



AMDOCS OPEN INNOVATION

The Amdocs Open Innovation program works with partners to bring innovative solutions directly to your doorstep, making it easy for you to offer leading and exciting services to your subscribers. We combine new products and technologies from our partners to provide you with a comprehensive portfolio of solutions that support the increasingly connected lifestyle of your customers. These solutions enable you to monetize new opportunities across the various interaction channels.

AMDOCS

Open Innovation

If you are looking for innovative and exciting new solutions, Amdocs can work with you to identify, initiate and implement leading-edge solutions that meet your needs. The following solutions and products are samples from our large and ever-growing portfolio of offerings.

SOLUTIONS:

> Real Time 1:1 Marketing Delivery Platform

Provides a marketing toolbox for planning, analyzing, executing and managing personalized and contextual marketing activities in real time, including the automatic execution and fulfillment of those activities

> Social Network Analytics Based Marketing

Allows you to improve the effectiveness of marketing activities by leveraging subscribers' social relationships and using that data for personalized campaigns

> Mobile Money Hub

Enables you to offer your customers a range of leading mobile money services, including low-denomination, high-frequency money transfers, commerce payments and other payment and banking processes

> Face-to-Face Customer Experience Optimization

Tailors the experience of visiting walk-in centers to the individual customer and enables using this experience as a platform for targeted multi-channel messaging and advertising

> Ongoing Customer Engagement & Feedback

Allows you to capture the customer's instant feedback at the point of experience and take immediate action to improve the experience or leverage it

> Customer Experience Insight

Analyzes subscriber experience and behavior from multiple touch points in near real time to identify sales opportunities, issues and actions and enable an immediate response

AMDOCS

Open Innovation

PRODUCTS:

> **Real-Time Customer Interaction Management**

Enables you to achieve efficient results during customer interactions by adapting and responding in real time to changing business circumstances

> **Video Broadcasting**

Allows you to quickly deploy mobile video communications services that enable sharing of live video with other mobile phone and web users through real-time broadcasting technology

> **Social Network Aggregation**

Enables real-time communication with multiple social communities from one user interface, and enhances the mobile address book to enable calls to social network friends

> **Mobile Social Mapping**

Displays locations of user's friends along with their presence status on maps or lists and can notify users when friends are within a certain distance

> **Automated Remote Validation & Testing**

Provides a virtual hosted handset service with testing, monitoring, support and marketing services, ensuring that all mobile handsets, applications and content work over all networks

> **In-Video Advertising**

Enables the creation of in-video advertising space naturally engaging the consumer because it is seamlessly integrated with video content

> **High-End Gaming on Set-Top Boxes**

Brings console gaming and virtual worlds experience to set-top boxes over video on-demand systems, enabling off-the-shelf video games over cable while maintaining a console experience

> **Personalized Video Experience**

Provides a video enrichment framework with a collection of additions for web players to enrich the video experience with contextual overlays of information, advertisements and voice options