EXPERIENCE NOW

▪ DIGITAL DIMENSIONS ▪ DIVERSIFIED BUSINESS ▪ DATA EMPOWERED ▪ SERVICE AGILITY

Enabling Digital and Network Transformation

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The Evolution of Customer Experience

Amdocs 7

2007

- OSS
- Digital commerce
- Quad play

+ **Cramer**
+ **Qpass**
+ **DST INNOVIS**

Amdocs 7.5

2008

- Personalization
- Business processes
- Enterprise product catalog
- Unified activation

+ **Changing worlds**
+ **Jacobs Rimell**

Amdocs 8

2010/1

- Integrated policy and charging
- Retail, device care
- Low cost platforms
- Service platform
- Mobile financial services

+ **jNetX**
+ **Bridgewater**
+ **Streamezzo**

Amdocs 9.x

2013/4

- Care and commerce
- Big data platform
- Omni convergence
- Virtualization
- Proactive care
- SMB
- Multi play
- M2M
- Connected home/car

+ **Actix**
+ **Cellcite**
+ **Utiba**

Amdocs 10

2015/6

- Omni-channel
- Commerce
- Pre-packaged multi-play
- Cloud enabled
- B2B
- Entertainment
- Occasional users
- IoT
- NFV
- Data-driven
- Optima

+ **cVidya**
+ **Comverse**
+ **Pontis**
+ **Brite:bill**
+ **Vindicia**

Future

2017/8

- Design-led Thinking
- Advertising
- OTT Monetization
- Intelligence-powered: Lifetime value
- Elastic customer profile
- Cloud native
- Evolution to open source
- NFV and SDN
- Microservices360

Services 3.0

Intentional Customer Experience

Customer Experience Systems

Do more in the connected world

Unleash the power of experience

Accelerating digital transformation

Intelligence Driven

Evolving Themes

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Digital Journey to Customer Intimacy

Shorten time to value and increase elasticity for the on-demand economy

Product Catalog | Cloud | Always On

Reach new customers with new business models

YouTube | Google | Vindicia | IoT

Meet customers in their channel of choice

Facebook | Social | Website

On Device | Retail | Call Center

Intelligent personalized and contextual experiences

Elastic Customer | 360 Profile | Digital Journeys

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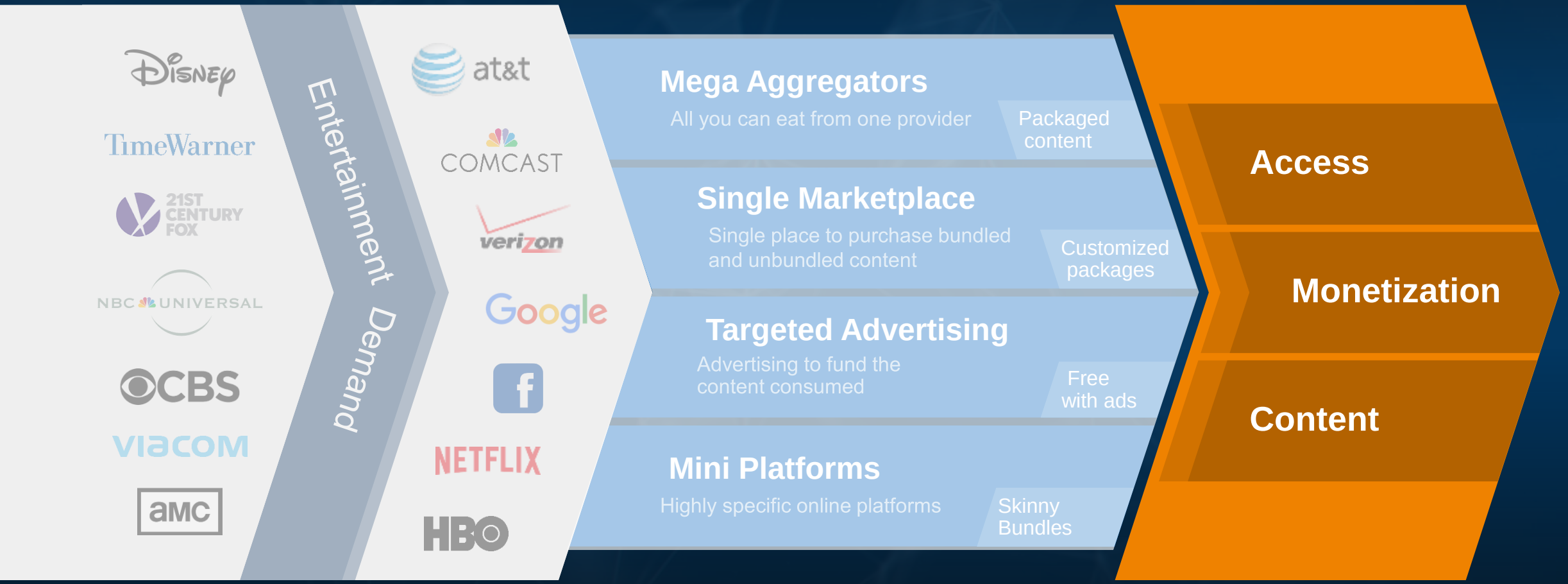
A New Genre of Media Companies are Born

The **"new normal"** of customer experience opens the door for non-traditional players



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Powering the On-Demand Economy

Who is the on-demand consumer?

Tech and internet savvy

No long-term commitments

Purchase what they want, when they want it

Acquire content from multiple sources

Communication and entertainment on-demand

What are the opportunities?

Monetizing OTT and on-demand

- Content and offers to occasional users
- Accelerate TTM with SaaS offers
- Integration with BSS for cross-bundling

Maximizing customer retention, loyalty and lifetime revenue

- Reduce passive customer churn
- Leverage data-driven pricing, promotion

Improve the customer experience

- Enhanced payment options
- Predictability in billing

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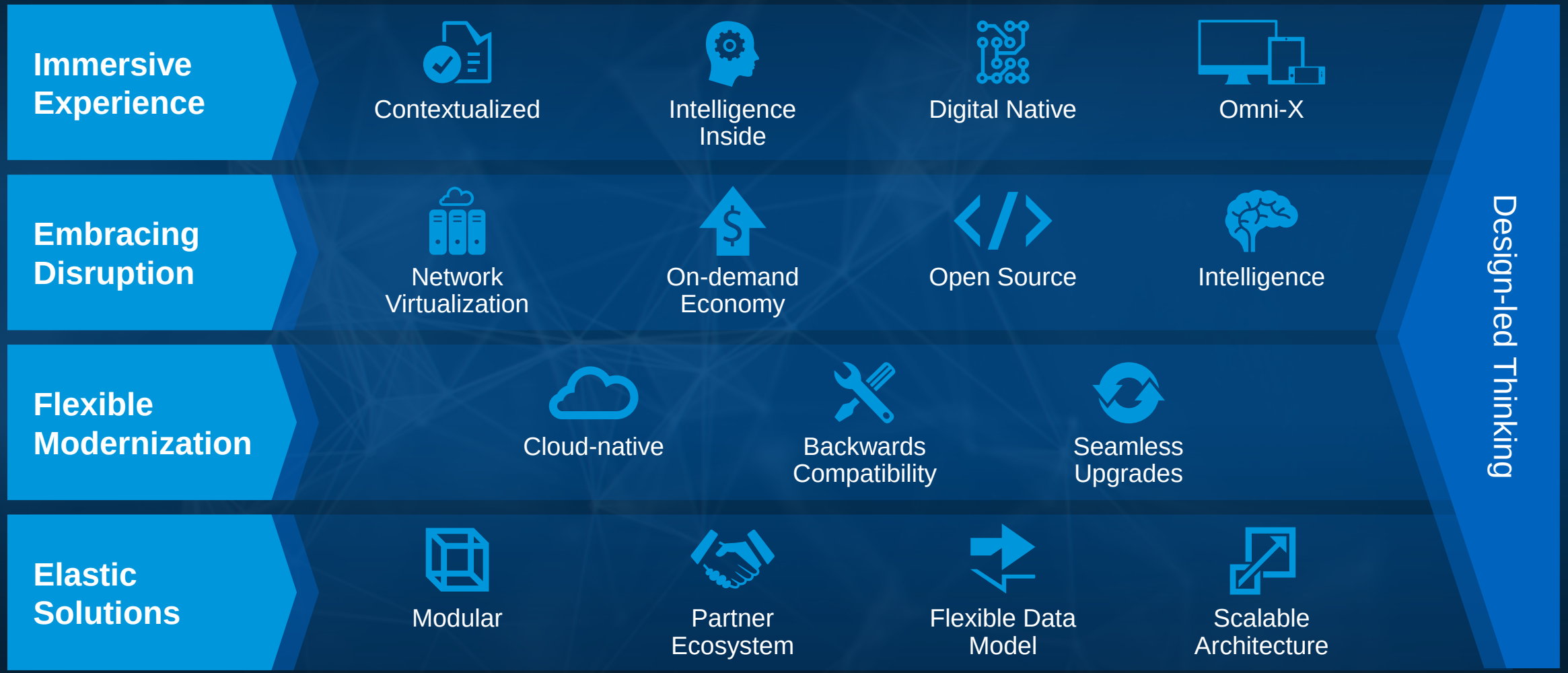
Driving Investments in Technology to Enhance Capabilities



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Proof in Execution

35%
reduction in order delivery timing

3
projects per week

40%
increase in sales order automation

50+
digital partner ecosystem

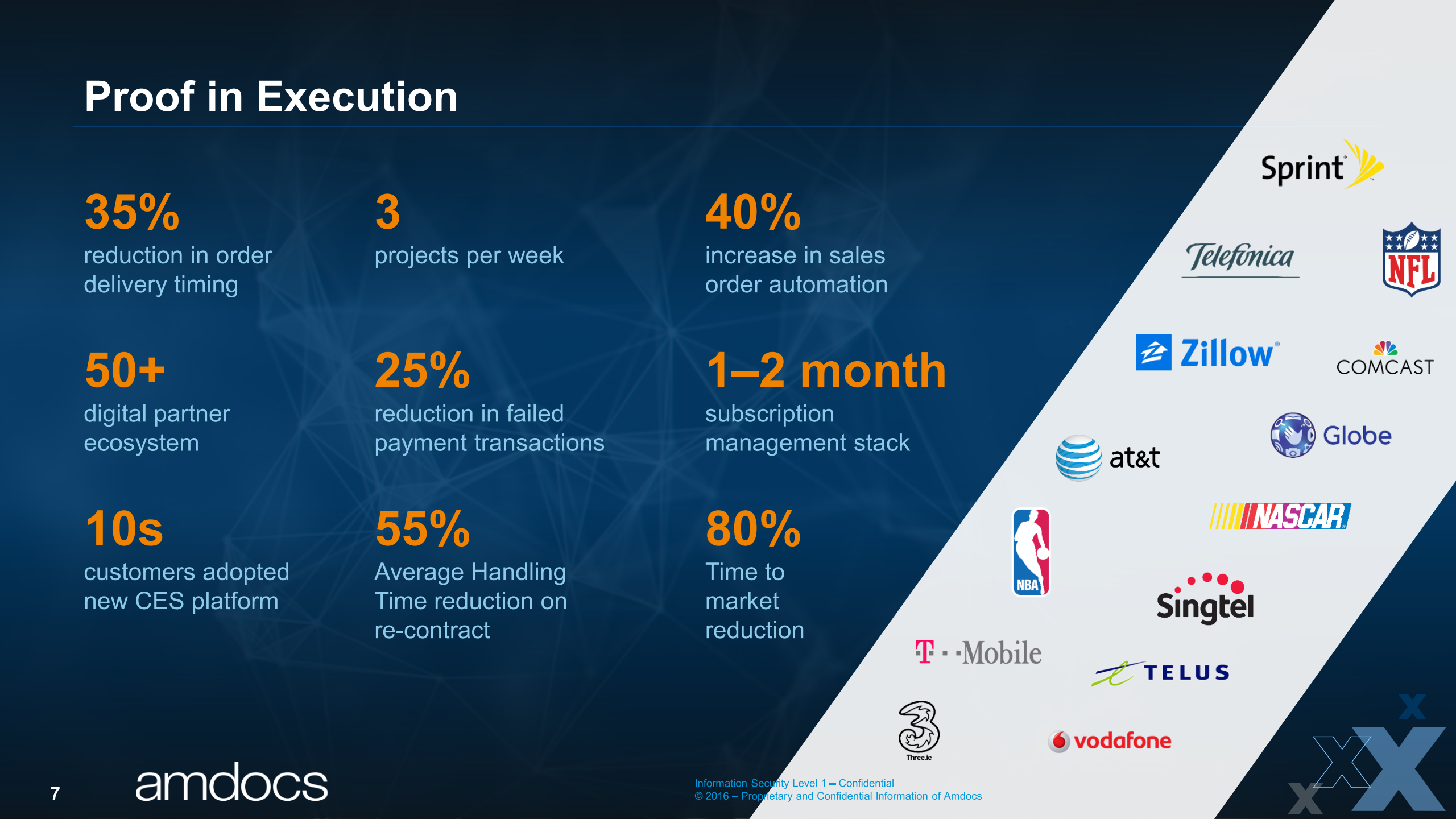
25%
reduction in failed payment transactions

1–2 month
subscription management stack

10s
customers adopted new CES platform

55%
Average Handling Time reduction on re-contract

80%
Time to market reduction



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Tangible Technology Snapshot

Superior Customer Experiences

Leveraging Artificial Intelligence to optimize customer interactions

On-Demand OTT Engagement

Dynamic services and pricing to meet the needs of today's consumer

Sales Quote Order (SQO)

Revolutionizing the Enterprise//B2B space

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Superior Customer Experiences

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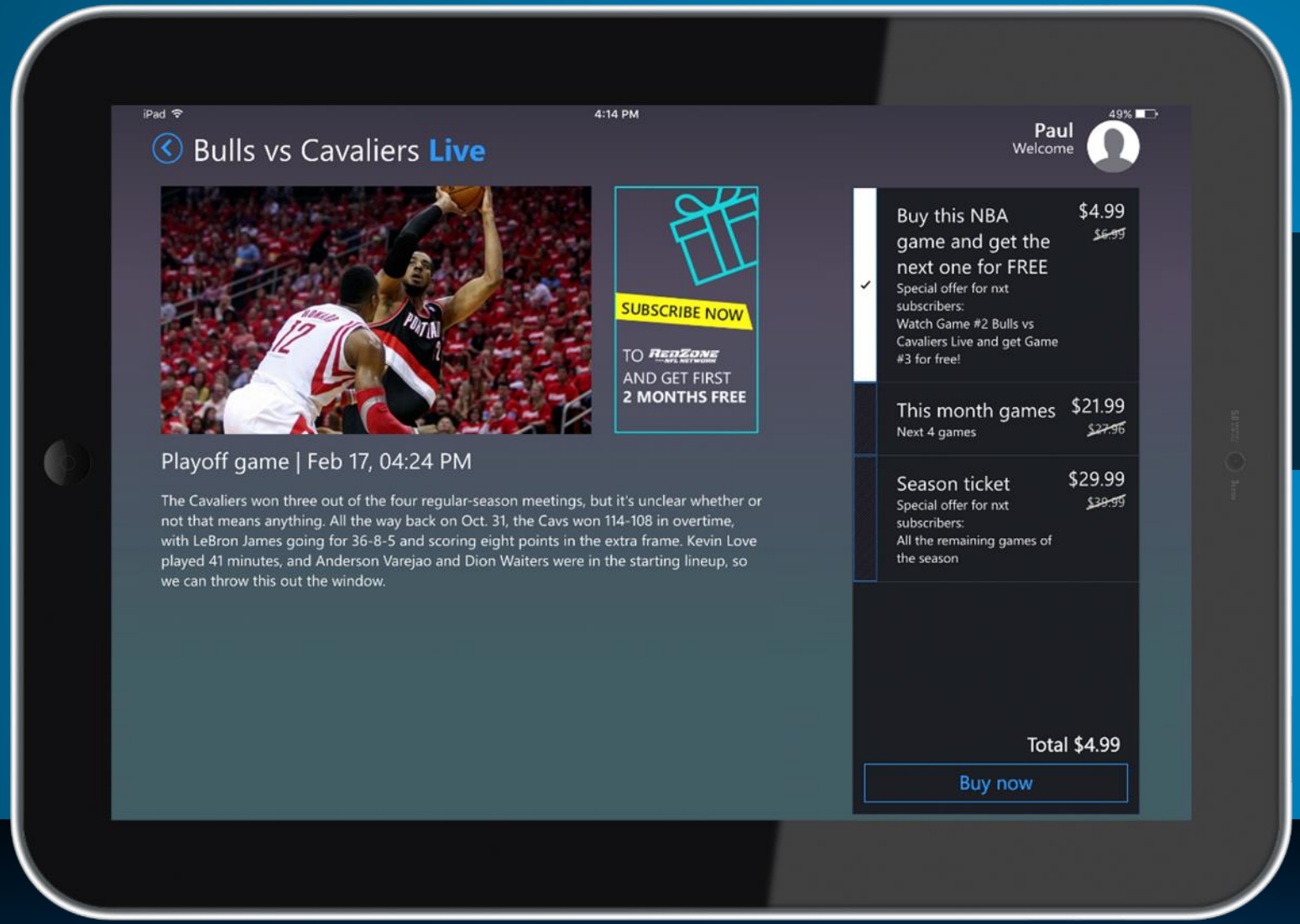

On-Demand OTT Engagement

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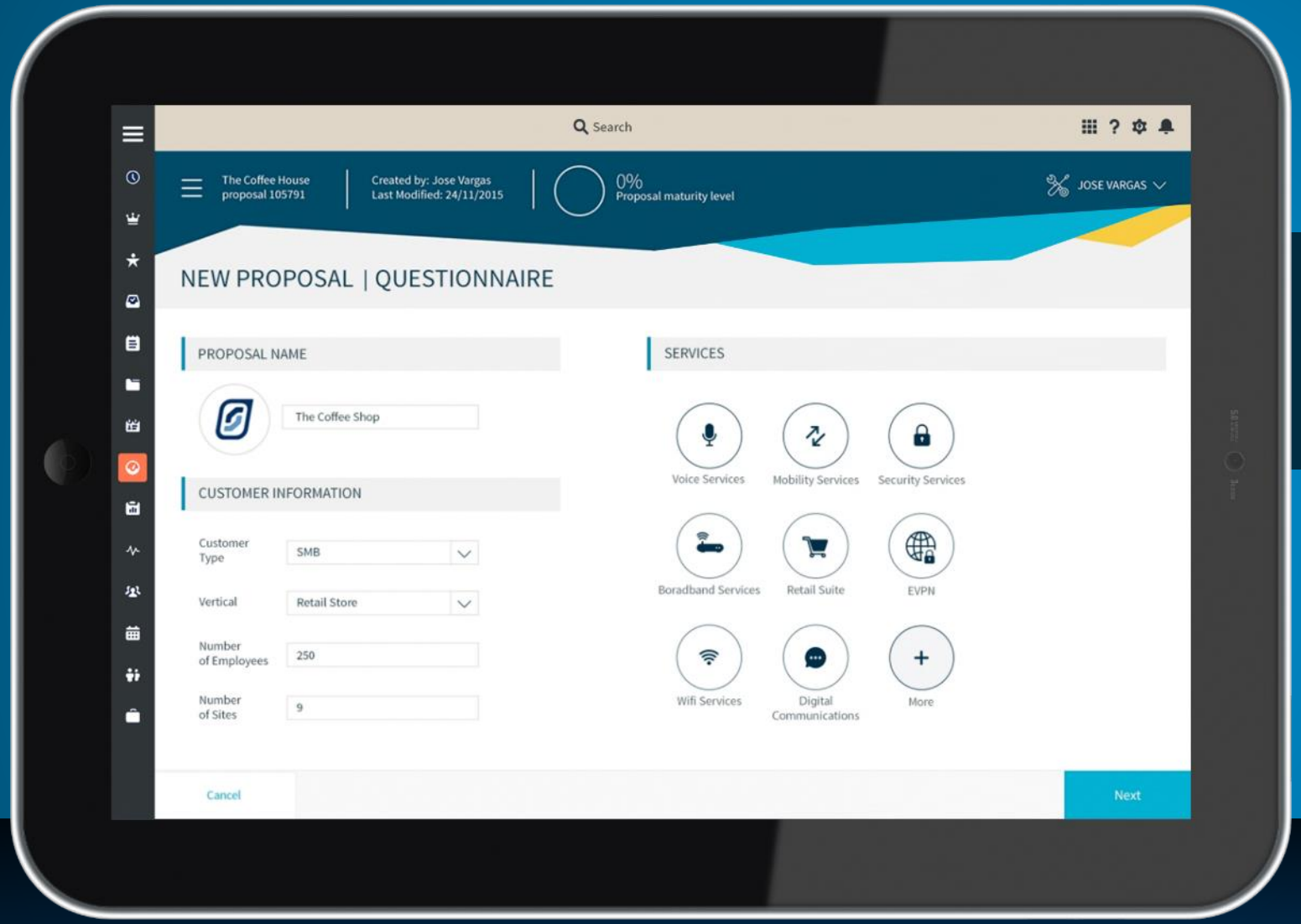
Sales Quote Order (SQO)



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Summary

Future proof technology platforms

Digitally Native and Intelligence driven

Industry expertise combined with accelerating innovation

Focused, Accountable delivery

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Thank You

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