

Amdocs

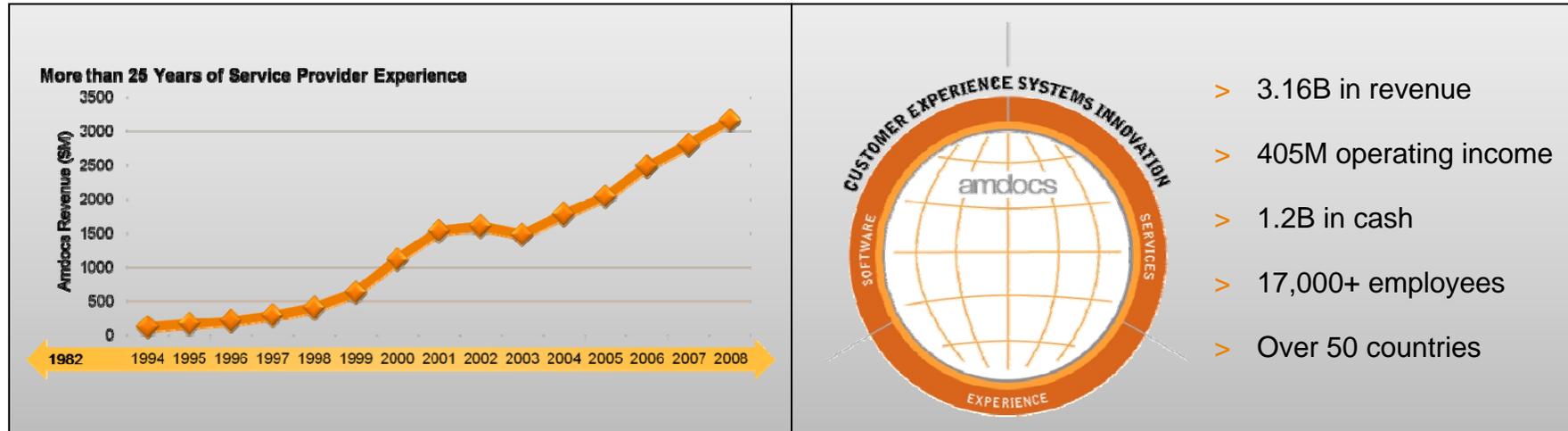
The Leader in Enabling Service Provider Success



Outline

- > Amdocs: The Market Leader
- > Market Situation: Perfect Storm
- > Resulting Service Provider Goals
- > Amdocs CES Approach:
 - > Vision + Products + Services + Expertise
 - > Business model and DNA that is all about **your** success
 - > Powerful new assets to help monetize digital lifestyle
 - > Affordable solutions that are right for the times

Amdocs Leadership



Amdocs is #1

Gartner Revenue and Market Share of Top 50 TOMS Vendors, Worldwide, 2006-2007

	Rank 2007	Revenue (\$M) 2006	Revenue (\$M) 2007
	1	2,201	2,552

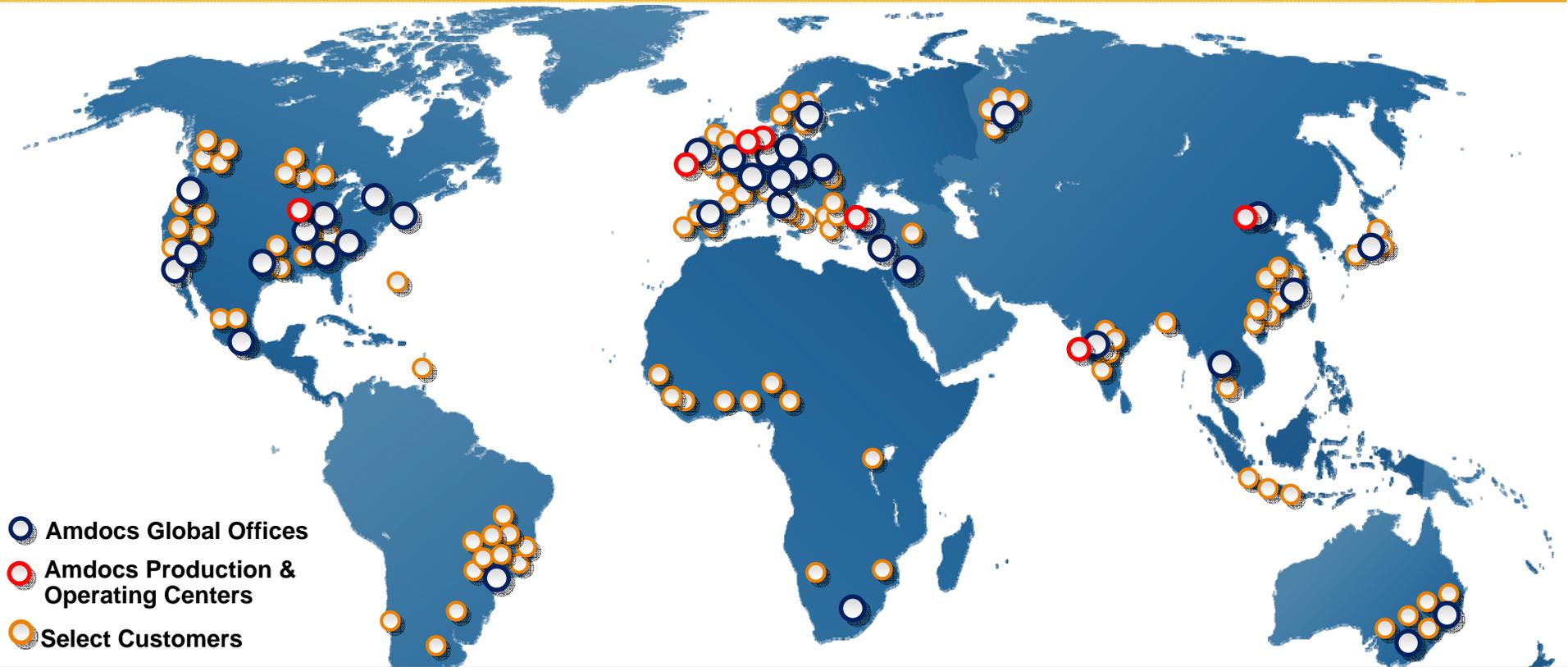
Revenue and Market Share of Top 50 TOMS Vendors, Worldwide, 2006-2007

Gartner: TOMS Market share Report, May 30, 2008

Amdocs supports more than 1.3 billion experiences each day and services nearly 90% of the service providers on Fortune Magazine's Global 500

Amdocs Leadership

Local Support, Global Reach, Proven Customer Success



amdocs

“Unlike most large solution providers in the space, **Amdocs is singularly focused on helping service providers succeed...**

“Amdocs’ **closed-loop business model** enables it to accept much greater **accountability...**

...Amdocs can boast credibly of a **95% success record** in delivering on time, on budget, and with the highest level of quality **in an industry marked by failure rates up to 40% or higher...**

... At the same time, Amdocs has an enviable record as an **industry innovator and leader**, consistently winning praise, awards, and top rankings ...for its new products, services, capabilities, and results.”

Solutions Insights, 2009

The “Perfect Storm” is Shaping the Digital Lifestyle Value Chain

Economic Crisis

- > Urgent cost reductions
- > Accelerating pace of change
- > Revenue replacement

Digital Lifestyle

- > Ubiquitous broadband access
- > New devices; n-screens
- > Personalized experiences

The Digital Lifestyle Value Chain

CIO/CTO Dilemma

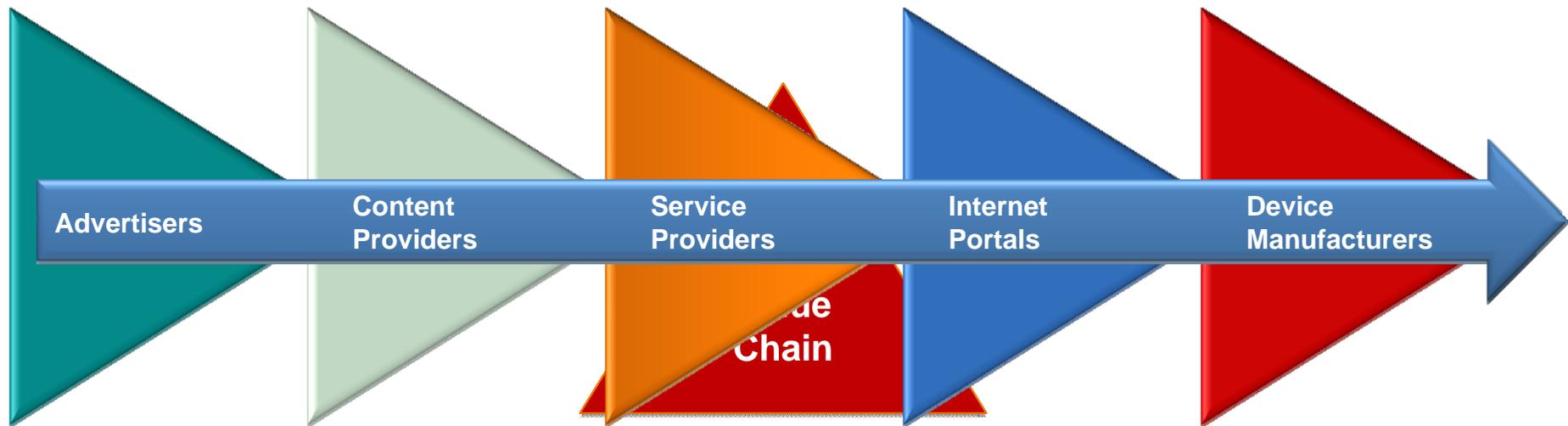
- > Burden of legacy
- > Do more for less; now
- > 40% IT project failure rate

New Competition

- > Intense price pressure
- > Complex, evolving value-chain
- > Battle for share of mind & wallet

The Digital Lifestyle

Who Will Get the Biggest Share of the Pie?



Coca-Cola®

Disney

BT

Google

NOKIA
Connecting People

H&M

CNN

ROGERS™

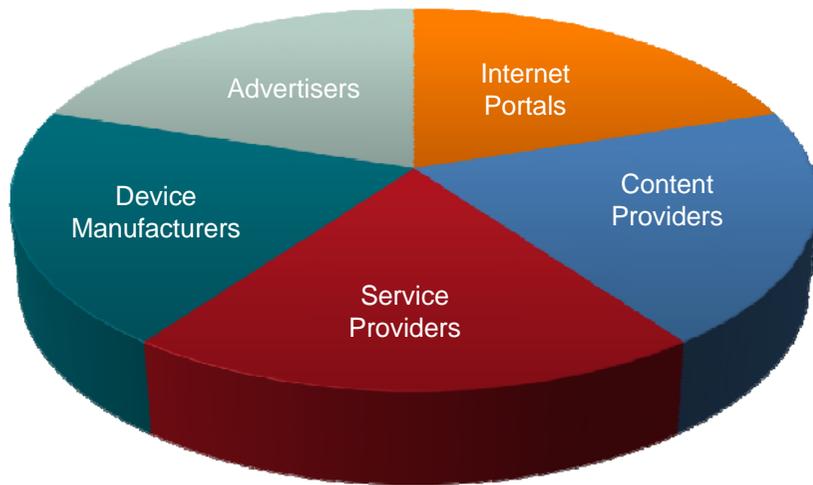
YouTube
Broadcast Yourself™

SONY



Digital Lifestyle Value-Chain

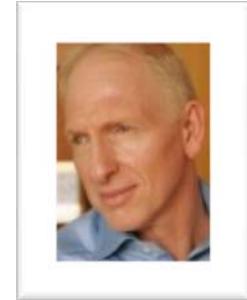
Who Will Get the Biggest Share of the Pie?



Service Provider Assets

Customer Information
Networks
Location
Billing & Payments
Customer Care
Quality of Service
Reliable & Scalable Operations

“The players that will command the greatest share of that pie are those that can create and capture the greatest value. The battle will be for who can provide a superior, highly personalized customer experience and then efficiently monetize that experience across any touch-point, network or device...Service providers have the unique assets to be that player and we are committed to helping.”



– Dov Baharav,
President & CEO, Amdocs

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Resulting Service Provider Goals

Reduce Costs

- > Reduce costs quickly
- > Gain agility and speed
- > ROI-driven phases

Growth & Monetization

- > Package, bundle, & blend
- > Personalize all touch-points
- > Long-tail collaboration

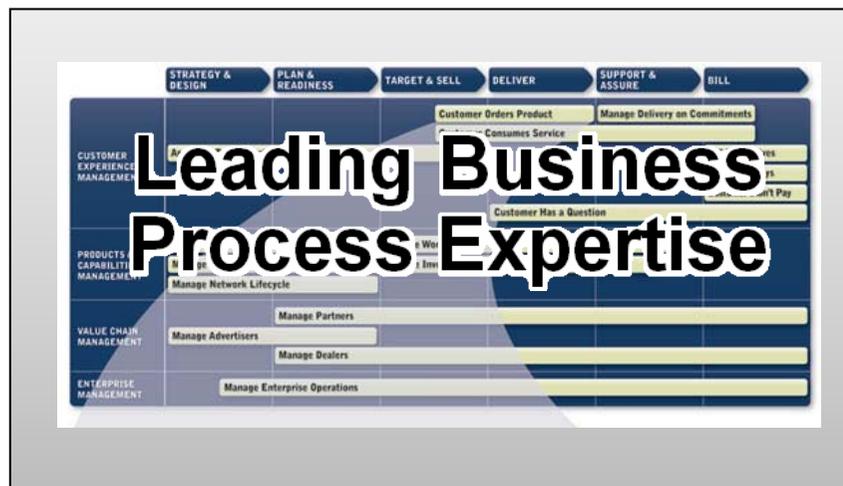
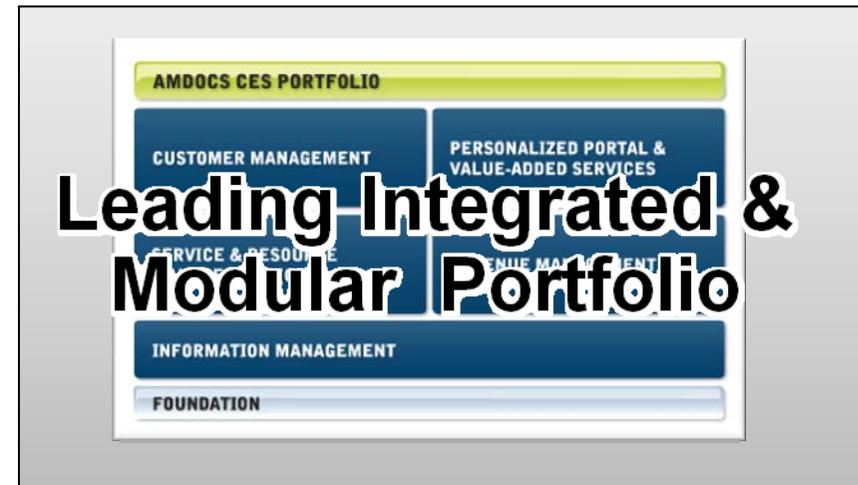
Assure Success

- > Optimize legacy operations
- > Align business-IT-vendors
- > Partner for project success

Customer Experience

- > Lasting differentiation
- > Monetize unique SP assets
- > Engineer customer experience

Amdocs Customer Experience Systems (CES) Approach

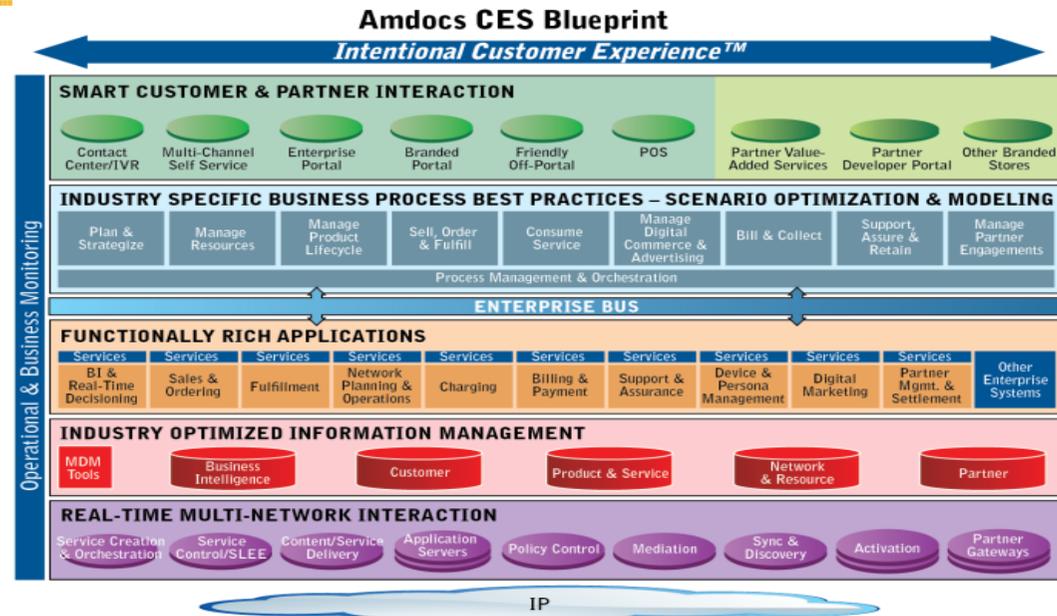


Amdocs CES

The Leading Vision & Blueprint for Success

> CES Vision & Blueprint

- > Business & technology vision for the successful service provider
- > Customer experience & business process driven
- > Holistic – spanning customer, service, network, and partner domains; BSS, OSS, and SDP
- > Standards-based & vendor agnostic



Assure Success through comprehensive vision & blueprint

... safety phrase. It is a signal to the market that Amdocs recognizes the

Better Customer Experiences through holistic approach

Stratecast Partners *A Division of* FROST & SULLIVAN

Cost Reduction through standards based approach

Amdocs CES

The Leading Integrated & Modular Portfolio

- > **#1 Product Portfolio:**
 - > First & only integrated end-to-end customer experience systems portfolio (spanning BSS, OSS, & SDP)
 - > The OSS, BSS, & Digital Lifestyle market share leader according to analysts
 - > Modular, modern, standards-based, flexible, & affordable
 - > More than 30 service providers have selected CES since January 2008



Better Customer Experiences through defined business processes

CES 7.0 marks a move in the right strategic

Growth & Monetization through Digital Lifestyle assets

Cost Reduction through pre-integration, modular, fast TTM offerings

Amdocs CES

The Leading Integrated & Modular Portfolio

- > **Product Portfolio Highlights:**
 - > **CES Packs**
 - > Up to 60% cost reduction and 85% of requirements
 - > **Integration Leadership Without Vendor Lock-in**
 - > 4th generation, pre-integrated suite
 - > Open IT stack
 - > **Unified High-Performance UI Technology**
 - > Smart Client up to 50 % costs & performance improvement
 - > **Unified SOA Foundation**
 - > EPC >30% improved product lifecycle efficiency
 - > Cut time-to-market to just days
 - > **Turbo Charging**
 - > Reduce hardware and software costs by up to 70%
 - > **Amdocs Interactive**
 - > \$4B in mobile commerce;
 - > 300 M mobile portal subs across 45 SPs
 - > Plus: Apps store, partner collaboration, self-service, web portals, search, and personalization

The image shows a rounded rectangular box with an orange background. At the top, there are logos for T-Mobile and alestra. Below the logos, there is a list of bullet points in white text on an orange background. At the bottom, there are logos for BT and effortel.

..T..Mobile..

alestra
Con AT&T conecta el hoy con el mañana

- CRM saved >30% first year, reduced support staff by 70%, handling time reduced 5 minutes
- Enterprise Product Catalog reduced time-to-market by 30% measured by configuration time in systems
- Compact Convergence ready to help Effortel run 20 MVNOs in 30 countries with less than 10 IT resources
- OSS provided 50% reduction in service design & fault analysis time

BT

..effortel..
take your brand mobile

Amdocs CES

Results-Driven Business Value Services

> **The Leading Global Services Portfolio:**

- > Fully accountable for your success
- > Full service SI specializing in Amdocs products with largest BSS-OSS practice
- > Leading business & technical consulting provider for the BSS-OSS domain
- > The leading provider of outsourcing solutions for BSS-OSS

AMDOCS SERVICE OFFERINGS

BUSINESS & TECHNICAL CONSULTING

PRODUCT SUPPORT SERVICES

SYSTEMS INTEGRATION

STRATEGIC SOURCING

Assure Success through closed-loop products and services

in-class products, strong professional

Cost Reduction through best practices and managed services

Assure Success through leading project governance & methodologies

Amdocs CES

Results-Driven Business Value Services

- > **Service Portfolio Highlights:**
 - > **Accountable with Unparalleled 25-Year Track Record**
 - > Over 2,500 projects
 - > Average 95% success rate delivering milestones - on time, budget, & with high quality
 - > **Industry and Domain Focused**
 - > Over 17,000 CES professionals
 - > Closed-loop between SI and R&D for better products & lower risk
 - > **Global Sourcing**
 - > More than 50 countries
 - > **Powerful Methodologies**
 - > 10%-50% better in cost and time via a cutting edge approach
 - > Based on why complex projects fail - extensive industry research
 - > **Benefits Realization**
 - > Demonstrate ROI, tracking of KPI's before /after project
 - > Proves success and improves operations over time



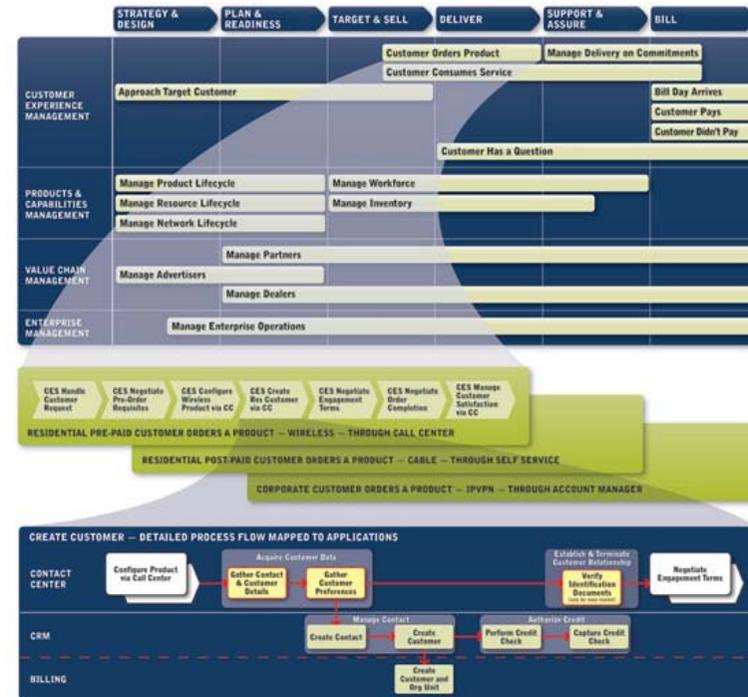
- Managed services reduced OPEX <30-40%, improved billing accuracy 99.95%, provided day 1 cost savings of <15-20%
- XL and Amdocs migrated over 28 million active subs in just 8 weeks with no service interruption
- 99% of subs are pre-paid and handled in a real-time environment
- Amdocs consolidated systems across 7 regions onto a single platform



Amdocs CES

The Leading Business Process Expertise

- > **Powerful Benefits Accelerator:**
 - > *Amdocs Scenario Optimization Modeling (ASOM)* industry knowledge repository maps customer experiences down 5 levels to granular software assets
 - > Consistent with industry standards
 - > Starting point for any project – greatly improving the requirements process, reducing customization, lowering risk & uncertainty
 - > Underpins and links Amdocs R&D and Services in the field



Assure Success through 200+ proven, pre-defined business processes

customer centric processes for telecom

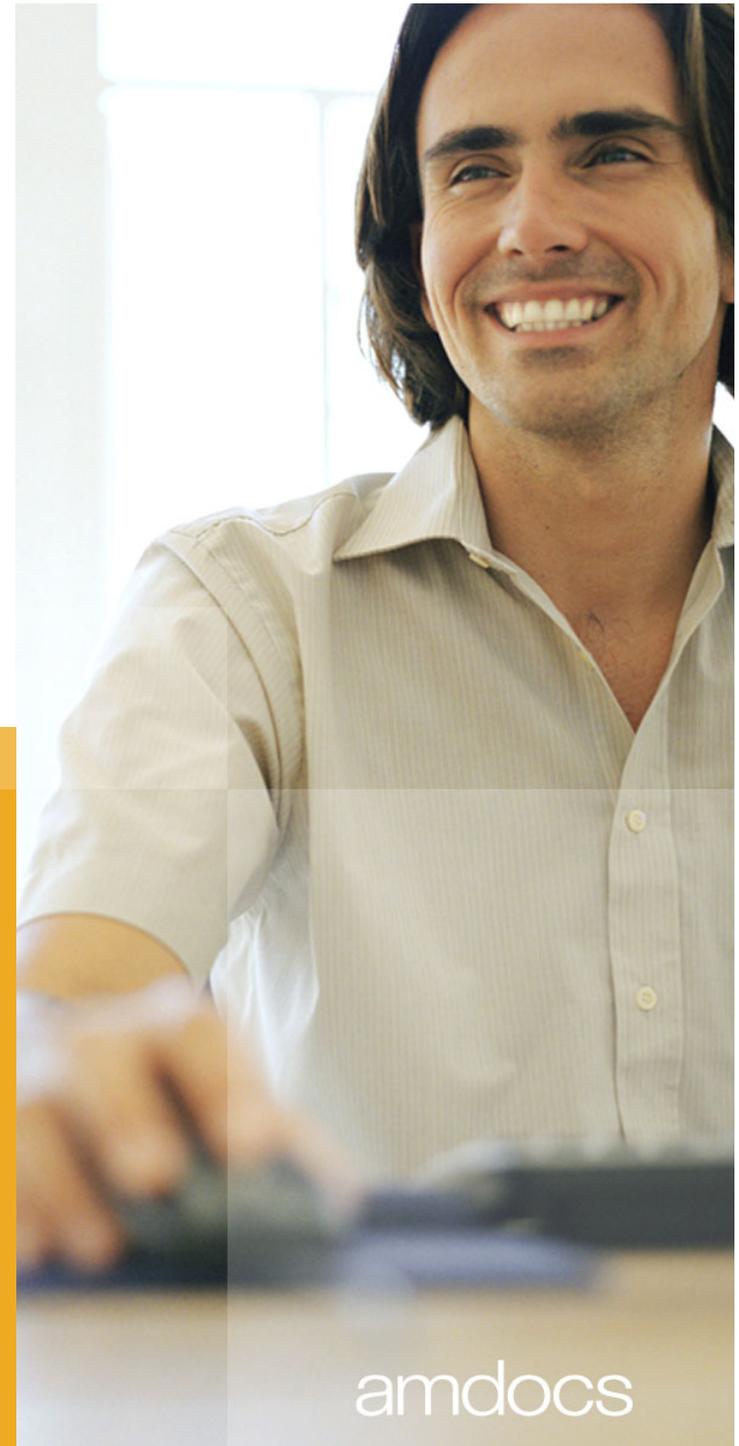
Better Experiences as processes connect the software to the experience

Cost Reduction through best practices & deep methodologies

Summary

- > Amdocs is the clear market leader
- > Vision + Products + Services + Expertise
- > Business model and DNA that is all about ***your*** success
- > Powerful new assets to help monetize digital lifestyle
- > Affordable solutions that are right for the times

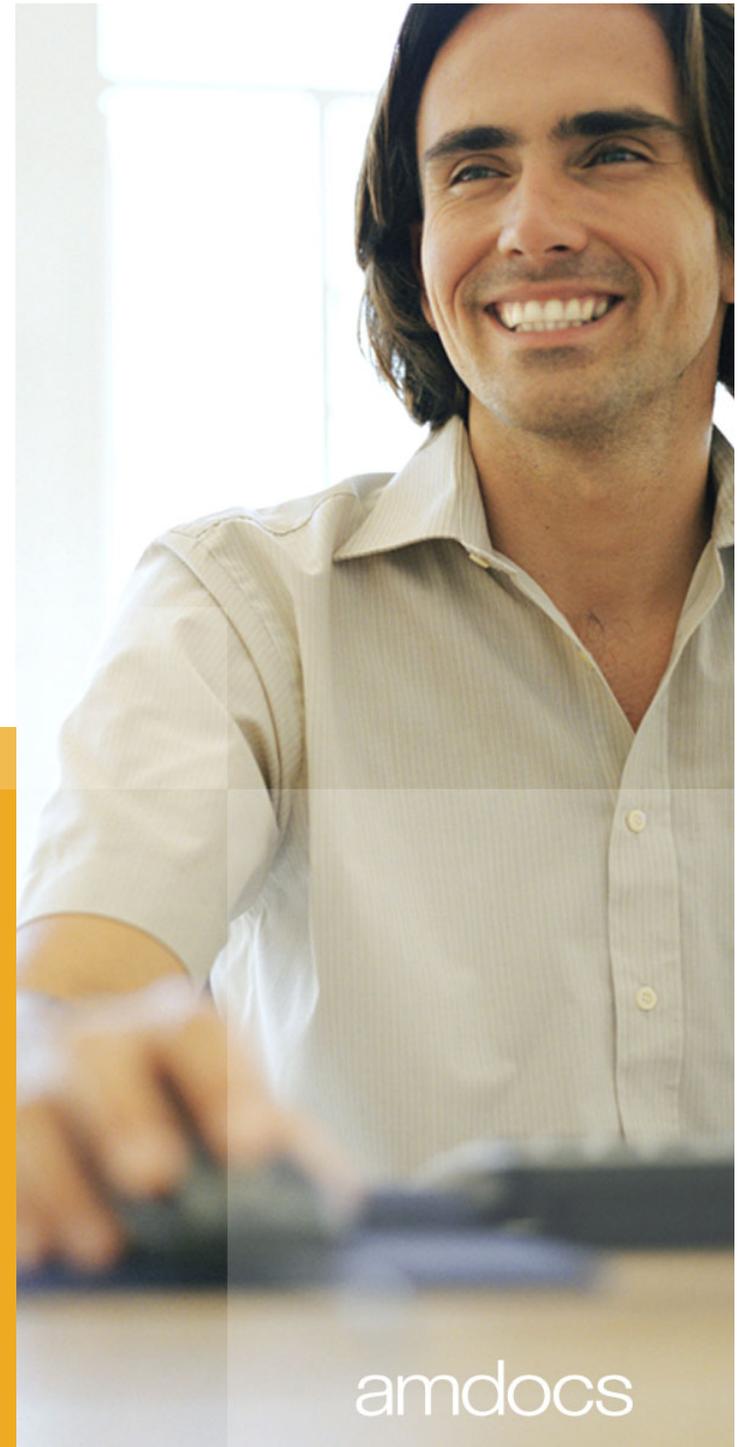
THANK YOU



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Additional History & Leadership Slides

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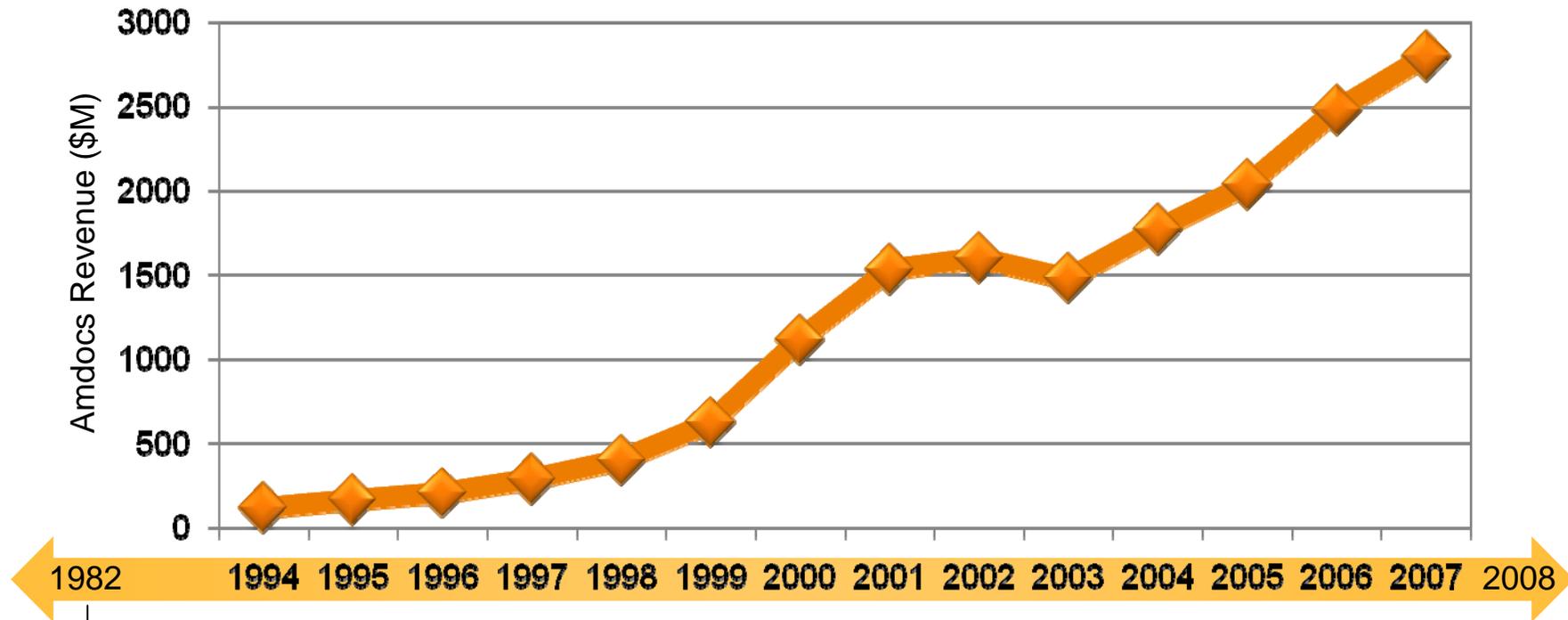


Amdocs History

Highly-focused Successful Business Strategy



More than 25 Years of Service Provider Experience



1982

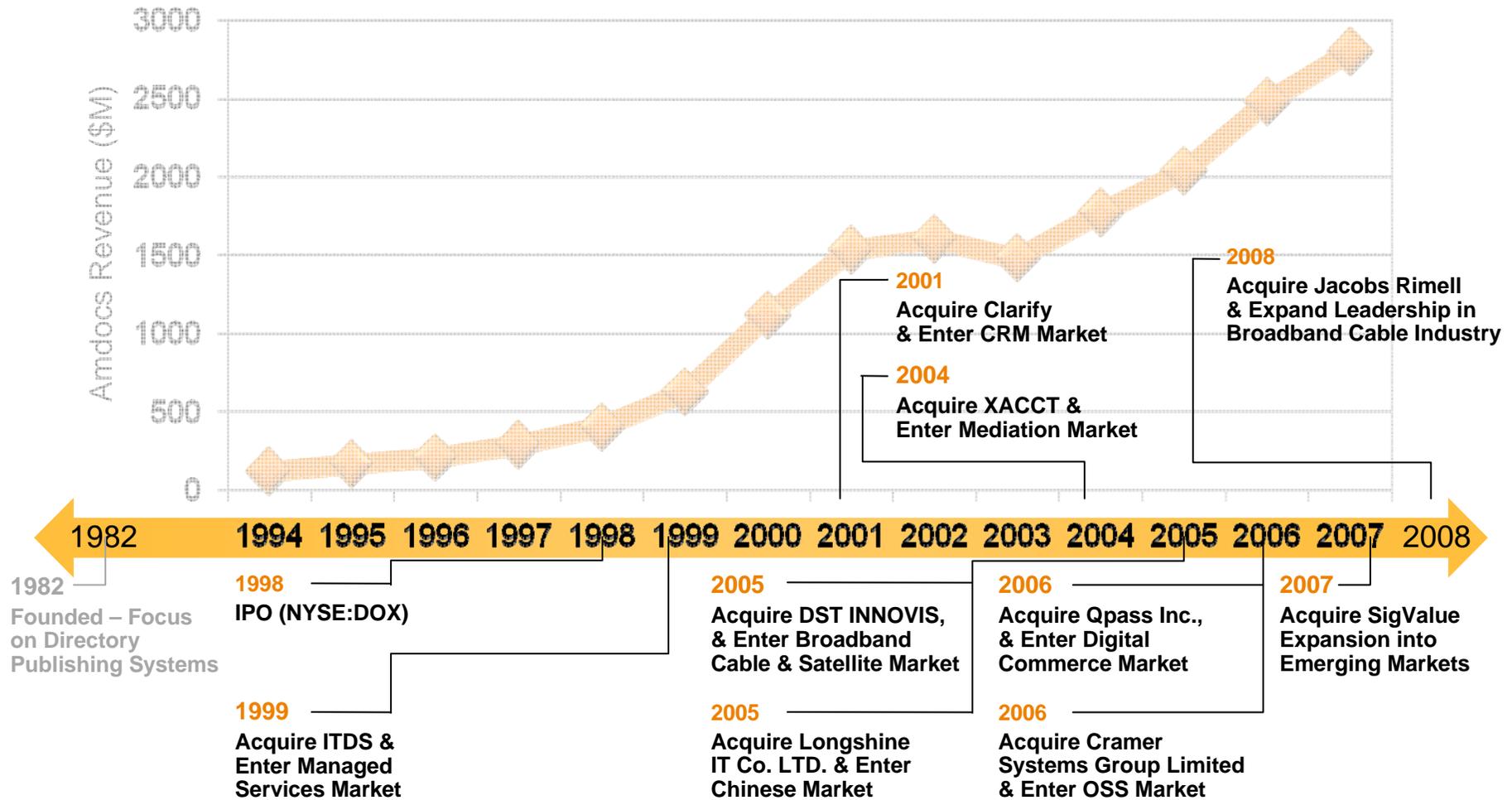
Founded – Focus on Directory Publishing Systems

Amdocs History

Highly-focused Successful Business Strategy

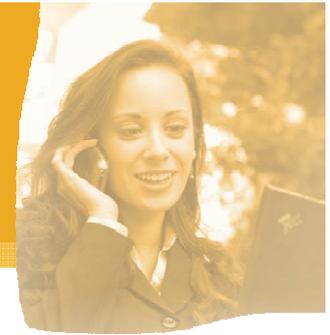


More than 25 Years of Service Provider Experience

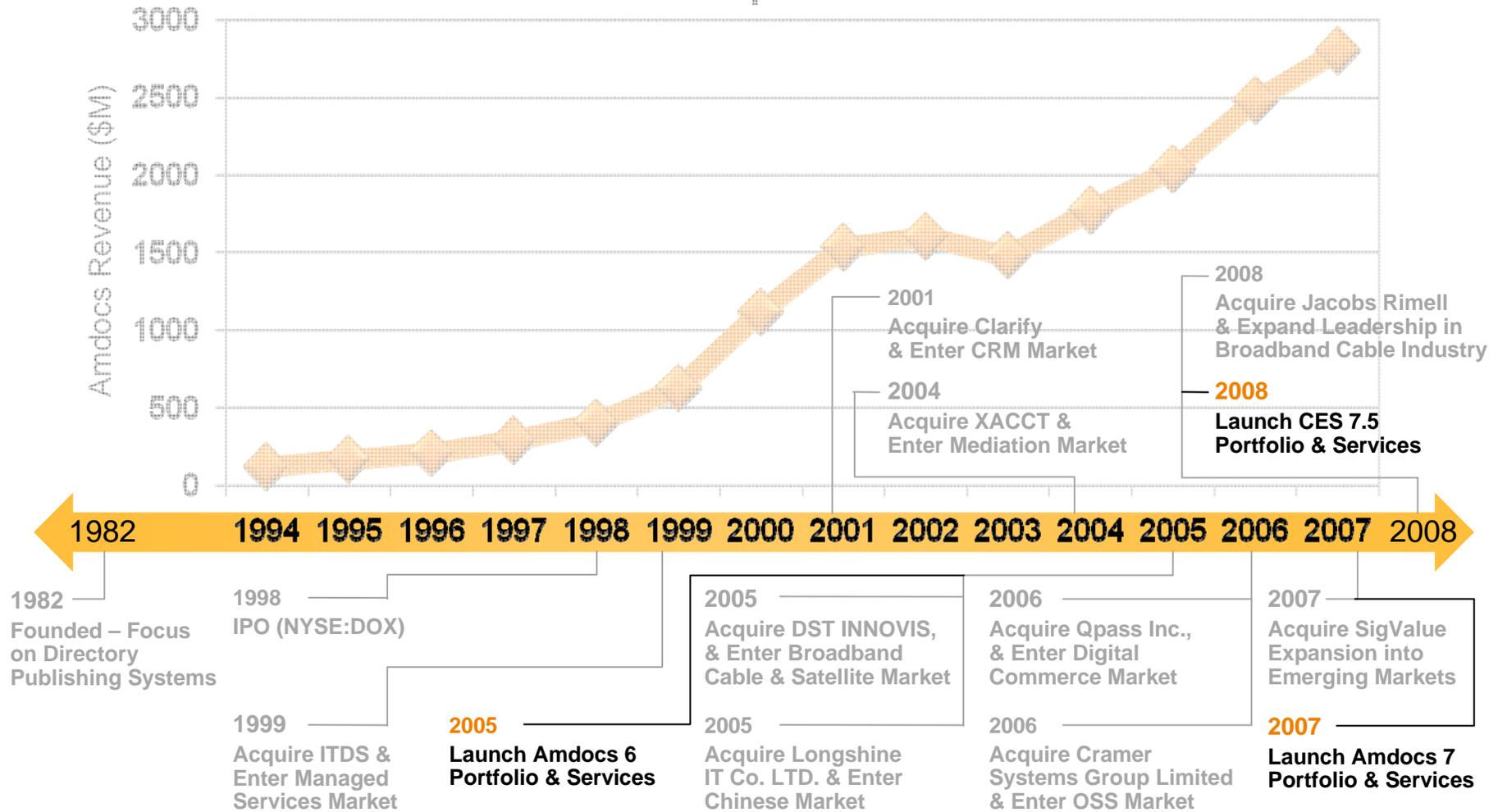


Amdocs History

Highly-focused Successful Business Strategy

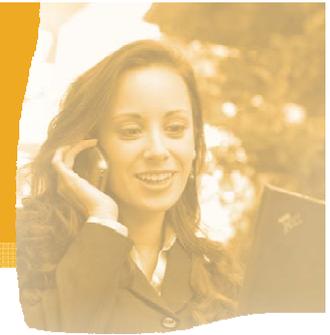


More than 25 Years of Service Provider Experience



Amdocs History

Highly-focused Successful Business Strategy



Demonstrated Leadership

2006
#1 In Global OSS Market
(OSS Observer Report)



2006
CRM Market Leader in the Enterprise Suite CRM Category
(CRM Magazine)



2006
Top 15 Software Winner with Amdocs CRM 6
(ISM Inc.)



2006
Winner of the Mercury 2006 Business Technology Optimization (BTO) Teamwork Award



#1 Vendor Worldwide for Business Support Systems
(Gartner)
2006



A Leader in Global Outsourcing, Telecommunications Category
(International Association of Outsourcing Professionals' Global Outsourcing 100 List, Published by Fortune Magazine)
2006

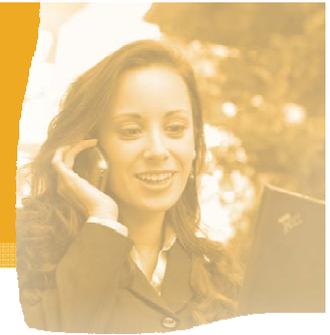


Outstanding Supplier to AT&T Inc. in the Technical Innovations Category
2006



Amdocs History

Highly-focused Successful Business Strategy



Demonstrated Leadership

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#1 In Global OSS Market
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#1 Vendor Worldwide for Business Support Systems
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CRM Market Leader in the Enterprise Suite CRM Category
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A Leader in Global Outsourcing, Telecommunications Category

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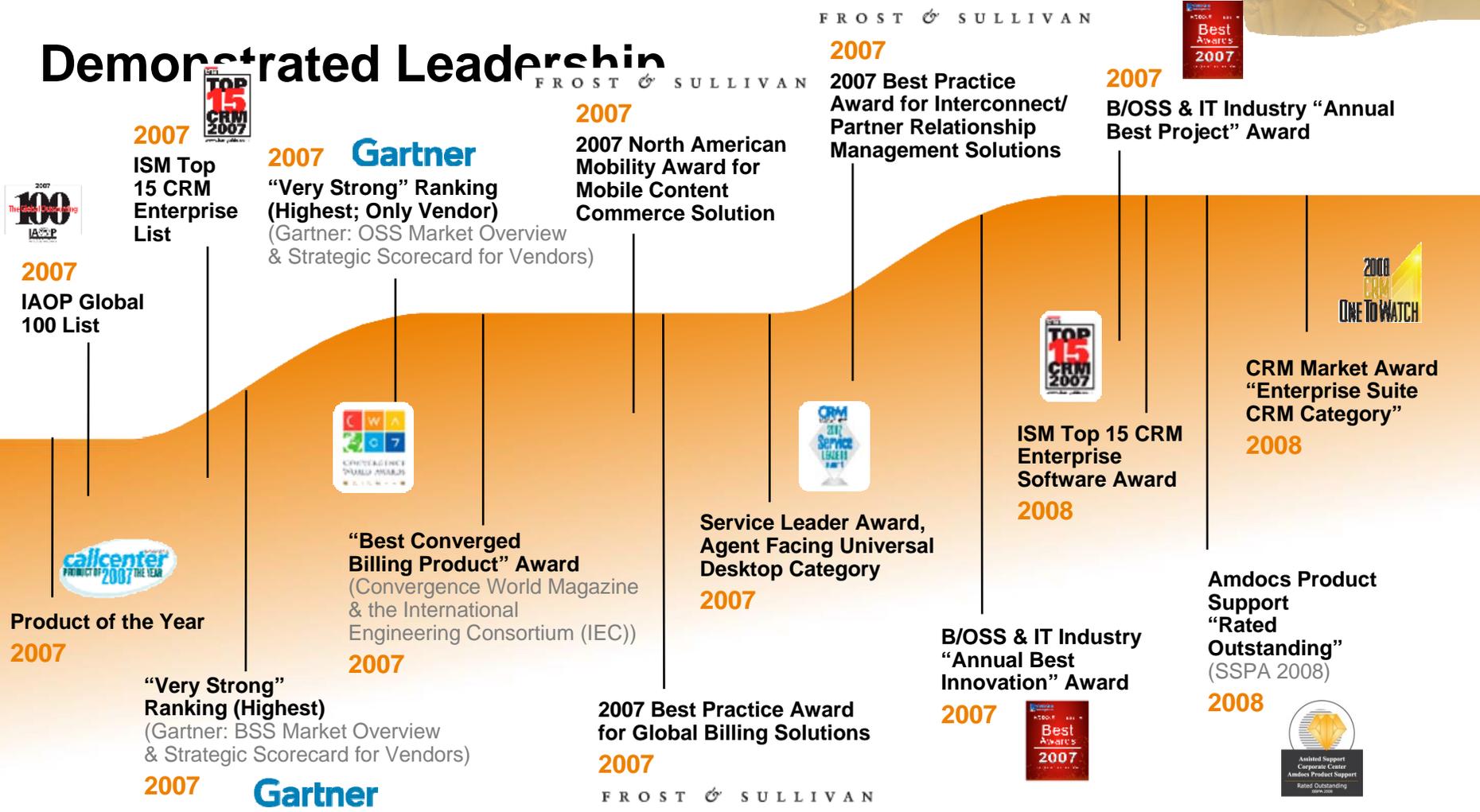


Amdocs History

Highly-focused Successful Business Strategy



Demonstrated Leadership



FROST & SULLIVAN

FROST & SULLIVAN

FROST & SULLIVAN

Industry Thought Leadership

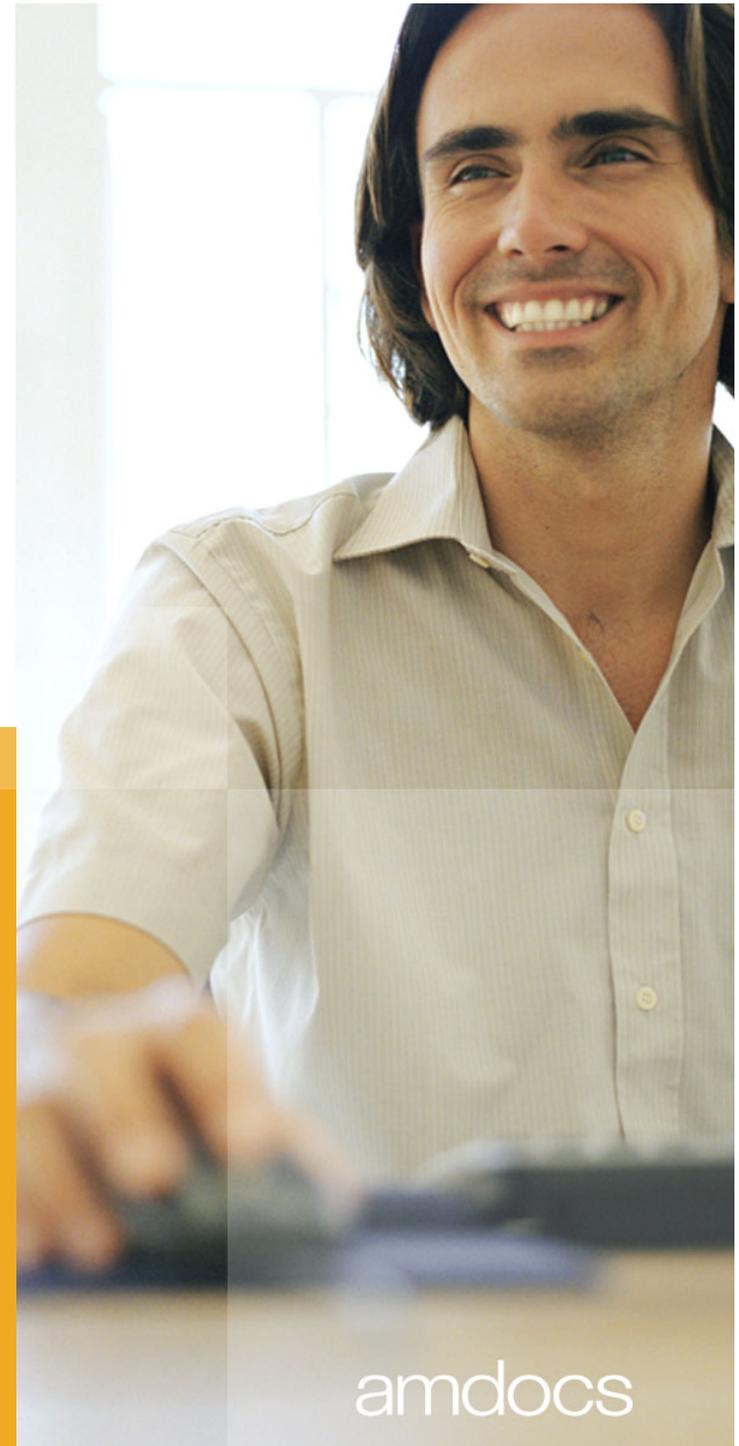
Leadership in Industry Forums and Standard Bodies

- > Investing in the success of the converging media, entertainment & service provider industry
- > Lead, adopt and comply leading & evolving industry standards
- > Active board membership in multiple leading standards organizations
- > Chairing working/expert groups
- > Technical editorship of task forces and standards
- > Contribution of Intellectual Properties for Industry benefits



Back Up & Detailed PBU & Services Content

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Amdocs Product Support



“By on-going adoption of the latest maintenance release of Amdocs Charging, we are continually optimizing our billing system to support dramatically growing customer volume, expanding our services and billing packages, and seeing immediate ROI.”

Milan Zika
Vice President of IT
T-Mobile Czech Republic



In-house case resolution ensuring immediate ownership on cases

Support options ranging from online services to 1:1 interaction

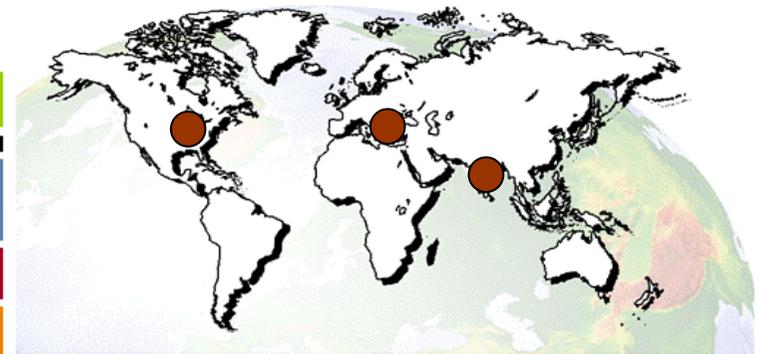
Proactively avoiding faults and optimizing performance

Global Support organization

Amdocs Global Strategic Sourcing

- ❑ Tailored sourcing offering
- ❑ Business Process Management, IT Management, Infra Management & Service Delivery Management
- ❑ Optional Transformation services
- ❑ BSS-OSS to full IT
- ❑ Amdocs and non-Amdocs applications
- ❑ Local partners

- ❑ 23 years of sourcing experience
- ❑ More than 4500 sourcing experts globally
- ❑ Sourcing centers in North-America, Europe & India support a 'follow the sun' model
- ❑ 46 billion events processed monthly
- ❑ Serving the world's leading service providers with proven business results



Amdocs Delivery

- > Over 25 years of “Always Deliver” DNA
- > Predictability and Accountability
- > Process innovation
 - > Theory of constraints
 - > Business Processes
 - > BSS Packs
 - > Project Governance
 - > Exceed Customers Expectations



Commitment to delivery and project implementation

Commitment to customer satisfaction and success

Duplicated across Amdocs worldwide

Amdocs Consulting

- > **200 industry best-practices** processes baked into our solutions
- > Domain, industry and operational expertise **focused on one market** with the ability to consult beyond and before product-based projects
- > **Proven prime Integrator** – providing leadership and hands-on expertise in large scale transformations
- > Superior knowledge **management assets** designed to deliver customer-centric , business process-enabled transformations
- > **End-to-end accountability** to ensure our clients realize the intended business outcomes



“Trading on its 25- year history in communications, its collection of subject-matter experts and its track record in systems integration, the consulting organization has grown steadily to offer transformation strategy, process management and optimization, training, and organizational change management...”

Stratecast, Communications Global
Company-Level Assessment: Amdocs,
November 2007

Stratecast A Division of FROST & SULLIVAN

Global management & technology consulting organization

Focused on service providers' business value

Customer Management

Amdocs Customer Management enables companies to offer a differentiated, personalized experiences for their customers across multiple touch points

- ➔ Contact Center and Agent Interactions – solutions that help contact centers strike a balance between agent efficiency, customer experience improvements and interaction revenue maximization
- ➔ Sales and Ordering - provides an automated end-to-end solution to complete an order to cash cycle from a business or an end customer across multiple lines of business
- ➔ Customer Service and Support – a comprehensive front-line customer support solution for first and second tier support that speeds problem resolution and increases customer satisfaction
- ➔ Online and Self Directed Interactions - integrates with and exposes business support systems to enable transactional self service in B2C and B2B customer portals

What's New in CES CRM 7.5?

- ➔ Smart Agent Desktop – unified agent desktop improves agent efficiency while enabling the delivery a superior customer experience
- ➔ Click to Order – simplifies ordering process to capture orders through three steps to completion for increased revenue and minimize cost through reduced order fallout

- *“10% decrease in average call duration”*
Megafon
- *“Resolve 85% of customer queries on first contact while reducing contact costs by over 30%”*
Telekom Austria
- *“Amdocs shines in advanced order capture capabilities with an industry-leading product catalog, general processes in pricing, bundling and pricing, and product and service support.”* Ray Wang, Forrester Research

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Revenue Management

*All activities that enable, manage and track sources of revenue through any channel.
Monetize service provider services, maximize revenues and reduce cost*

- Amdocs Billing & Charging - Ensuring billing transformation with substantial cost reduction and operational efficiency
- Amdocs Partner Settlements - From settlement engine to business driver; Single Settlement for all Lines of Business
- Amdocs Mediation - Transform network data into business information and add business logic to network services

What's New in CES RM 7.5?

- Amdocs Charging CES 7.5T - Real-time convergent product powered by Turbo Charging technology
- StartPack: Converged Pre/Post with SCP integration
- Enterprise Product Catalog adoption
- Improved partner settlement supporting next generation settlement for any line of business on a single platform
- Active Mediation enabling advanced real time services

- *“With Amdocs support for convergent prepaid and postpaid, everything is now done by one system,, with less people and less cost..”*
M. Danny Buldanyah,
Director of Network Services, XL Indonesia
- *Ranked Very Strong*
Gartner Vendor Strategic Scorecard 2008

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OSS

*Amdocs delivers the most comprehensive and integrated OSS suite in the industry; **Planning, Fulfillment and Assurance** from a common core of shared service and resource management.*

Fulfillment

Amdocs provides comprehensive support for fulfillment from a modular, component-based architecture, giving service providers the flexibility to deploy as needed. Amdocs provides a highly-productized approach, enabling faster time to deploy with specific pre-packaged automation for specific services.

Assurance

Amdocs manages the complete problem resolution process across network, IT and customer domains so that you can resolve service issues quickly, and with minimal customer impact. It provides a complete view of customer, services and network operations to prioritize and solve issues before they impact the customer.

Planning

Amdocs enables service providers to plan their networks more efficiently, to deliver the Service Ready Network, by deploying resources Just in Time with proactive capacity planning and capacity management.

- *“Very Strong” for overall performance, market understanding and offering strategy from Gartner – “Dataquest Insight: OSS Market Overview and Strategic Scorecard for Vendors, 2008”*
- *VOIP introduced in 6 weeks and at 10% of predicted cost*
- *2Mb circuits for site expansions planned & built in 15 mins*
- *20% increase in speed and efficiency to build and populate complex nodes*



What's new in CES Cramer OSS 7.5?

- ➔ Service Composition Manager - Uses a unique model-driven algorithm to translate a set of ordered products into an optimized set of services and service fulfillment actions (a service fulfillment plan)
- ➔ OSS Studio – provides configuration and customization
- ➔ Unified Service Manager has been enhanced to improve management of complex hierarchical services. Unified Service Manager now includes the same data model as Resource Manager
- ➔ IP/NGN inventory management - Resource Manager includes significant enhancements to address IP. Also Resource Manager now ships with both IPv4 and IPv6 support as standard.

Information Management

Amdocs Information Management Solutions enable a superior customer experience by providing a single, complete and insightful view of product and customer data

- **Product Management** - This offering, focused around Amdocs Enterprise Product Catalog (EPC) and additional solutions and services, helps service providers consolidate product information into a central location, maintain the information more efficiently, and maximize the value in product assets.
- **Customer Data Integration** – This offering, focused around Amdocs Enterprise Customer Hub (ECH), helps service providers consolidate customer information from all systems and lines of business across the enterprise, and provide a trusted, real-time, single view of the customer.

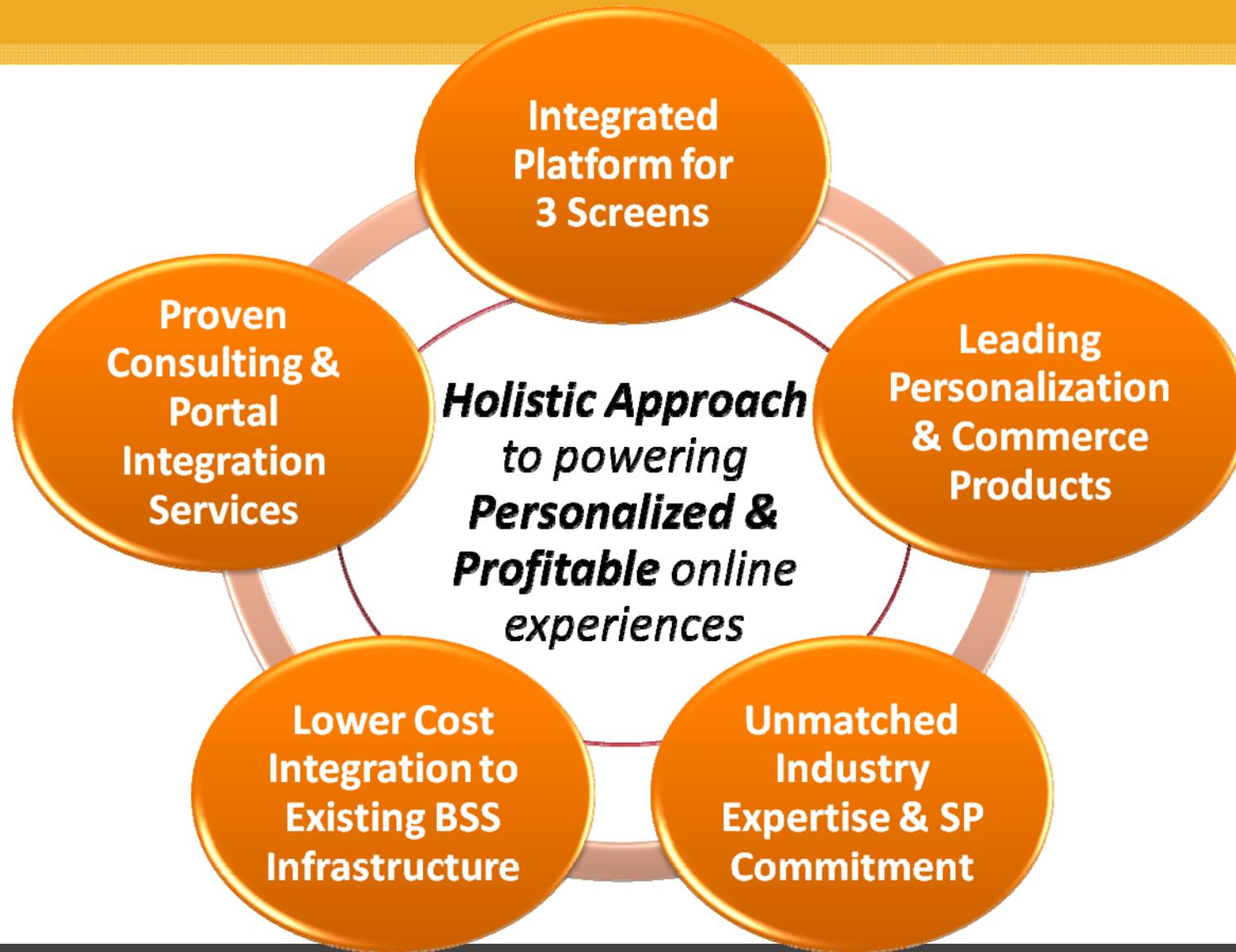
What's new in CES IM 7.5?

- Enterprise Product Catalog pre-integrated with BSS and OSS – to speed the introduction of new services
- Built on best-of-breed MDM platform of IBM
- Out of the box integration with Amdocs portfolio
- Industry Specific, flexible & customizable data model – based on SID
- Rich layer of business services, encapsulating 25 years experience in data management

- *“Amdocs has launched a cohesive enterprise product catalog (EPC), which works together with its service catalog to provide a SID-compliant hub for integrated BSS-OSS...” Gartner OSS Market Overview – Strategic Scorecard, November 2008*
- *“Amdocs not only has more than 20 years of focusing on Tier 1 operators - it also knows our needs and knows our systems environment. Like no other product on the market, Amdocs Enterprise Product Catalog reflects that.”*
Dirk Rohweder, IT director at T-Mobile UK and executive VP, T-Mobile Europe

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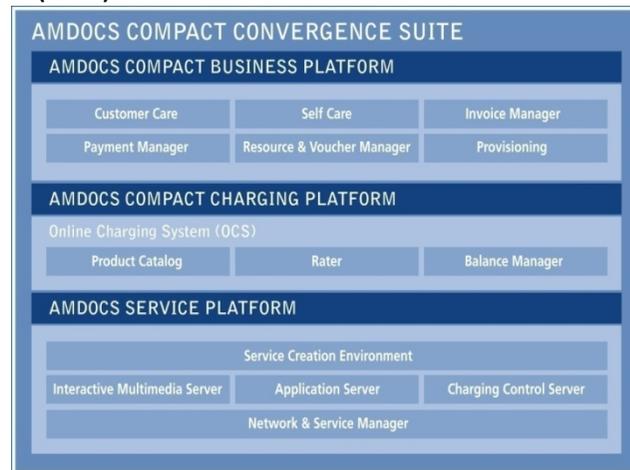
Amdocs Interactive



Amdocs Compact Convergence (NBU)

A Complete Network-connected Solution -- Convergent real-time charging, customer care and self care, service delivery, VAS and Next-Gen IN (Intelligent Network).

- ➔ Designed to address the technical requirements and cost constraints of SPs across growth markets, emerging technologies (WiMAX) and emerging business models (MVNE/O)
- ➔ End-to-End, Next-Gen IN based turnkey solution
- ➔ Extreme time to market for new operations and service introductions
- ➔ Low TCO and vendor independence
- ➔ Supporting full convergence - ANY network/ protocol, ANY payment method, ANY service
- ➔ Powerful service delivery capabilities with an advanced graphical Service Creation Environment (SCE)
- ➔ Dozens of pre-built value-added-services and hundreds of SIBs for infinite service options
- ➔ Standards based
- ➔ Proven solution – over 30 implementations worldwide



- *“Using Amdocs Compact Convergence, we will be able to **dramatically reduce our time to market for new services, and enjoy the operational flexibility and agility** we need to continue our rapid growth in the Azeri market”*
Martin Quirke, CEO of Bakcell, Azarbeijan
- *“Amdocs Compact Convergence gives us the **operational flexibility and agility** we need to create, deliver and manage new services and address convergent real-time charging and business support requirements in order to become Albania’s leading cellular carrier,”*
Ali Taskin, CEO of Eagle Mobile.



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