A holistic data-driven strategy

The promise of data

CSPs around the world face the dual challenges of growing revenues to support investment in 5G, fiber and other new infrastructures, while also reducing costs to preserve profitability. They know that the data they collect from users, networks and devices has value, but are often stymied in their efforts to extract and use it to help improve their business performance.

Today, with the advent of new ML and AI tools and increasing ubiquity of public and private cloud, CSPs have never been in a better position to finally start mining their vast troves of data. They hope that data can help them improve different metrics, including network performance and customer experience.

The most common data strategies in use today:

Modernizing data infrastructure:

Focusing on technology, including physical hardware, data formats, naming conventions, data management and data governance, these projects tend to be company-wide, with the goal of harmonizing taxonomies across all functional areas. End-goals include ensuring data is correct and complete, easier to share across functional groups and efficiently manageable on an ongoing basis.
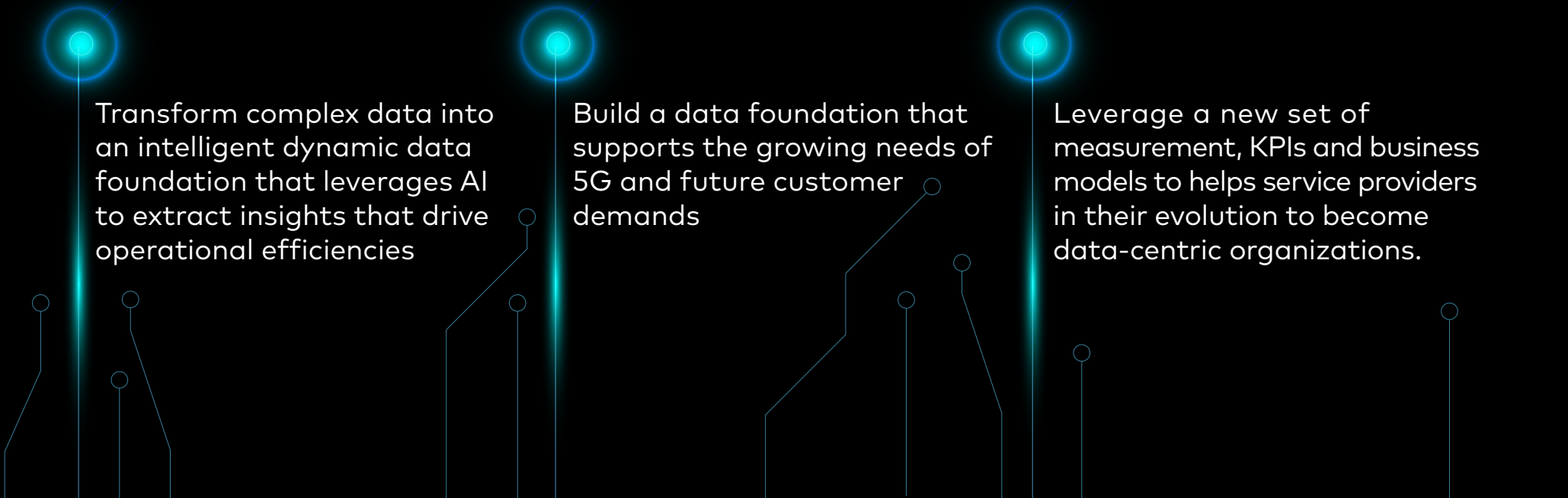
Targeting a specific use case:

Generally performed within a single domain in the organization, such as network operations, customer care or finance, these projects aim to optimize workflows for a business process or set of processes within the domain, as well as to scrub relevant data for accuracy and completeness.

Focusing solely on technology will not deliver the ROI in a timely manner. Targeting specific use cases may make sense for a given department, but the organization will not reap the economies of scale from a technology standpoint. Neither of these two options achieve the transformational benefits that come from a more **holistic approach** that puts long-term business objectives at the center. And it is this holistic nature of the final option that generates its power.

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Amdocs holistic approach to data transformation

The benefits of Amdocs holistic approach are many and CSPs who take this journey can expect to:
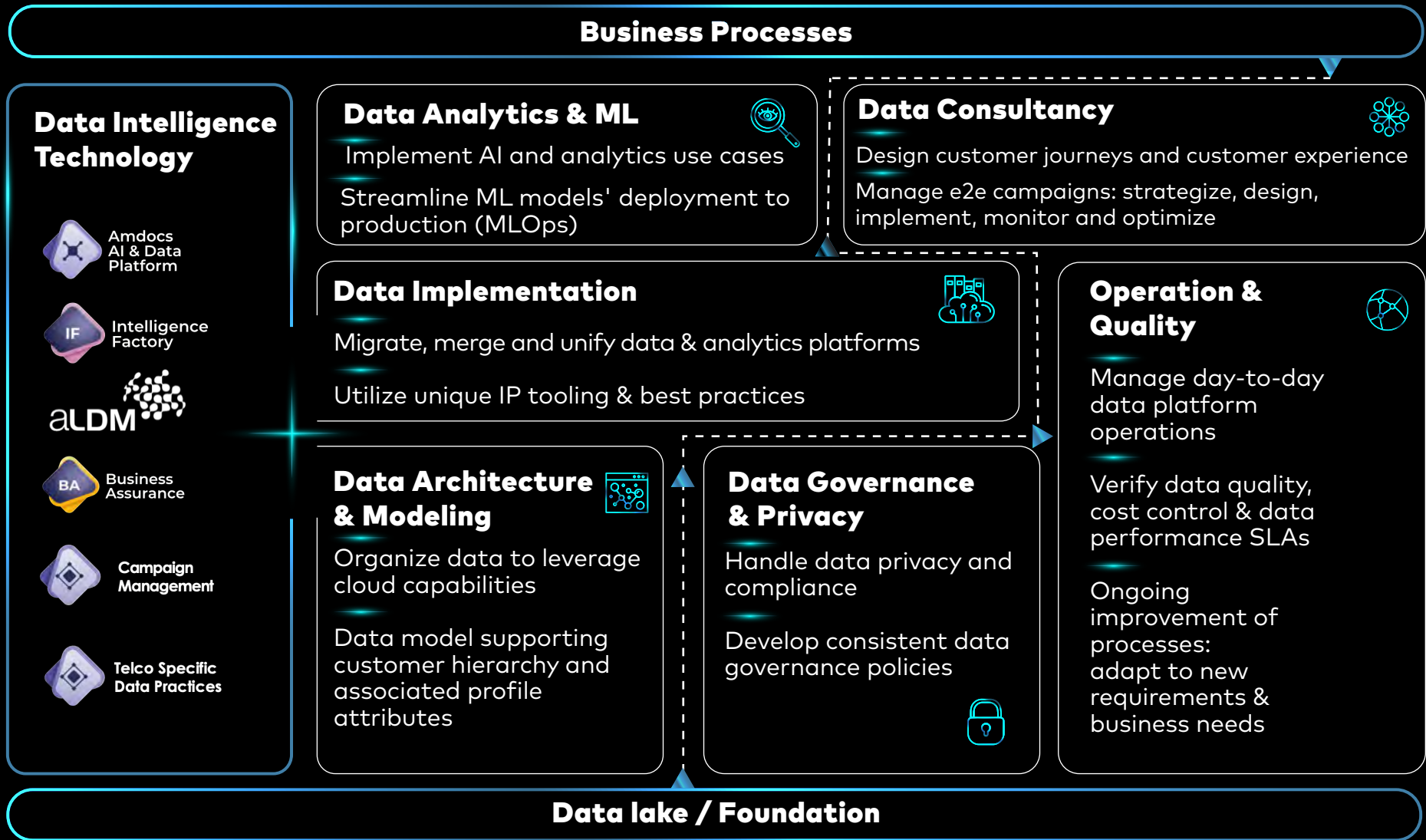
Transform complex data into an intelligent dynamic data foundation that leverages AI to extract insights that drive operational efficiencies

Build a data foundation that supports the growing needs of 5G and future customer demands

Leverage a new set of measurement, KPIs and business models to helps service providers in their evolution to become data-centric organizations.

Amdocs Data Intelligence Solutions
Efficient, Governed and Business Value driven

Business Processes

Data Intelligence Technology

- Amdocs AI & Data Platform
- IF Intelligence Factory
- aLDM
- BA Business Assurance
- Campaign Management
- Telco Specific Data Practices

Data Analytics & ML

- Implement AI and analytics use cases
- Streamline ML models' deployment to production (MLOps)

Data Consultancy

- Design customer journeys and customer experience
- Manage e2e campaigns: strategize, design, implement, monitor and optimize

Data Implementation

- Migrate, merge and unify data & analytics platforms
- Utilize unique IP tooling & best practices

Operation & Quality

- Manage day-to-day data platform operations
- Verify data quality, cost control & data performance SLAs
- Ongoing improvement of processes: adapt to new requirements & business needs

Data Architecture & Modeling

- Organize data to leverage cloud capabilities
- Data model supporting customer hierarchy and associated profile attributes

Data Governance & Privacy

- Handle data privacy and compliance
- Develop consistent data governance policies

Data lake / Foundation

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Amdocs Data Intelligence offering

Data Architecture & Modeling	Data Implementation	Data Analytics & ML	Data Consultancy	Operation & quality
• Develop a scalable and modernized data infrastructure, leveraging cloud processing powers & tools • The Amdocs logical data model (aLDM) supports both reporting and ETL loads as well as the complex Telco customer hierarchies and associated customer profile attributes	• Provide resources to migrate, merge and unify data & analytics platforms into a modernized environment using unique IP tooling & best practices • Organize data with best practice programs, governance & acceleration tooling • Handle data privacy and compliance; develop consistent data governance policies	• Implement AI and analytics use cases for obtaining business KPIs • Streamline process of deploying machine learning models to production, maintaining and monitoring them • Deploy AI pipelines and manage end-to-end processes with MLOps best practices	• Help customers define use case & processes that leverage data capabilities to achieve business goals • Design customer journeys and customer experience including execution (campaign management)	• Manage day-to-day data platform operations, including verifying data quality, cost control & data performance SLAs • Constantly monitor architecture and model • Ongoing improvement of processes; adapt to new requirements & business needs

From early-stage planning, through implementation and managed operations, Amdocs Data Intelligence portfolio is structured to meet the specific needs of the communications & media industry.

Why partner with Amdocs?

A multi-faceted data approach

We architect and build workflows with your business objectives in mind. This means closely monitoring costs to achieve a return on investment from the earliest stages of the project, while ensuring all business needs are met.
When helping with a specific use case, we plan the roadmap for the entire project, breaking it down into all systems requiring modernization, while ensuring robust, consolidated data sets as data volumes increase over time, thereby avoiding the pitfall of data silos.

Building a robust data infrastructure

Defined access-control levels provide business users and applications with quick and easy access to the data they need. This frees valuable resources to be channeled into high-value activities such as deriving insights, data pattern mining and building predictive models.

A solid value proposition

LOWER RISK

Amdocs data intelligence seamlessly integrates with CSPs' existing systems, minimizing the impact on day-to-day operations.

CLOSING THE LOOP

Amdocs Data Intelligence enables CSPs to easily push decisions back into the core systems empowering an end-to-end solution, from insight to action.

FASTER TIME TO VALUE

While CSPs are undergoing digital transformation, Amdocs Data Intelligence architects and builds their data to fit their new systems, significantly shortening time to value.

BETTER RESULTS

Amdocs has modeled 1,000+ CSP domains, entities, KPIs, and attributes, making it easier to consume and generate value from data. This means that raw and unstructured data will now become business-ready data sets, which ensure tangible business impacts.
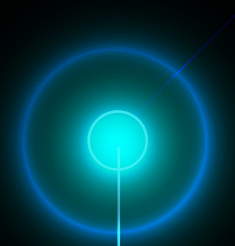
Strong database for multiple use cases

Billing Customer Experience

From accuracy to smart bill presentment and automation

Business Assurance

Financial operations assurance & fraud prevention

Network Analytics

From optimizing 5G network load and QoS to network planning and utilization analytics

Engagement Center Optimization

Improve agent afficiency and customer satisfaction

Commerce Inteligence

Segmentation, targeting, NBO, portfolio analysis

Customer lifecycle

Engage customers based on their segmentation and profile analysis

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Proven results

3-8%
increase in ARPU

20%
reduction in customer churn

40%
reduction in data-related OPEX

20%
reduced DWH sustaining costs

up to
65%
cut in data management costs

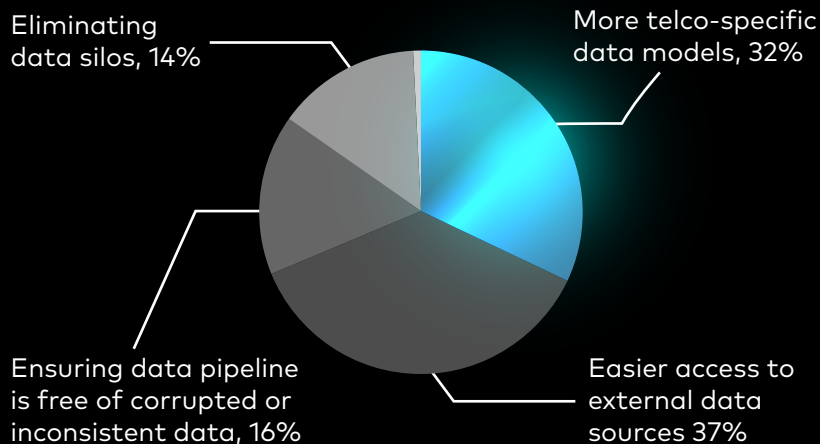# Harnessing data to drive efficiencies

Transforming raw data into valuable business insights and impact requires a considerable amount of effort and time.

Our expertise in working closely with CSPs across the world makes us a leader in understanding data, operations, and business processes.

A research conducted by Omdia highlighted two factors that contributes to the effectiveness of Amdocs data modernizations efforts:

Domain expertise in telecommunications and telco-specific data models.

What would have the greatest impact to make your AI/ML tools more meaningful and effective?

Eliminating data silos, 14%

More telco-specific data models, 32%

Ensuring data pipeline is free of corrupted or inconsistent data, 16%

Easier access to external data sources 37%

How important are the following attributes when selecting a supplier to help with data modernization efforts?

Telecom domain experts needed to extract relevant data and define most impactful use cases

Established best practice, telco KPIs and profile features library to enable effective ML model
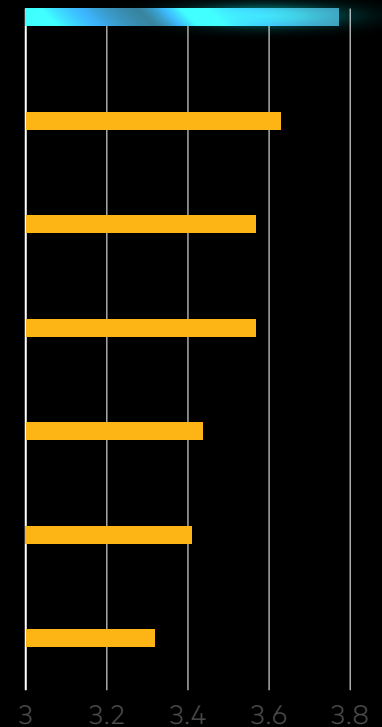
Existing relationship with supplier

Data science expertise

Experience advising on data modernization

Abillity to organize data in a model optimized for telco use cases

Software development expertise

3   3.2   3.4   3.6   3.8

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Mastering your data journey

Amdocs brings value and a competitive edge to its customers, using a holistic, multi-faceted approach that ensures a successful transformation journey. Amdocs' data foundation is built to achieve CSPs' business goals and support both immediate and long-term strategic needs.

Learn more about how Amdocs can help you mastermind your data journey.
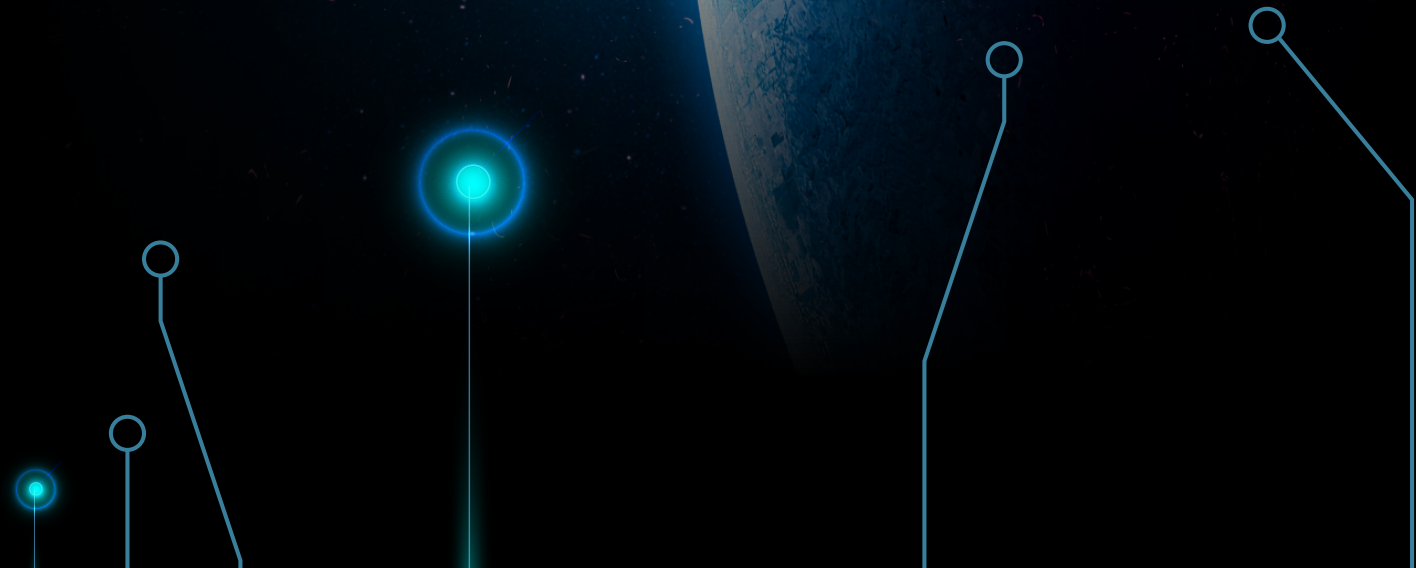
About Amdocs

Amdocs' purpose is to enrich lives and progress society, using creativity and technology to build a better connected world. Amdocs and its 26,000 employees partner with the leading players in the communications and media industry, enabling next-generation experiences in 85 countries. Our cloud-native, open and dynamic portfolio of digital solutions, platforms and services brings greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform and take their business to the cloud. Listed on the NASDAQ Global Select Market, Amdocs had revenue of $4.58 billion in fiscal 2022. For more information, visit Amdocs at www.amdocs.com.

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