

AMDOCS > CUSTOMER EXPERIENCE SYSTEMS INNOVATION



AMDOCS COMPACT CONVERGENCE

A COMPLETE NETWORK-CONNECTED SOLUTION:
SERVICE DELIVERY AND CONTROL,
CONVERGENT REAL-TIME CHARGING,
BUSINESS AND CUSTOMER SUPPORT

amdocs



FAST TIME-TO-MARKET, REVENUE AND GROWTH

THE MARKET IS CHANGING FAST AND SERVICE PROVIDERS NEED TO BE EQUIPPED WITH THE RIGHT TOOLS TO DELIVER VALUABLE, INNOVATIVE AND RELEVANT NETWORK-CONNECTED SERVICES TO CUSTOMERS IN A COST-EFFECTIVE MANNER. THEY NEED TO BE ABLE TO ACCEPT ANY PAYMENT METHOD AND CHARGE FOR THESE NEW CONVERGED SERVICES IN REAL-TIME.

BUSINESS IS NOW ABOUT CAPTURING NEW CUSTOMER SEGMENTS, CONQUERING NEW MARKETS AND SERVING NEW TYPES OF USERS. AS A COMMUNICATION SERVICE PROVIDER, WHETHER NEW OR ESTABLISHED, YOU NEED TO CRAFT CREATIVE BUSINESS MODELS FOR NEW SERVICES WITH PRICING PLANS THAT WILL ATTRACT CUSTOMERS. YOU HAVE TO OFFER HIGH-DEMAND, VALUE-ADDED SERVICES AND BUILD THE NETWORK-CONNECTED SERVICE DELIVERY AND CHARGING INFRASTRUCTURE TO LAUNCH, MANAGE AND CAPTURE REVENUE.

AND YOU NEED TO DO IT FAST, FLEXIBLY AND AFFORDABLY.

“WITH AMDOCS COMPACT CONVERGENCE SUITE, WE CAN ENABLE NEW SERVICE INNOVATION, ATTRACT NEW CUSTOMERS AND PROVIDE A CONSISTENT AND SUPERIOR CUSTOMER EXPERIENCE — ALL WHILE MEETING OUR OPERATIONAL COST CONSTRAINTS.”

ROY BEN-YAMI, PRINCIPAL OF CELLCOM

FULLY INTEGRATED, FLEXIBLE AND AFFORDABLE – A COMPLETE PACKAGE

As markets continue to evolve, the need for flexibility in service delivery, convergent charging, and other essential functions, is evident.

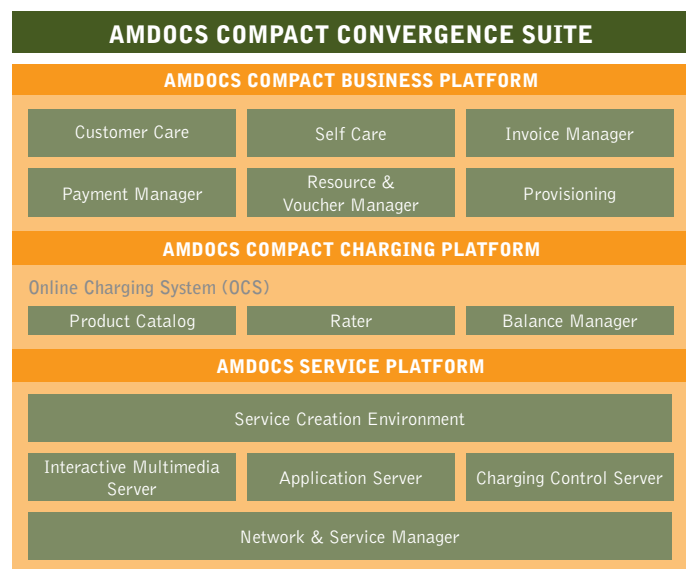
That’s why Amdocs offers a flexible, affordable and complete solution: Amdocs Compact Convergence Suite. It’s a collection of modular, fully integrated products that span all functional requirements of service creation, delivery, control, real-time charging/billing, and customer and business support. The suite streamlines and simplifies the complexities of your business and reduces the time and cost required to launch, charge for, and manage new services and support customers.

SERVICE PLATFORM

Amdocs Service Platform, a module within Amdocs Compact Convergence Suite, addresses the most important challenges you face right now: bringing new services to market faster and more cost-effectively than ever, creating new revenue streams from markets you’ve never served before, and increasing your market share and customer satisfaction. Now, customers will be more attracted to your service offerings and more easily acquired. They will be more likely to stay and deliver revenue and value to your business over time. And in today’s highly competitive and cost-conscious environment, fast time to market for new services and low total cost of ownership are critical.

To maintain architectural coherence within the service platform, Amdocs Compact Convergence Suite includes a Service Logic Execution Environment (SLEE) in its core. This environment translates network events and messages into one unified language that the platform can understand. The platform uses the SLEE to execute any service function and easily intertwine different and disparate services and protocols. The whole concept makes the platform simple to integrate and operate.

Amdocs Service Platform uses a uniquely flexible, powerful and easy-to-use Service Creation Environment (SCE). This empowers you to rapidly create and modify service scripts that run all services over the SLEE, which helps minimize complexity and enhance flexibility. Through the Service Creation Environment, Amdocs offers a unique graphical design tool on top of the underlying service execution platform giving you unlimited service creation and delivery capabilities – as far as your imagination can take you!





CHARGING PLATFORM

Amdocs Compact Charging platform supports convergent services definition, rating and charging for any type of service (including voice, messaging, data and value-added services) and method of payment. The platform is a truly convergent prepaid/postpaid solution, enabling you to charge for new services quickly and cost-effectively. It gives you the flexibility to create attractive pricing plans for a real competitive advantage.

The platform uses an integrated Product Catalog, a unified Rating Engine, and a real-time Balance Manager. Amdocs Compact Charging platform supports your business – irrespective of the type of operator you are: wireless, MVNE/O, broadband, growing WiMAX operation, or other innovator.

Amdocs enables you to manage all your charging needs, scalable to millions of subscribers in a centralized or distributed manner. We support both approaches for scalability. You can easily define the services for which to bill and quickly determine which parameters are used to bill each one. The unified Rater and Balance Manager raise the bar for tariff scheme possibilities by providing a virtually limitless mechanism for convergent, real-time charging. Our Advanced Rating Logic Engine supports all types of bonus programs as well as all necessary end-of-cycle adjustments to support volume/usage bonuses, for any service: voice, data, and SMS. It offers a wide variety of rating options including multi-step tariffs, volume discounts, data Quality of Service, loyalty programs, full multi-wallet support and more.

BUSINESS PLATFORM

Amdocs Compact Business Platform, another key component of Amdocs Compact Convergence Suite, is a single platform that sits at the heart of your business, creating synergy between marketing and IT so that your IT team can follow an idea from the marketing department's drawing board all the way to implementation. They can facilitate its promotion, follow its progress in the market and by using structured reporting

capabilities, fine tune it according to their needs. Information about what is happening in the network at all times is available through constant updates. This is the concept of end-to-end business cycle management, which gives you total independence from the platform vendor and is a key benefit of Amdocs Service Creation Environment.

The main goal of Amdocs Compact Business Platform is to implement business processes in a cost-effective manner. Our approach for building this platform and its implementation tools has been guided by your business process needs: Amdocs understands the cross-functional nature of your business processes and how important it is to run them as cost-effectively as possible. In order to satisfy a wider breadth of subscribers and subscriber segments, you need to adapt, localize and customize your business processes internally and externally.

To support this, Amdocs Compact Business Platform contains a unique and powerful workflow engine built into its business application environment. This is key to a cost-effective implementation. The workflow engine operates in conjunction with Amdocs Webflow, making the product intuitive and easy to operate for engineers or non-engineers alike via an intelligent graphical user interface (GUI).

In short, through the Service Creation Environment, Amdocs offers a unique graphical design tool on top of the underlying service execution platform, giving you unlimited service creation capabilities.

Amdocs Service Creation Environment includes a GUI-based workflow engine that makes it easy for you to create provisioning and other CRM scripts that support all aspects of customer service for postpaid subscribers. This can be used with a customer care 'self-care' module that enables subscribers to quickly register for services or modify service options.

AMDOCS COMPACT CONVERGENCE SUITE SUPPORTS FULL CONVERGENCE:

- > ANY NETWORK/PROTOCOL (GSM, CDMA, WIMAX, IMS)
- > ANY SERVICE
- > ANY PAYMENT METHOD (PREPAID/ POSTPAID, VOUCHERS, MONEY TRANSFER)

VALUE-ADDED SERVICES

Value-added services are revenue-generating, loyalty-building, and known to be highly-effective 'churn fighters.' Amdocs Service Platform is the single solution you need to quickly and cost-effectively launch them. This uniquely comprehensive and flexible service delivery platform makes it easier and faster for you to create innovative new services as well as making it more affordable to provision, design and manage them. Amdocs Service Platform includes dozens of pre-built value-added services ready to introduce with the click of a mouse. Whether you plan to launch Ringback Tones, notify subscribers of missed calls, create new blended services or deal with service change requests – Amdocs Service Platform enables you to do it quickly and easily!

You can also redesign and reconfigure value-added services as they follow market trends. Matching them with new market segments is as simple as selecting the appropriate option and clicking!

Your investment is truly protected by Amdocs Compact Convergence Suite as it provides you with a single value-added services launch pad – including our most popular services: Ringback Tones, Information Services Centre, Call Back, Missed Calls Notification, Fun Greetings, Virtual PBX and Conference Calling are just some examples of what we offer. You can start with a single service and add others as required.

All services run on the same platform using the same resources, which means there is no need to allocate parts of the platform or add hardware (except for capacity reasons). Amdocs Compact Convergence Suite supplies all you need in a single turnkey environment; all front-end network interfacing modules, application servers, media servers, database and management tools required to operate the service platform successfully.

AMDOCS COMPACT CONVERGENCE SUITE

- > Flexible and innovative ways to market new value-added services.
- > Ability to introduce new products and services to subscribers rapidly and cost-effectively.
- > Providing packaged real-time, network connected solutions.

SUMMARY

- > Fast Time to Market.
- > Future-Proof Growth Platform.
- > Powerful & Flexible Service Creation Environment (SCE).
- > Network-Connected Convergent, Real-Time Charging.
- > Modular, Fully Integrated & Complete/Turnkey.

ABOUT AMDOCS NETWORK BUSINESS UNIT:

The Amdocs Network Business Unit offers network-connected service delivery solutions specifically addressing the requirements and cost constraints of service providers worldwide. These solutions deploy quickly and enable operators to rapidly create, deliver and manage for innovative new services profitably, and with unmatched operational flexibility for true competitive advantage. For more information, visit www.amdocs-network.com

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, service and expertise to help its customers execute their strategies and achieve service, operational and financial excellence. A global company with revenue of \$2.84 billion in fiscal 2007, Amdocs has more than 16,000 employees and serves customers in more than 50 countries around the world. For more information, visit Amdocs at www.amdocs.com.

Amdocs has offices, development and support centers worldwide, including sites in:

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UNITED STATES

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AUSTRALIA

CHINA

INDIA

JAPAN

THAILAND

EUROPE, MIDDLE EAST & AFRICA:

CYPRUS

CZECH REPUBLIC

FRANCE

GERMANY

HUNGARY

IRELAND

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