

AMDOCS CUSTOMER SUCCESS STORY

UPGRADED AMDOCS CONVERGENT BILLING SOLUTION HELPS XL INCREASE CAPACITY AND ACCELERATE TIME TO MARKET FOR PREPAID AND POST-PAID SERVICES



“Rather than building our own system or using a highly customized approach, Amdocs’ out-of-the-box system has enabled us to grow and develop our business with lower TCO and fewer headaches.”

DIAN SISWARINI
CTO, XL INDONESIA

amdocs

COMPANY AT A GLANCE

MARKET POSITION:

- > PT. XL Axiata Tbk (XL) is the fastest growing telecommunication operator in Indonesia
- > Majority owned by Axiata Group Berhad ("Axiata Group")

HEADQUARTERS: Jakarta, Indonesia

WEBSITE: www.xl.co.id

STOCK EXCHANGE: symbol: JSX: EXCL

REVENUES: Rp. 4.2 trillion in 1Q 2010

EMPLOYEES: approximately 2,140

SUBSCRIBERS: 32.6 million in 1Q 2010
(99% of which are prepaid)

TECHNICAL ENVIRONMENT:

- > Amdocs Products:
 - Amdocs Convergent Billing Solution (including Amdocs Convergent Charging,
 - Amdocs Product Catalog, Amdocs Accounts Receivable, Amdocs Collections,
 - Amdocs Invoicing, and Amdocs Document Designer),
 - Amdocs Partner Settlement Manager solution, Amdocs Customer Management solution
- > Amdocs Services:
 - Amdocs Delivery Services and Amdocs Product Support and Maintenance Services
- > Network: Fiber optic
- > Lines of Business:
 - Consumer Solutions as service provider and triple band (900/1800/1900)
 - Cellular network, also Business Solutions as corporate service provider

EXECUTIVE SUMMARY

When major Indonesian wireless provider PT. XL Axiata Tbk (XL) began to implement a new business strategy involving significantly reduced prices and a dramatic increase in transaction volume, Amdocs was ready to help. XL upgraded to the latest version of Amdocs Convergent Billing to compete effectively in the Indonesian market landscape. As the XL business model evolves, the provider is now focused on developing innovative product plans and bundled solutions, and the Amdocs platform provides the flexibility and agility to support this value-added market strategy. The Amdocs Customer Delivery Unit provided systems integration expertise for the migration. With the Amdocs Convergent Billing Solution, XL can provide consistent customer service to prepaid and post-paid customers for wireless, broadband Internet, and Internet Protocol (IP)-based voice and other offerings for next-generation networks including IMS (IP Multimedia Subsystem). Costs and complexity were reduced by using Amdocs' single, consolidated system across all of XL's lines of business. With Amdocs' help, XL has reduced time to launch new services to just weeks and increased its ability to quickly provide sophisticated offers to high-value customers. During the upgrade, Amdocs helped XL successfully support exponential growth of its customer base, as active customer numbers grew by 96 percent to approximately 23 million. As XL establishes value-added products and platforms to drive the next phase of its market evolution, Amdocs continues to play a significant role for XL by providing system speed and agility plus vital Ongoing Support, working closely with XL's internal IT and operations teams.

“By providing both the software and the migration services, Amdocs made it possible for XL to accomplish the full migration on time.”



Major Indonesian wireless provider PT. XL Axiata Tbk (XL) knows that success in a very competitive emerging market calls for business agility and service excellence. In its early growth from 1.5 million subscribers to more than 15 million in less than five years, XL relied on Amdocs' billing, customer management, and partner settlement solutions to help deliver a superior customer experience to its largely prepaid customer base.

When XL began to implement a new business strategy involving significantly reduced prices and a dramatic increase in transaction volume, Amdocs was ready to help. XL made a strategic move to compete effectively in the Indonesian market landscape by upgrading to the latest version of Amdocs Convergent Billing. As the XL strategy evolved to focus on providing innovative, value-added products, the Amdocs solution enabled the agility and speed to help drive this next phase of successful market evolution at XL.

With the Amdocs Convergent Billing Solution, XL can provide consistent customer service to prepaid and post-paid customers for wireless, broadband Internet, and Internet Protocol (IP)-based voice and other offerings for next-generation networks including IMS (IP Multimedia Subsystem). During the upgrade, Amdocs helped XL successfully support exponential growth of its customer base, as active customer numbers grew by 96 percent to approximately 23 million. The Amdocs Convergent Billing Solution provides the flexibility for XL's evolving value-added market strategy. For example, new Product Catalog releases can be performed during business hours without impacting normal business, enabling frequent marketing campaigns and new product launches: Amdocs enables XL to launch dozens of Product Catalog releases each month as needed.

The Amdocs Customer Delivery Unit provided systems integration expertise for the migration, and Amdocs continues to be a key partner in helping the company successfully launch new products and drive revenue. Amdocs provides vital Ongoing Support, working closely with XL's internal IT and operations teams.

“From the start, the new system processed an enormous volume of holiday network traffic flawlessly and we can bring new products to market very rapidly.”

“We originally chose Amdocs based on its experience with modernizing business support systems for other customers in fast-paced markets like our own,” said Dian Siswarini, CTO, XL Indonesia. “Rather than building our own system or using a highly customized approach, Amdocs' out-of-the-box system has enabled us to grow and develop our business with lower TCO and fewer headaches. Our migration to the latest version of Amdocs Convergent Billing is an example of how XL has benefited from Amdocs' investments in its core product and knowledge of market needs.”

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AMDOCS DELIVERY TEAM MEETS TIGHT MIGRATION TIMELINE

On-time delivery of the upgraded system was vital to meet the demands of the holiday season in Indonesia. The peak season ended just six weeks after the migration ended, and the Amdocs Delivery team was able to stabilize the upgrade and migration to meet that timeline. In eight weeks, approximately 23 million active subscribers migrated to the new Amdocs Convergent Billing software.

“By providing both the software and the migration services, Amdocs made it possible for XL to accomplish the full migration on time,” said Siswarini. “Amdocs supported us all along the way, minimizing the business impact of such a massive migration. Amdocs was also very flexible and responsive, such as migrating a specific segment over the weekend, so we could launch a new service targeted at those subscribers in the beginning of the week.”

The Amdocs Delivery team focuses on effective request prioritization and personalized case handling, and this was evident during the upgrade process at XL.

“With the Amdocs team on site, we were able to escalate to them at any point, and they worked hand-in-hand with our team around the clock,” said Siswarini. “The Amdocs team demonstrated their commitment to the project, always willing to do more. From the start, the new system processed an enormous volume of holiday network traffic flawlessly and we can bring new products to market very rapidly.”

CHALLENGES

- > Need scalability to handle exponential subscriber growth in a rapidly growing market
- > Requires extremely agile system to speed time to market for attractively priced value-added services
- > Convergent environment is required for a customer base with a large volume of prepaid and smaller volume of high-value post-paid customers
- > Need the flexibility to compete effectively in one of the largest wireless markets in the world

SOLUTION

- > Upgrade Amdocs Convergent Billing solution to increase scalability and flexibility
- > Integrate to Amdocs Partner Settlement Manager and Amdocs Customer Management solutions to further increase flexibility in supporting converged lines of business
- > Amdocs Delivery and Product Support and Maintenance Services provide expertise during and after the upgrade
- > Migrate entire customer database to upgraded Amdocs platform for increased agility

RESULTS

- > Reduced CAPEX by 25 percent through hardware and software cost reductions
- > Decreased billing operational costs by 20 percent
- > Successfully supported exponential subscriber growth of 96 percent during upgrade period, enlarging the active subscriber base from 13M to 23M within 12 months
- > Reduced time to launch new services to several weeks, increasing XL's ability to quickly provide sophisticated offers to high-value customers
- > Increased usage and cross-sell opportunities with ability to charge prepaid accounts for MMS access
- > Ensured business continuity/minimized disruption to the business during the upgrade process

SUCCESS FACTORS AND STRONG RESULTS

With a stable, scalable, converged environment across its prepaid and post-paid customer bases, XL has achieved an enhanced ability to develop and introduce new promotional tariff programs and value-added services designed to maximize revenues. Among the strong results are a CAPEX reduction of 25 percent, gained from reductions in software and hardware costs, and a 20 percent cut in billing operations costs.

Costs and complexity were reduced by using Amdocs' single, consolidated system across all of XL's lines of business. This unified system enables a single point of product definition, one set of customer data, and real-time migration from prepaid to post-paid and vice versa.

With Amdocs' help, XL has reduced time to launch new services to just weeks and increased its ability to quickly provide sophisticated offers to high-value customers. Usage and cross-sell opportunities are now expanded because the upgraded system enables XL to charge prepaid accounts for MMS access. In addition, the upgraded system provides the ability to handle high volumes of change offers in a short timeframe which is vital in XL's rapidly expanding market.

Having a close working relationship with the vendor was a key success factor, according to Siswarini. "Amdocs provided the experience and industry knowledge to move forward smoothly with onsite teams committed to achieving XL's project goals. Adopting a product approach as opposed to customizing or building an in-house solution helped XL leverage its existing investments, provide backward compatibility, and accelerated time to production," she stated.

FLEXIBILITY AND AGILITY FOR PREPAID AND POST-PAID SERVICES

With a majority of prepaid subscribers, XL wanted to enhance its ability to provide a large variety of price plans and allow its customers to immediately take advantage of new pricing options and bundles. These capabilities are vital for customer loyalty in a prepaid environment, and the upgraded Amdocs system enables XL to launch hundreds of new price plans a year, activate new plans within moments of a customer's request, and provide customers real-time access to their balances.

For XL's corporate and post-paid customers, the new Amdocs Convergent Billing environment enables flexible payment methods and complex hierarchies for personal versus company paid services among an expanding array of new offers. "Soon after the upgrade, XL was able to attract some major corporate customers based on these new capabilities," said Siswarini.

“Amdocs supported us all along the way, minimizing the business impact of such a massive migration.”



“The new Amdocs system helps us provide better, quicker service to our subscribers. Performance is improved significantly on replenishment, change offers, and moves from prepaid to post-paid subscriptions in real time, to give just a few examples,” said Siswarini.

“Reload capability is improved two to three times and we can now create new promotional tariff programs and value-added services designed to maximize revenues,” Siswarini stated. “For our customers, these new capabilities mean better control over their budgets—they can decide how to manage their credits and choose services that precisely meet their needs.”

AMDOCS' CONTINUING COMMITMENT

Just as XL relies on Amdocs Convergent Billing, ongoing Amdocs Product Support and Maintenance is also a vital enabler for the XL business strategy, according to Siswarini.

“Through their excellent understanding of our business needs, Amdocs Product Support helps IT continue to meet XL's business requirements,” Siswarini said. “Amdocs helped us stabilize the prepaid system and TRB processes, and Amdocs handled these projects efficiently as top priorities.”

Siswarini emphasized that while KPIs including time and capacity are important, a significant objective for her team is to ensure satisfaction among internal customers at XL including the marketing, sales, and channels groups. “Amdocs and my team are working together to partner with our internal customers on utilizing our Amdocs system to deliver continued business and market advantages with minimal impact on XL operations and budgets,” said Siswarini.

CONVERGENCE AND COMPETITIVE ADVANTAGE

The Amdocs Convergent Billing Solution across XL's prepaid and post-paid customer bases and services enables rapid time to market for sophisticated new offers. Amdocs is helping to ensure that XL retains its competitive edge in the very fast-paced Indonesian market by providing software, expertise, and ongoing technical and business support.

“While our in-house IT team focuses on critical business and marketing initiatives in a rapidly changing market, the operational support from Amdocs helps us keep pace with the continued increase in traffic and rapid rate of change,” said Siswarini. “From strategic optimizations to ‘on the fly’ problem solving, Amdocs helps us make sure that day-to-day system issues are handled effectively,” said Siswarini.

XL plans to upgrade its Amdocs Customer Management and Partner Settlement Manager solution in the near future. “One goal of the planned upgrade is to allow our Contact Center to provide service more rapidly with a broader range of customer knowledge,” said Siswarini.

As XL's future projections include doubled subscriber numbers, ten to fifteen percent more transactions, and innovative product plans designed to capture an increased share of customer revenue, Amdocs will continue to play a significant role for XL, according to Siswarini. “Amdocs provides a strong system that helps us launch new products quickly and drive revenue. Their support helps us focus on the business and drive it forward, and we plan to use Amdocs to enhance our competitive advantage in the years ahead,” said Siswarini.

BUSINESS CONTINUITY GOALS ACHIEVED DURING ADDITIONAL UPGRADE

Amdocs is known worldwide for helping its customers achieve operational and business value. At XL, the Amdocs Convergent Billing upgrade is a case in point, and a recent upgrade to Amdocs CRM provides another excellent example. With a rigorous focus on keeping XL business running smoothly during the Amdocs CRM upgrade process, Amdocs and XL worked together to establish expectations, define the project success criteria, and measure the results. The jointly defined KPI targets for business continuity included system performance, bill accuracy, and bill cycle time. The Amdocs CRM upgrade was smooth, with minimal business disruption, as these KPIs demonstrate:

Measure developed for Amdocs CRM upgrade at XL	Target established jointly by Amdocs and XL	KPI achieved
Bill Accuracy in first bill run	99 %	Goal exceeded – 99.9 % accuracy
Successful Payment In less than three minutes	99.9 %	Goal achieved – 99.9 % successful
System Performance: Change Offer-- latency less than three minutes	95 %	Goal exceeded – 100 %

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 17,000 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

EUROPE, MIDDLE EAST & AFRICA:

CYPRUS

CZECH REPUBLIC

FRANCE

GERMANY

HUNGARY

IRELAND

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NETHERLANDS

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