

AMDOCS CUSTOMER SUCCESS STORY

T-MOBILE DEPLOYS INNOVATIVE TECHNOLOGIES
AND REINFORCES MARKET LEADERSHIP WITH
AMDOCS CHARGING SUPPORTING CUTTING-EDGE
BILLING SERVICES



“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

The Amdocs logo, consisting of the word 'amdocs' in a lowercase, white, sans-serif font on a dark grey background.

T-Mobile Czech Republic

Headquarters: : Prague, Czech Republic

Website: <http://t-mobile.cz>

Annual Revenue: Exceeded CZK 32.4 billion in 2007

Number of Subscribers: 5.34 million total

CHALLENGES

- > Maintain a competitive advantage
- > Speed time-to-market for new services and flexible billing options
- > Implement a highly flexible and scalable billing system
- > Support fast increases in subscribers and billing volumes

SOLUTION

- > Conduct a detailed requirement design and thorough market screening in order to select an IT solution and close technology partnership
- > The Amdocs Charging product and Amdocs System Integration services were chosen to realize innovative billing services and handle billing service challenges

RESULTS

- > Achieved market leadership, becoming number one in postpaid mobile segment
- > Reduced number of invoice questions to the Contact Center by 20 percent
- > Improved customer experience with improved billing timeliness and accuracy
- > Helped speed return on investment (ROI) for new and enhanced services
- > Reduced billing system operating costs by 7.5 percent
- > Improved billing system performance by 30 percent, even as the number of postpaid subscribers increased 23 percent

EXECUTIVE SUMMARY

T-Mobile Czech Republic's strategy is to deploy innovative technologies to reinforce market leadership continuously. The Amdocs Charging product is one element of this successful business model. T-Mobile Czech Republic has improved its billing services significantly. Continuous implementation of innovative software systems like the latest versions of Amdocs Charging enabled the following benefits: reduced operating costs, improved billing system performance, and reduced contact center inquiries. All these optimizations were realized even with dramatically growing customer volume at the same time. Faster return on investment for new and enhanced services and improved billing timeliness and accuracy are other benefits of this strategy. The partnership between T-Mobile CZ and Amdocs supports the differentiated customer experience necessary to maintain a competitive advantage and the achievement of market leadership in the postpaid mobile segment.

T-MOBILE DEPLOYS INNOVATIVE TECHNOLOGIES AND REINFORCES MARKET LEADERSHIP WITH AMDOCS CHARGING SUPPORTING CUTTING-EDGE BILLING SERVICES

The Czech Republic is one of the most developed mobile telephony markets in Central and Eastern Europe, with people using mobile devices more than conventional phones. T-Mobile Czech Republic has played an important role in this evolution, with innovative services and price plans and an unswerving vision of continued service enhancement.

T-Mobile's strategy is to deploy innovative technologies to reinforce market leadership continuously. The Amdocs Charging product is a key element of this successful business model.

T-Mobile Czech Republic first implemented Amdocs Charging for its postpaid customer base over five years ago. Amdocs Charging fit readily into its existing environment, integrating smoothly without requiring significant adjustments to the data warehouse, financial, or Customer Relationship Management (CRM) systems.

To optimize its flexibility and technology basis, T-Mobile CZ continuously upgrades its Amdocs Charging product as new maintenance releases become available. In cooperation with Amdocs Systems Integration, Product Support, and Development teams, T-Mobile innovates its billing services.

“T-Mobile continues to succeed in a maturing mobile marketplace by delivering the Intentional Customer Experience that increasingly sophisticated mobile customers demand.”

“T-Mobile realizes business advantages by implementing Amdocs Charging upgrades and using the latest capabilities for modern, flexible billing services,” said Milan Zika, Vice President of IT for T-Mobile Czech Republic. “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.”

T-Mobile recently selected Amdocs CES Enterprise Product Catalog Software as product information repository for services, handsets and accessories offered via T-Mobile's self-service portal. The objective for T-Mobile Czech Republic is to define, blend, price, bundle, maintain and retire offerings quickly and easily. Amdocs CES Enterprise Product Catalog Software will support the realization of this objective.

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T-Mobile has received numerous awards, on national and international levels, recognizing its role as an innovator and contributor to the development of the mobile market. Strong, positive numbers also demonstrate that there is an increasing base of satisfied T-Mobile customers in the Czech Republic: last year marked the sixth consecutive year of year-on-year growth in subscriber numbers at T-Mobile Czech Republic, and the operator has also surpassed its largest competitor in mobile service revenues.

“T-Mobile benefits from this partnership as Amdocs has industry experience and the proven ability to provide new functionality to support next-generation billing services,” said Mr. Zika. “Our Amdocs billing systems are able to support dramatic growth in the number of postpaid subscribers. The flexibility and scalability of the Amdocs platform helps us to maintain our leadership position in the Czech mobile marketplace.”

AMDOCS CUSTOMER SUCCESS STORY

TECHNICAL ENVIRONMENT

- > Amdocs products and services: Amdocs CES Enterprise Product Catalog Software, Amdocs Charging, Amdocs Implementation, Systems Integration & Product Support services
- > Database: Oracle
- > Platform: HP
- > Integrations: Completel for mediation; SAP for ERP through TIBCO EAI
- > Interaction volume: 11-12M customer data records (CDRs) per day
- > Line of Business: Wireless for 2.3 million postpaid subscribers
- > Services: Voice, data, MMS/SMS/GPRS (regular & roaming), outcollect, Wi-Fi
- > Segments: Residential and Corporate

THE AMDOCS CUSTOMER EXPERIENCE SYSTEMS PLATFORM PROVIDES A COMPETITIVE EDGE

For its residential and business customers, T-Mobile places great emphasis on providing the latest mobile applications and ensuring a differentiated and personal customer experience. The partnership with Amdocs helps T-Mobile deliver on this commitment.

“We compete on the basis of the value that we provide and the profit we derive from delivering a differentiated customer experience, and Amdocs products support T-Mobile in building and enhancing the Intentional Customer Experience.”

On an ongoing basis, the Amdocs Customer Experience Systems (CES) portfolio is enhanced to support digital lifestyles at an accelerated pace and lower cost. As customers request very individualized suites of services that require complex pricing, T-Mobile is ready to support these customer preferences. For example, T-Mobile has reduced the time-to-market for very creative, customized offers to its business customers such as individual discounts based on preferred service.

“Consistent early adoption of new technologies keeps T-Mobile Czech Republic ahead of its competition. Amdocs Charging and the Customer Experience Systems platform support our market success. Our IT platforms are able to scale with growth, support the differentiation of the brand, integrate effectively with each other, and assure our ongoing success,” said Mr. Zika.

“The Amdocs Charging product has helped T-Mobile improve the customer experience, reduce operating costs, and improve billing system performance.”

The Amdocs solution has helped T-Mobile Czech Republic speed return on investment (ROI) for new and enhanced services and reduce billing system operating costs by 7.5 percent. Even with a 23 percent increase in the postpaid customer base, billing system performance has improved significantly: the average time for one billing run is 30 percent lower than before the leap in subscriber volume.

TARGETING FUTURE GROWTH WITH AN INTENTIONAL CUSTOMER EXPERIENCE™

“T-Mobile maintains its leadership position in the Czech mobile marketplace by understanding that providers cannot compete on technology alone,” Mr. Zika continued. “We compete on the basis of the value that we provide and the profit we derive from delivering a differentiated customer experience, and Amdocs products support T-Mobile in building and enhancing the Intentional Customer Experience.”

“The flexibility and scalability of the Amdocs platform helps us to maintain our leadership position in the Czech mobile marketplace.”

Through increased billing accuracy and timeliness, and by providing all relevant information on easy-to-understand bills, T-Mobile Czech Republic has reduced the number of Contact Center inquiries about bills by 20 percent. Improving billing timelines and accuracy are just two of the many ways that T-Mobile Czech Republic has improved the customer experience. These and other service enhancements were pivotal in promoting T-Mobile Czech Republic to market leadership: today the company is number one in the postpaid mobile segment.

“The Amdocs Charging product has helped T-Mobile improve the customer experience, reduce operating costs, and improve billing system performance,” said Mr. Zika. “T-Mobile continues to succeed in a maturing mobile marketplace by delivering the Intentional Customer Experience that increasingly sophisticated mobile customers demand.”

ABOUT AMDOCS

Amdocs is the market leader in customer experience systems innovation, enabling world-leading service providers to deliver an integrated, innovative and intentional customer experience™ at every point of service. Amdocs provides solutions that deliver customer experience excellence, combining the software, service and expertise to help its customers execute their strategies and achieve service, operational and financial excellence. A global company with revenue of \$2.84 billion in fiscal 2007, Amdocs has more than 17,000 employees and serves customers in more than 50 countries around the world.

For more information, visit Amdocs at <http://www.amdocs.com>

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

THE AMERICAS:

BRAZIL

CANADA

MEXICO

UNITED STATES

ASIA PACIFIC

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CHINA

INDIA

JAPAN

THAILAND

EUROPE, MIDDLE EAST & AFRICA:

CYPRUS

CZECH REPUBLIC

FRANCE

GERMANY

HUNGARY

IRELAND

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