

AMDOCS CUSTOMER SUCCESS STORY

TELEFÓNICA O2 SLOVAKIA BRINGS POSTPAID SERVICES TO MARKET QUICKLY WITH AMDOCS BILLING STARTPACK



“Amdocs is helping Telefónica O2 Slovakia capture more revenue, deliver more profitable customer experiences and grow market share.”

JURAJ SEDIVY

CEO, TELEFONICA O2 SLOVAKIA

amdocs

COMPANY AT A GLANCE

COMPANY: Telefónica O2 Slovakia

HEADQUARTERS: Bratislava, Slovakia, Central Europe

WEBSITE: www.sk.o2.com

INDUSTRY: Mobile communications

SUBSCRIBERS: 500,000

TECHNICAL ENVIRONMENT

AMDOCS SOLUTION MODULES:

Amdocs Billing StartPack

- > Product Catalog Billing
- > Mediation Gateway
- > Rater
- > Charging
- > Customer Management

Amdocs Document Designer

OS: Sun/UNIX

Database: Oracle

Integrations: SAP, Mediation, Data Warehousing, Print Shop

EXECUTIVE SUMMARY

Amdocs implemented the Amdocs Billing StartPack in nine months, enabling Telefónica O2 Slovakia to launch innovative voice, data and content services and bundles in time for the holiday sales season, and reduce time to market for new products and services. The Amdocs Billing StartPack has allowed Telefoncia O2 Slovakia to deploy an advanced postpaid billing system and flexible new processes faster, and more cost-efficiently than expected.

“The Amdocs Billing StartPack met our requirements for advanced billing capabilities and a rapid deployment and has enabled us to achieve our objectives.”

COMPETING IN A TIGHT MARKET

Launched in 2007, Telefónica O2 Slovakia is the latest entrant to the mobile phone service market in Slovakia, and ranks third after T-Mobile and Orange. The company provides its growing subscriber base with range of mobile prepaid and postpaid services. Telefónica O2 Slovakia is wholly owned by Telefónica O2 Czech Republic, part of the Telefónica group of companies which serve more than 206 million customers in Europe, Africa and Latin America.

As a new player in the market, Telefónica O2 Slovakia faced a huge challenge in winning new customers, with the key competitors owning 85 percent market share. The company needed to be able to differentiate itself from its competitors by bringing new products and services to the market quickly.

Telefónica O2 Slovakia initially provided prepaid service, but planned to launch postpaid contract services and its own mobile network towards the end of 2007. This required the ability to support multiple customer types more effectively. In addition, the Christmas season and its lucrative sales potential for mobile services was fast approaching. This presented Telefónica O2 Slovakia with the chance to bring new services and products to market and win new customers.

To help establish its wireless postpaid billing capabilities quickly, Telefónica O2 Slovakia opted to deploy a new and innovative solution from Amdocs - the Amdocs Billing StartPack. This made it possible for Telefónica O2 Slovakia to rapidly introduce innovative voice, data and content services and bundles, and deliver a single bill for all offers.

“Telefónica O2 Slovakia needed an end-to-end billing system that guaranteed superior customer service and an innovative customer experience up and running in a matter of months,” says Juraj Sedivy, chief executive officer at Telefónica O2 Slovakia. “With a history of successful deployments at additional Telefónica markets, including Spain and the Czech Republic – we knew Amdocs would deliver. The Amdocs Billing StartPack met our requirements for advanced billing capabilities and a rapid deployment and has enabled us to achieve our objectives. This was a win-win situation for us with the project delivered on time and on budget.”

AMDOCS STARTPACK DELIVERS FAST, LOW-COST BILLING SOLUTION

The Amdocs Billing StartPack is an advanced solution that incorporates pre-defined products, business processes, implementation services and interfaces. It is pre-tested and ready for deployment to deliver a cost-effective billing solution in a few months.

In choosing the Amdocs Billing StartPack, Telefónica O2 Slovakia was able to leverage the integrated and proven Amdocs products for convergent support across postpaid voice, data and content services. With a single rating engine, a single billing mediation gateway and one product catalog, it ensures data integrity and enables Telefónica O2 Slovakia to offer customers a consolidated bill across all offerings.

The business processes in the Amdocs Billing StartPack build on Amdocs’ best practices accumulated over more than 25 years in the communications industry. For example, the processes incorporated into Amdocs Billing StartPack are based on the eTOM Telecommunications Service Provider Business Process Framework, including billing management, service rating, and offer management. Amdocs Billing StartPack is highly scalable – up to millions of subscribers.

“The Amdocs Billing StartPack has been an important part of our strategy to quickly launch our postpaid services, attract new customers, and offer them a wide array of services.”

CHALLENGES

- > Quickly implement a robust postpaid billing system
- > Needed to support fast, flexible service delivery and promotions
- > Incumbent mobile operators dominated the market with 85 percent share
- > Increasingly challenging to deliver brand differentiation
- > Existing system was difficult to maintain, often crashed

SOLUTION

- > Amdocs Billing StartPack
- > Amdocs Document Designer
- > Amdocs System Integration Services

RESULTS

- > Launched postpaid services quickly and at low cost
- > Reduces time to market for new products and services
- > Short time-to-market for innovative bundling and discounting
- > Increased opportunity to grow ARPU
- > Fast implementation enabled business to leverage the holiday season sales
- > One consolidated bill across all offerings

AMDOCS CUTS BILLING SYSTEMS DEPLOYMENT TIME AND COST

The Amdocs Billing StartPack has helped Telefónica O2 Slovakia bring its postpaid mobile service to market in nine months, cutting time and deployment cost significantly. Implementing billing projects of this kind typically take around 12-18 months, hundreds of man-months to deploy, and cost upwards of tens of millions \$. Amdocs Billing StartPack enabled the business to introduce postpaid services in time to leverage the busy holiday buying period. And, Telefónica O2 Slovakia can now bring new products and services to market in a very short time.

As a result of Amdocs StartPack, Telefónica O2 Slovakia has been able to improve the customer experience and establish a strong presence in the market. With a powerful billing engine, Telefónica O2 Slovakia has introduced a raft of new voice and data products and services to all its customers.

Telefónica O2 Slovakia is now able to introduce innovative bundling and discounting packages very quickly in response to competitor offers, but more often in advance of them. Even its postpaid service is unique in the Slovak market, offering customers postpaid service and subsidized handsets without a written contract. Customers can choose their own voice tariff, switch tariffs free of charge, and carry over unused minutes. Telefónica O2 Slovakia gives its customers freedom to choose and select their postpaid service according to their needs.

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Amdocs Billing StartPack gives Telefónica O2 Slovakia a complete, end-to-end view of all customer billing activity, providing unified management of all customer types, regardless of the product level or complexity. Now, customers can receive a single bill for all services. One of Telefónica O2 Slovakia's aims is to increase ARPU (Average Revenue Per User). By having a single, integrated customer billing system, customers can be easily migrated from prepaid to postpaid, where ARPU is typically higher.

Other benefits of Amdocs Billing StartPack include making billing complexities transparent to the customer, increasing service personalization throughout the billing offer and customer lifecycle, and making billing information accessible online. Amdocs Billing StartPack also helps Telefónica O2 Slovakia deliver innovation across offers, and bundles.

The solution helps leverage rich billing data to fuel business insight and capitalize next generation services, as well as provides flexibility to support sophisticated business models and expansion into new markets and lines of business. In addition, the Amdocs Billing StartPack makes it easier to maintain systems, integrate to external systems and develop future capabilities as market and customer demand changes.

Says Juraj Sedivy, "The Amdocs Billing StartPack has been an important part of our strategy to quickly launch our postpaid services, attract new customers, and offer them a wide array of services. Amdocs is helping Telefónica O2 Slovakia capture more revenue, deliver more profitable customer experiences and grow market share."

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 \$3 billion in fiscal 2010, Amdocs has approximately 19,000 employees and serves customers in more than 60 countries worldwide. For more information, visit Amdocs at www.amdocs.com.

For the most up-to-date contact information for all Amdocs offices worldwide, please visit our website at www.amdocs.com/corporate.asp

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

THE AMERICAS:

BRAZIL

CANADA

COSTA RICA

MEXICO

UNITED STATES

ASIA PACIFIC:

AUSTRALIA

CHINA

INDIA

JAPAN

SINGAPORE

THAILAND

VIETNAM

EUROPE, MIDDLE EAST & AFRICA:

CYPRUS

CZECH REPUBLIC

FRANCE

GERMANY

HUNGARY

IRELAND

ISRAEL

ITALY

NETHERLANDS

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