Powering the offerings of tomorrow

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Media, Network & Technology

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Agenda

- Tectonic Shifts
- Technology Foundations
- Industry Leadership
- Digital Core
- Network and 5G
- Media Expansion
- Emerging Offerings
Tectonic shifts are driving
The digital service provider of 2020

Digital-first Experiences
Accelerating the Cloud Journey
A Greater Portion of the Customer’s Day
DevOps & Agility
Monetizing Network Services

5G
WIFI 6
Edge Computing
eSIM
FIBER
IOT
Amdocs offering portfolio
The foundation of our offerings: Carrier Grade, Mission Critical Technology Innovation

Cloud Accelerators
- Cloud-native microservices-based applications & platform, conforming with the latest industry standards & open-source technologies. Multi-cloud approach

DevOps
- Fully automated, carrier-grade, CI/CD pipeline enabled by Microservices360, market leading deployment models with rapid cadence

Operational Models
- Hybrid & co-existence solutions for integrating cloud-based solutions with existing monolithic systems

Cyber Security & Privacy
- Complying with cloud-native security & privacy requirements and regulations (e.g. GDPR)

Future Technologies
- Amdocs is investing in next-gen technologies, such as Serverless & Blockchain, for technology leadership

Delivery Model
- Physical
  - Cloud native

Architecture
- Monolithic
  - Microservices

Integration
- Closed
  - API first

Source Code
- Proprietary
  - Open source

Data
- RDBMS
  - Persistence

Cognitive
- Human led
  - AI/ML
# Market leadership: Proven capabilities

<table>
<thead>
<tr>
<th>#1 Stratecast</th>
<th>#1 Analysys Mason</th>
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“Most well-articulated microservices stories so far within the CSP operational domain”

“Ideal partner for transitioning from complex legacy frameworks to cloud based architecture”

“Developing new tools and solutions that enable omnichannel, frictionless and intelligent customer engagement”

“possesses a strong roadmap…will help clients move swiftly to native-cloud and microservice architectures”
Let’s zoom in…

DigitalONE

- CatalogONE
- Multiplay
- eSIM
- Connected Home
- Optima
- aia
- CPQ
- Billing
- Turbo Charging

Digital BSS

- Vubiquity
- Content Distribution
- Royalty Management
- UXR Systems
- Quality Engineering
- Content Management

Media

- Vindicia
- Content Licensing
- Policy
- Network
- Accenture
- Palo Alto
- Samsung
- NVIDIA
- Nokia
- Vubiquity
- Intel
- IBM
- Microsoft
- Google

Network

- Actix
- RAN
- 5G
- Order Delivery Orchestration
- Service Design & Create
- OSS
- Celcite
- NFV

SupportONE

- Delivery Services
- SupportOne
- Revenue Assurance
- Academy
- Assurance
- projekt202
- B2B
- atomIQ

Services

- SmartOps
- Kenzan
- Cloud Migration

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DigitalONE

- Digital enablement platform
- Delivering digital care and commerce on every channel
- Seamless and connected omni-channel experience
- Contextual & personalized engagements
- Open, modular, cloud-native, micro-services based
- Any BSS
- Multi-modal partner ecosystem
## How our customers get to Digital:

4 digital modernization journeys

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<th>Entry Points</th>
<th>Experience Modernization</th>
<th>Business Enablement</th>
<th>Full Stack</th>
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<tbody>
<tr>
<td>Digital quick wins that address a specific pain point, channel or process</td>
<td>Modernize channel engagements with an omni-channel experience, in assisted and unassisted channels</td>
<td>Increase business agility and time to market through open catalog, commerce and care</td>
<td>Transforming the experience as well as increasing business agility with a full digital and BSS suite, for existing customers and greenfield.</td>
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<td>On top of any BSS, with minimal backend integration.</td>
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<td>On top of any BSS, requires backend integration as some elements will move into the enablement layer</td>
<td>On any environments, as many/most systems are replaced as part of the full stack transformation</td>
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Sample of digital experiences in production

Retail experience transformation

Retail experience transformation

Online on top of BSS transformation

Device-led self-service and retail widget

Online self-service with eBill and account management

Wi-Fi portal occasional users, and CRM uplift; CPQ for enterprise

Online self-service with for corp eCare (B2B)

Online portal on Amdocs CRM
Let's zoom in…
## Amdocs Network offering

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<th>Network Rollout Acceleration</th>
<th>Mobile/5G Realization</th>
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<td>Continued investments in network upgrades – $82B in 2019 for global network infrastructure</td>
<td>NFV market continues to grow at 36% annually</td>
<td>Significant pressure on opex reduction due to 1-2% top-line revenue growth through 2025</td>
<td>30% annual growth in the rate of new non-residential deployments of small cells by 2025</td>
<td>$120B 5G investment worldwide by 2020, with 1.3B 5G connections by 2025</td>
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<td>Harmonize operations such across hybrid physical and virtual networks with OSS</td>
<td>Accelerate service agility, innovation and time to delivery through virtualization and orchestration</td>
<td>Pave the way for full autonomous / zero-touch operations</td>
<td>Boost network densification through highly automated rollout for Fiber and RAN deployments</td>
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- Telstra
- PLDT
- COMCAST
- Bell
- KCOM
- vodafone
- AT&T
- PLDT
- TELUS
- Telefonica
5G redefines the network

High CAPEX investments - Frequencies, RAN, Core, Operation systems...

Brand Awareness - Competition, innovation

Monetization - evolving opportunity

2G
Pay for what you use
Voice, SMS

Bundles, GB plans
Mobile Internet
Mobile Apps

3G

4G
All you can eat
Voice, text and data

5G
Pay for what you need (QoS), when you need it
Capacity Enhancement
Massive Connectivity
Ultra-low latency

‘connectivity’
5G monetization opportunities

- **Slice based connectivity**
  Slice it anyway you like it - higher granularity for tailoring a solution

- **Pay for infrastructure as you go**
  Roll out services in a phased manner - “pay as you use infrastructure” model will come of age

- **Give 5G the “edge”**
  OTT enablement - using distributed data center (i.e. MEC and CORD)

- **Reclaim value-added services**
  Differentiating from OTT – higher positioning in their Enterprise customers value chain

- **Connectivity for new verticals**
  Connectivity is the currency – addressing new verticals – cars, IoT, e-health, robotics, gaming

- **Ubiquitous connectivity**
  Seamless wireline/wireless connectivity – fixed-wireless broadband
  Open new opportunities for CSPs while reducing deployment and operational costs
Amdocs Turbo Charging & Rating
Monetize The 5G Digital Economy

New Business & Revenue Models
Vertical industries empowerment
Partner-rich business models
B2B and B2B2X oriented
Additional revenue streams from more connectivity and new services

Massive Connectivity
Increasing density
1.1 connections worldwide by 2025*
Industry high diversity
Efficient monetization of 5G massive connectivity

Virtualized & Distributed
Virtual network resources
Edge computing capabilities
Core/edge experience
Monetize edge service and virtual resources

Network Slicing
Network slices for optimal experiences
Network slice as a service
BSS-level isolation between slices
Monetize network slices for various industry segments
Let’s zoom in…
Amdocs Media

Leveraging organic and inorganic investments to build unique value propositions for DSPs in the media & entertainment space

Subscriptions & payments for digital media
User Lifecycle Management Capabilities
Content Licensing, Preparation & Distribution
Experience driven design and development
Contextual engagement for marketing & care
Vindicia: The subscription people

**CashBox**
Platform for Subscription Business Success
- Go-to-market flexibility
- Sophisticated acquisition tools
- Rapid Iteration
- Data-driven insights
- 10-15% recurring revenue uplift annually
- 6-12 months ROI

**Select**
Intelligent Retention Platform
- Reduces churn and increases revenue
- Extends customer life-time value
- Uses existing billing platform
- Capture 15-30% of previously failed credit/debit card transactions

**OTT & Entertainment**
- BBC
- NBA
- Vimeo
- Telstra

**Media & Content**
- Gannett
- Texture
- The Motley Fool
- Legalzoom
- Hearst Magazines
- Allrecipes

**SaaS & Service**
- eHarmony
- Carbonite
- LifeLock
- Ancestry
- Zillow
- SiteLock
- FreedomPop
- LogMeIn
- TransUnion
Emerging offerings for a changing world

- **eSIM**
- **Connected Home**
- **eSports & Gaming**
- **Advertising**

- **Physical**
  - Profile
  - OS
  - Chip
  - Plastic

- **Digital**
  - AWS-based, SaaS Offering
  - Embedded chip + OS

- **Gamer-Grade Connectivity with 5G**
  - eSports & Gaming monetization

- **Addressable and Targeted Advertising**

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Richest, market-leading portfolio of offerings
Thank you