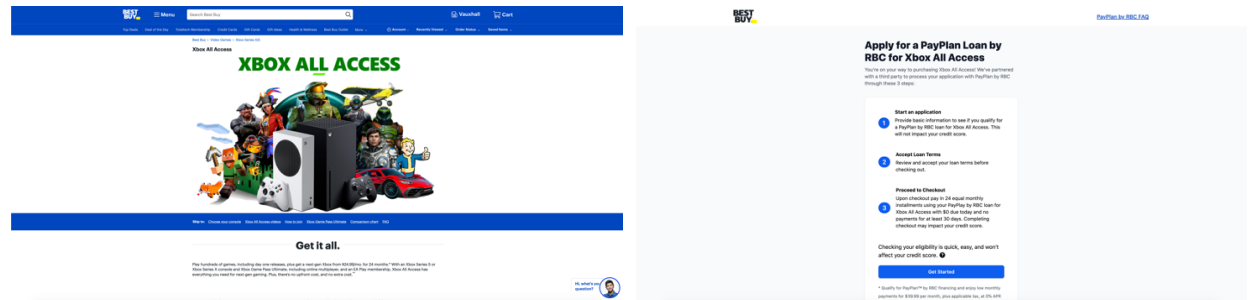
API-Only	Hosted Experience	Hybrid
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Best Buy Canada (EN)

Operating model ([learn more](#))

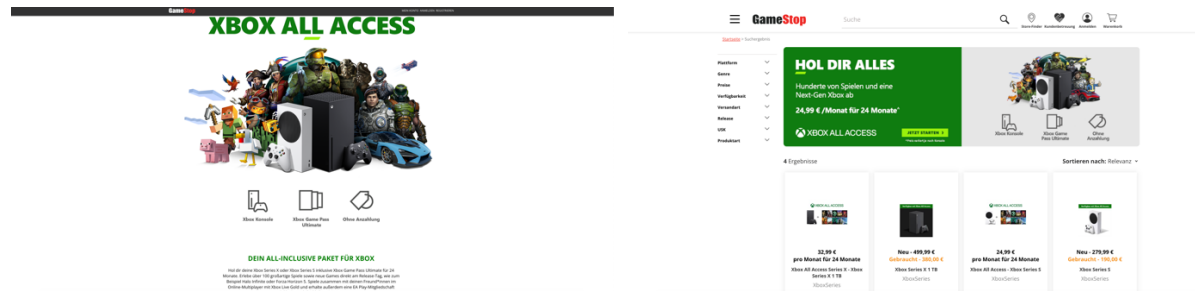
API-Only	Hosted Experience	Hybrid
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GameStop Germany

Operating model ([learn more](#))

API-Only	Hosted Experience	Hybrid
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LiftForward Solutions

Subscription Management:

LiftForward worked with Microsoft to design the technical, operational, and business flow for Xbox All Access to best leverage its platform for global scale and flexibility to support a wide variety of Merchants and Lenders. *Learn more.*

Engage & Purchase:

LiftForward provided single-sign on integrations with each Merchant to ensure Customers felt comfortable with their trusted brand and saw a familiar journey as they chose the XAA bundles. *Learn more.*

Application & Enrollment:

Despite supporting multiple Lenders across US, Canada, and Europe with different regulatory and security requirements, LiftForward established a standard, secure workflow that allowed the Lenders to use their existing systems and the Xbox team to plan and execute a global strategy without wide variations. *Learn more.*

Payment & Settlement

LiftForward worked with each Merchant to match their payment preferences (virtual card, direct ACH) to the program workflow. That allowed Merchants to participate through use of their existing payment flow and the Lenders to still receive standardized data to process the applications. *Learn more.*

Fulfillment & Attach

LiftForward ensures that each customer has the same experience to digitally receive their 24-month GamePass directly to their console without any need for tokens or codes, regardless of the Merchant or country. *Learn more.*

Renewal & Upgrade

LiftForward connected the Lenders, Merchants, logistics providers and Xbox to allow customers to easily return and upgrade their old generation consoles for the new Series S and X. *Learn more.*

Data & Analytics

LiftForward provides granular data for all customer support activities, reconciliation reports to (a) Lenders to match virtual card and direct settlement transactions to their loan book and (b) Merchants to match their sales with the digital attach activity that is unique to the XAA program. *Learn more.*

Contact Us

Let's get in touch! Fill out our Contact form [here](#).