

AMDOCS CUSTOMER SUCCESS STORY

AT&T MOBILITY



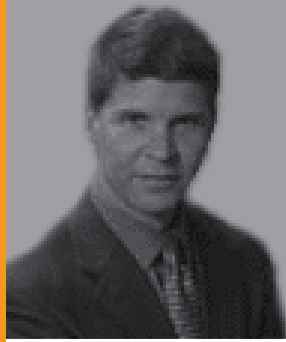
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“Amdocs clearly know their stuff, and that gives me confidence that we can implement customer life-cycle management solutions with Amdocs”

VON WRIGHT

VP OF IT STRATEGY AND PLANNING,
AT&T MOBILITY

amdocs



ORGANIZATION AT A GLANCE

COMPANY NAME: AT&T Mobility

HEADQUARTERS: Atlanta, Georgia, USA

WEBSITE: www.att.com

REVENUE: US\$124.3 billion (FY10)

AT&T Mobility is the largest wireless company in the United States with more than 95 million subscribers who use the nation's largest digital voice and data network.

Von Wright, Vice President of IT Strategy and Planning at AT&T Mobility, discusses his company's use of Amdocs products and services.

PARTNER AND IT PROVIDER

Amdocs is one of our most important IT providers and a significant partner of ours. They have done a good job at delivering, and the combination of Amdocs products and their defined integration points is a risk mitigation strategy.

ENABLER

We have standardized on the Enabler platform, which allows us to quickly bring products to market with configuration changes versus code changes. The platform we had been using before would probably take on average about 9 months to do the kinds of things we can do in just a few months with the Enabler product.

OUR STANDARD CRM APPLICATION

Amdocs CRM is our standard CRM application, used by 35,000 service professionals to manage every contact that comes into our call centers.

INSPIRING CONFIDENCE

We have engaged Amdocs to help us in some strategy work around customer life cycle management. The people we work with at Amdocs clearly know their stuff, and that gives me confidence that we can implement customer life cycle management solutions with Amdocs.

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

VIETNAM

EUROPE, MIDDLE EAST & AFRICA:

CYPRUS

CZECH REPUBLIC

FRANCE

GERMANY

HUNGARY

IRELAND

ISRAEL

ITALY

NETHERLANDS

POLAND

RUSSIA

SOUTH AFRICA

SPAIN

SWEDEN

TURKEY

UNITED KINGDOM