



## Service Providers are Choosing Amdocs to Change the Way They Manage their Product Information

July 30, 2009

- Nearly a dozen leading service providers have selected the Amdocs Enterprise Product Catalog to centralize their product information; Five deployments have

been completed to date

- Projects span wireline, wireless, Internet, cable and satellite operations

in North America, Europe and Asia-Pacific

ST. LOUIS, July 30 /PRNewswire-FirstCall/ -- Amdocs (NYSE: DOX), the leading provider of customer experience systems, continues to demonstrate momentum with wins and deployments in the area of information management and centralizing product catalog functionality across the enterprise, which is becoming an area of strategic investment for service providers in today's economic climate.

### Strategic Approach in Current Economic Climate

Service providers today continue to assess their spend on information technology to determine which projects are core to their business, but will also result in improved efficiencies, total cost of ownership savings and a rapid return on investment. Centralizing product information that is scattered across multiple systems and lines of businesses is proving to be one of these areas.

"To support multiple sales channels, increase effectiveness, reduce costs and meet compliance requirements, service providers are implementing centralized product catalogs. Amdocs is quickly growing market share and establishing itself as one of the leading players in this segment," said Nancee Ruzicka, Strategist, a division of Frost & Sullivan.

### Leading the Market with an Increasing Number of Wins and Deployments

The Amdocs Enterprise Product Catalog has already been selected by nearly a dozen leading service providers with wireline, wireless, Internet, cable and satellite operations in North America, Europe and in the Asia-Pacific, and deployed by five. Announced customers include Elisa Corporation in Finland, Mobilitel in Bulgaria, and T-Mobile companies in the UK, Germany and in the Czech Republic.

By deploying the Amdocs Enterprise Product Catalog, part of the Amdocs CES portfolio, service providers can establish a master repository for all product information where they can quickly and efficiently define, blend, price, bundle, maintain, update and retire product and service offerings. The Amdocs Enterprise Product Catalog is also the first offering on the market that supports both business and operational support systems and can ensure consistency between customer-facing and network-resource-facing specifications.

"Centralizing data to provide a single and accurate view of all product information enables service providers to improve the customer experience with faster product introductions and to execute new business initiatives without having to replace legacy applications," said Michael Couture, head of global marketing at Amdocs. "Additionally, as service providers continue to build out partnerships with third parties, a central product catalog is essential to maximize the commercial potential of these relationships."

### Launch of New Service Provider Community

In response to the increased focus on central product information management strategies, Amdocs established a new service provider interest group to discuss related common challenges, ideas and plans. Nearly 80 representatives from service providers worldwide participated in the first meeting that took place in May.

All Amdocs CES 7.5 offerings that require product catalog functionality, such as Amdocs' billing, ordering and customer relationship management (CRM) offerings, use the Amdocs Enterprise Product Catalog as their native catalog. For more information on the Amdocs Enterprise Product Catalog and on the special service provider interest group, please visit [www.amdocs.com/epc](http://www.amdocs.com/epc) and <http://www.amdocs.com/Site/Special+Interest+Groups/Membership+Application.htm>.

### About Amdocs CES

Amdocs CES (customer experience systems) is an integrated portfolio that delivers the operating environment service providers need to transform from providers of utility voice, data and video services into purveyors of the digital lifestyle. Amdocs CES allows providers to deliver an optimal customer experience -- personalized, participatory and timely across any service, location and device. The Amdocs CES Portfolio leverages Amdocs business process best practices based on real-world scenarios, and transcends traditional business support systems (BSS), operational support systems (OSS) and service delivery platforms (SDPs) to enable service providers to address both current and emerging customer experience business processes. Amdocs' unique business model focuses on enabling its customers to create differentiation and build brand, loyalty, profitability and competitive leadership. Please visit [www.amdocs.com/cesportfolio](http://www.amdocs.com/cesportfolio) for more information.

### About Amdocs

Amdocs is the market leader in customer experience systems innovation, enabling world-leading service providers to deliver an integrated, innovative and intentional customer experience(TM) at every point of service. Amdocs provides solutions that deliver customer experience excellence, combining the software, services and expertise to help its customers execute their strategies and achieve service, operational and financial excellence. A global company with revenue of \$3.16 billion in fiscal 2008, Amdocs has approximately 17,000 employees and serves customers in more than 50 countries around the world. For more information, visit Amdocs at [www.amdocs.com](http://www.amdocs.com).

#### Amdocs Forward-Looking Statement

This press release includes information that constitutes forward-looking statements made pursuant to the safe harbor provision of the Private Securities Litigation Reform Act of 1995, including statements about Amdocs' growth and business results in future quarters. Although we believe the expectations reflected in such forward-looking statements are based upon reasonable assumptions, we can give no assurance that our expectations will be obtained or that any deviations will not be material. Such statements involve risks and uncertainties that may cause future results to differ from those anticipated. These risks include, but are not limited to, the effects of general economic conditions, Amdocs' ability to grow in the business segments it serves, adverse effects of market competition, rapid technological shifts that may render the Company's products and services obsolete, potential loss of a major customer, our ability to develop long-term relationships with our customers, and risks associated with operating businesses in the international market. Amdocs may elect to update these forward-looking statements at some point in the future, however the Company specifically disclaims any obligation to do so. These and other risks are discussed at greater length in the Company's filings with the Securities and Exchange Commission, including in our Annual Report on Form 20-F for the fiscal year ended September 30, 2008, filed on December 8, 2008, and in our quarterly 6-K furnished on February 9 and May 12, 2009.

SOURCE Amdocs

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