

SDP Business Case

Amdocs jNetX

Customer and Business Case

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NGIN deployments across the Telekom Austria Group

Amdocs jNetX solutions have been deployed in several large operator groups including Vodafone Group, British Telecom Global and Telefonica Group. The following is a unique success story focusing on Amdocs jNetX technology deployment across the Telekom Austria Group.

Telekom Austria Group is the leading mobile service provider in Central and Eastern Europe (CEE). The group connects 15.9 million mobile customers in eight countries.

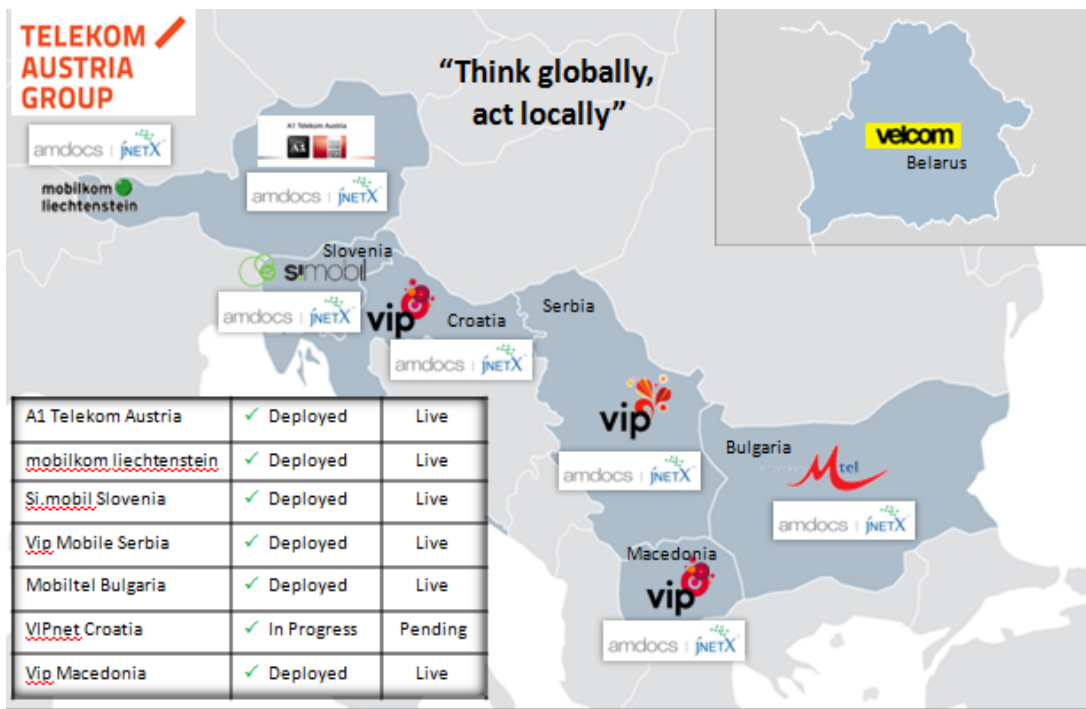


Figure 1
Telekom Austria Group

The NGIN deployments across the group

In 2004, A1 Telekom Austria was facing an Intelligent Network (IN) system end of life situation. Several key legacy IN applications (VPN, Prepaid Front-End, Number Translation, etc.) were involved, and A1 Telekom Austria decided to move to a Next Generation Intelligent Network (NGIN) solution with the potential to be deployed within the whole group. After intensive vendor selection, A1 Telekom Austria selected the standards-based Java Convergent Service Platform from Amdocs jNetX, and Kapsch CarrierCom as the system integrator & applications developer.

The below roadmap represents all the NGIN deployments of Amdocs jNetX platforms across Telekom Austria Group since the beginning of the NGIN rollout.

The Amdocs jNetX based NGIN platform deployed

The Amdocs jNetX standards-based Java platform has been deployed across the group. With several legacy SS7 / IMS / IP-based protocols supported, and the Amdocs jNetX platform offer the potential to perfectly fulfill the convergence needs of the whole group.

Figure 2

The NGIN deployments across the group

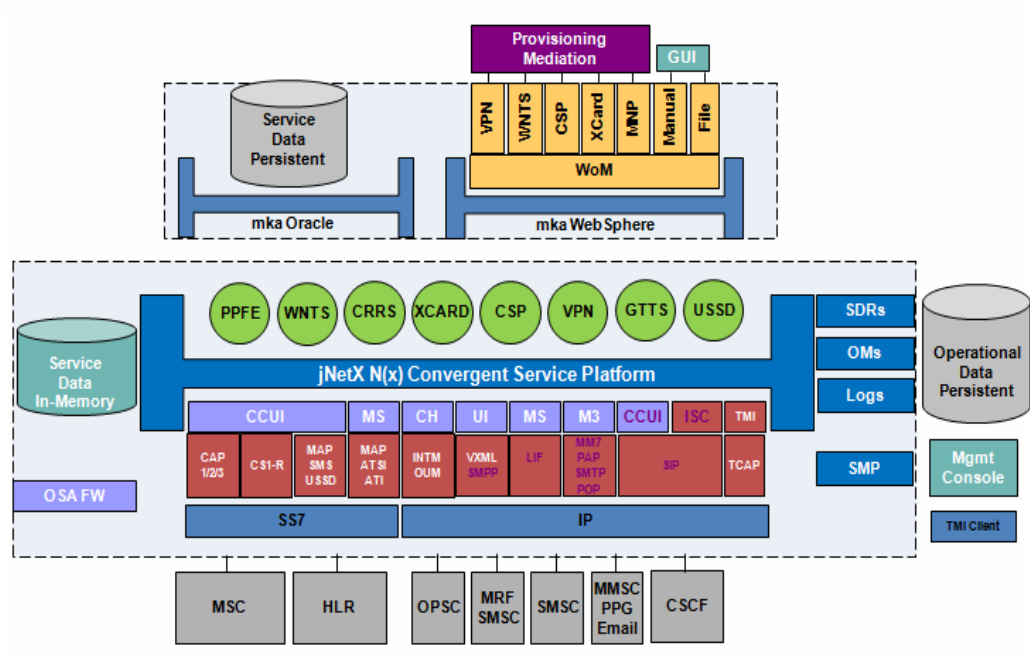
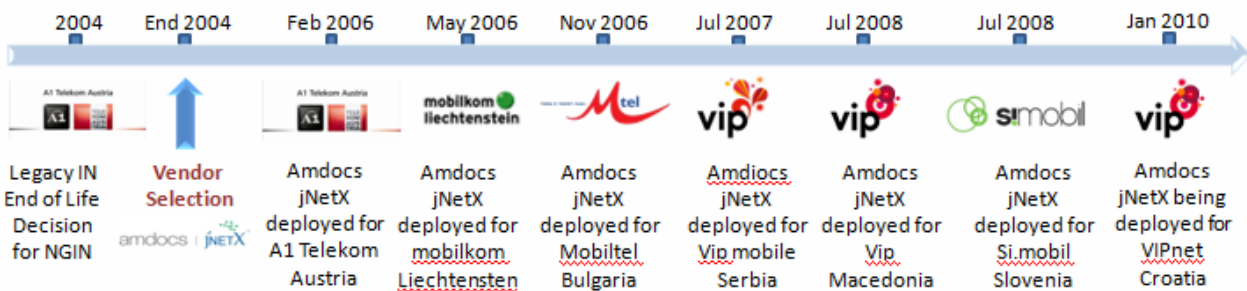


Figure 3

Amdocs jNetX based NGIN platform deployed

Conclusion

For an operator group, moving from legacy IN systems to an Amdocs jNetX-based NGIN systems represents huge financial and technology benefits. As an example, the following table represents the time to market and cost efficiency for two key NGIN applications (VPN and Prepaid Front-End) deployed on the Amdocs jNetX convergent service platform:

Apps	Time to market & Cost efficiency
Virtual Private Network Mobiltel Bulgaria	<ul style="list-style-type: none"> To set up a second OpCo on the same service, only 6% of initial investment. Only 25% maintenance costs compared to first deployment. Duration from order to ready for launch: 3.5 months
Prepaid Front-End Vip mobile Serbia	<ul style="list-style-type: none"> Only 15% of initial service costs for enhancements. Only 25% maintenance costs compared to first deployment. Duration from order to ready to launch: 3 months.

As an overall conclusion the concrete benefits and challenges recognized by Telekom Austria Group in deploying Amdocs jNetX technology across the whole group are summarized in the below table:

Benefits	Challenges
<ul style="list-style-type: none"> Group TCO reduced. Market flexibility increased (reduced vendor lock-in, reduced time to market) Investments & Costs distributed among several Telekom Austria Group companies, especially an advantage for “followers”. 	<ul style="list-style-type: none"> Different technical and market environments. Processes. Higher coordination effort on operator side. Persistency!

ABOUT Amdocs jNetX

jNetX, acquired by Amdocs in October 2009, pioneered the use of Java-based technologies to become the leading provider of communications application server solutions for convergent network service environments. Amdocs jNetX provides an extensive portfolio of rich communications applications supported by an expert community of communications application development partners. Together with Amdocs Turbo Charging, Amdocs jNetX is the carrier-class service control point for Amdocs solutions for prepaid services. Over 35 of the world's leading service providers use Amdocs jNetX solutions, including:

- Vodafone Group
- Telefónica Group
- Telekom Austria Group
- British Telecom
- Deutsche Telekom
- SingTel Group (AIS, Globe, Optus)
- eircom Group

About Amdocs

Amdocs is the market leader in customer experience systems innovation. The company combines business and operational support systems, service delivery platforms, proven services, and deep industry expertise to enable service providers and their customers to do more in the connected world. Amdocs' offerings help service providers explore new business models, differentiate through personalized customer experiences, and streamline operations. A global company with revenue of \$2.86 billion in fiscal 2009, Amdocs has approximately 18,000 employees and serves customers in more than 60 countries worldwide.

For more information, visit Amdocs at www.amdocs.com.

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The Moriana Group Profile

The Moriana Group is an independent market analyst specializing in the telecom service layer and next generation networks. Our focus is on: Service Delivery Platforms, Next Generation OSS/BSS, Convergent Charging and Billing, IMS, FMC, VoIP, WiMAX, IPTV, Triple Play Mobile Commerce and Advertising and other key technologies and services.

Our mission is to help network operators and service providers to transform their business models, service offerings and network infrastructure. Our objective is to enable operators to create new revenue streams, meet the challenges of the competitive Telecom market and respond to the growing pressure from Internet and Web 2.0 players.

All Moriana Operator Guides are available as a FREE download from: www.morianagroup.com.

