

AMDOCS > CUSTOMER EXPERIENCE SYSTEMS INNOVATION



AMDOCS SERVICE PLATFORM

FAST, FLEXIBLE, POWERFUL AND AFFORDABLE
SERVICE PLATFORM

amdocs



AMDOCS SERVICE PLATFORM CLEARS THE PATH TO AN ENHANCED CUSTOMER EXPERIENCE AND REVENUE GROWTH

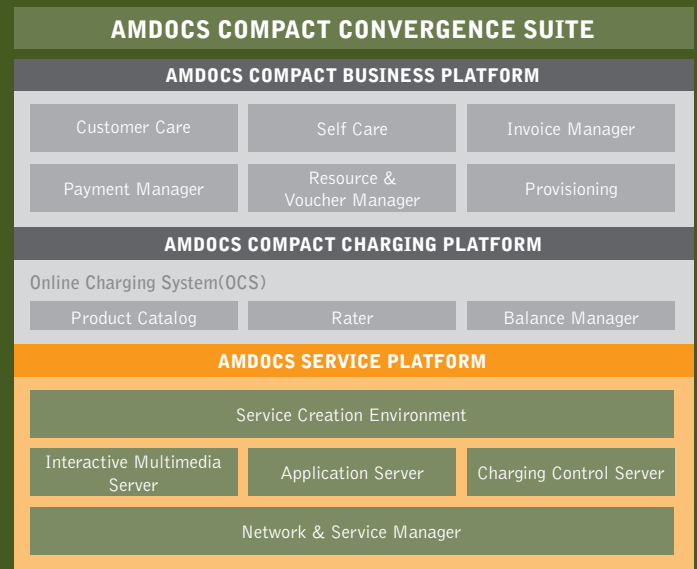
WOULDN'T IT BE GREAT IF YOU COULD RAPIDLY CREATE NEW SERVICES WITHOUT HAVING TO WRITE A SINGLE LINE OF CODE?

BETTER STILL, HOW ABOUT IF YOUR DELIVERY PLATFORM WAS SO EASY TO USE THAT YOU COULD TAKE ALMOST ANY INNOVATIVE SERVICE IDEA, STRAIGHT FROM THE MARKETING DEPARTMENT'S DRAWING BOARD, AND ACTUALLY BRING IT TO MARKET FAST?

EFFECTIVELY, YOU'D BE ELIMINATING THE SERVICE DELIVERY AND CONTROL COMPLEXITY YOU'RE CURRENTLY DEALING WITH. THIS WOULD ENABLE YOU TO FULLY LEVERAGE YOUR SERVICE DELIVERY INVESTMENT, AND BE TOTALLY INDEPENDENT OF VENDORS.

“AMDOCS GIVES US THE OPERATIONAL FLEXIBILITY AND AGILITY WE NEED TO CREATE, DELIVER AND MANAGE NEW SERVICES, RESPOND TO MARKET DEMANDS WITHIN DAYS AND OFFER CUSTOMERS A SUPERIOR EXPERIENCE AT A COMPETITIVE PRICE.”

ALI TASKIN, CEO OF EAGLE MOBILE



BRING NEW SERVICES TO MARKET FASTER AND MORE COST-EFFECTIVELY

STAYING AHEAD WITH YOUR CUSTOMERS AND THE COMPETITION

Imagine the value you'd derive from finally being able to launch new value-added services quickly, respond rapidly to competitive service offerings, reward customer loyalty with creative new services and manage them all in a controlled and innovative environment. To do this, you need a highly powerful and flexible platform that provides true value generation for you and your customers.

Amdocs Service Platform presents you with all this and more. It addresses the most important challenges you face right now: bringing new services to market faster and more cost-effectively than ever, creating new revenue streams from markets you've never served before, and increasing your market share and customer satisfaction. Now, your service offerings will be more attractive to customers and more easily acquired. Subscribers will be more likely to stay loyal and bring more revenue and value to your business over time.

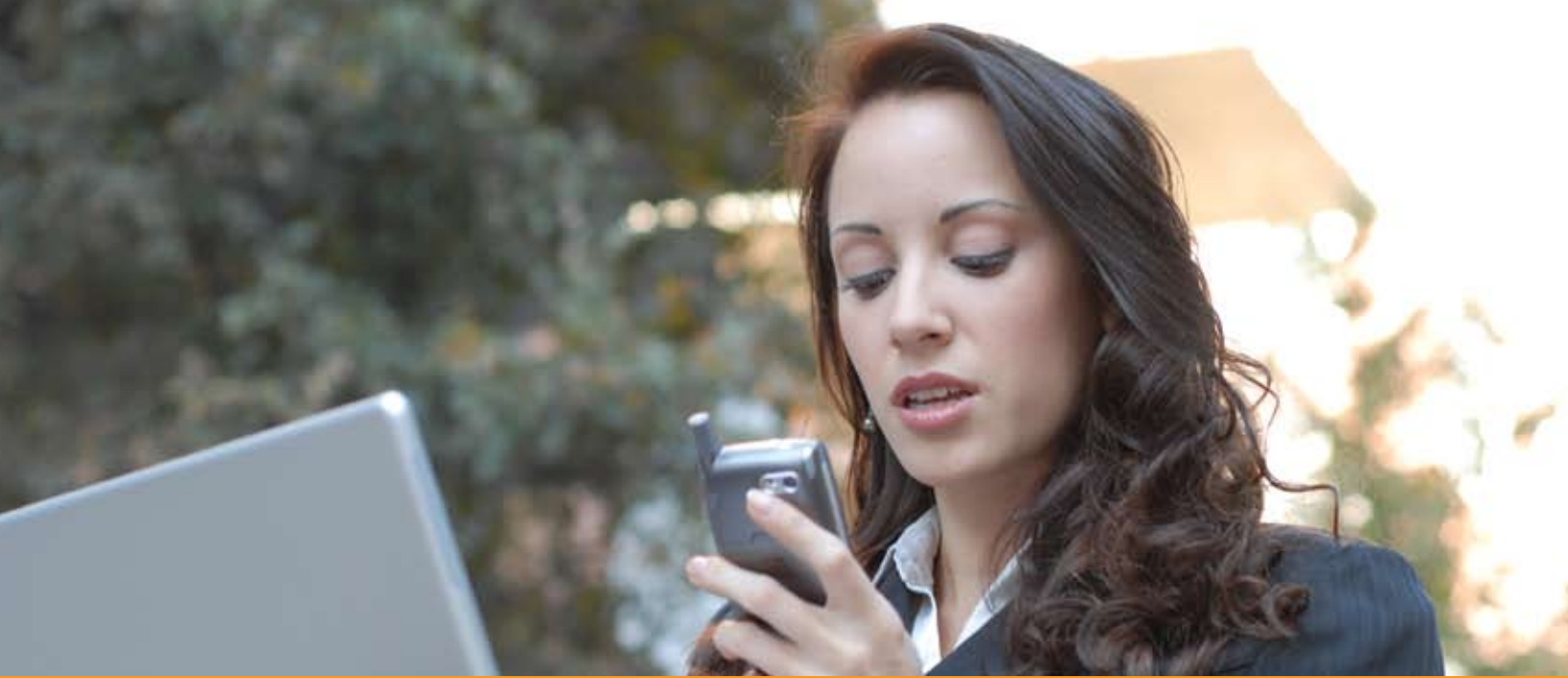
A COMPREHENSIVE PLATFORM THAT ALLOWS YOU TO TAKE FULL ADVANTAGE OF NEW SERVICES

In today's highly competitive and cost-conscious environments, combining new, quickly-delivered services and solutions with a low total cost of ownership is of critical importance.

- > Carrier-grade application server for service delivery.
- > Media services for multimedia-based offerings.

- > Prepaid session control and interaction with any charging system.
- > Convergence across networks (SS7/SIP) and functionalities.
- > Powerful next-generation service creation environment.
- > Complete service enablement life cycle — design, create, deliver, manage, charge and support.

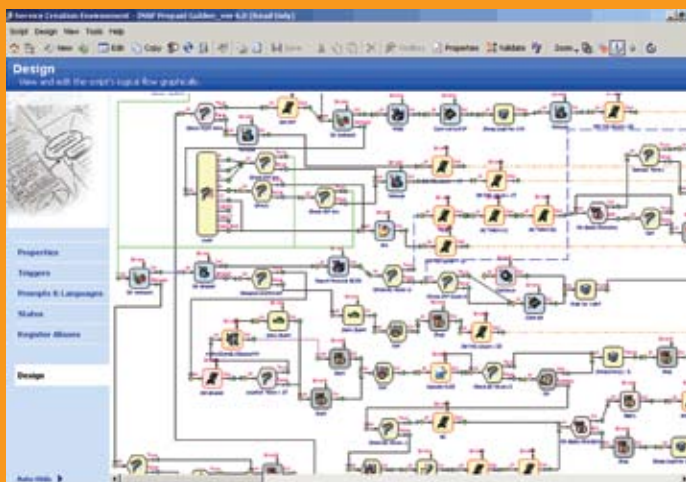
Amdocs Service Platform brings these advantages and many more to your business. It is a state-of-the-art service creation environment with integration into any real-time charging capability for voice, SMS, data and value-added services. It can handle any payment method and any customer type. It is network independent; a complete set of next-generation service delivery and media handling capabilities are included, allowing services you've created to operate over circuit-switched, packet-switched, or hybrid network environments. The Platform embodies all traditional intelligent network services, an array of value-added service applications, and a general purpose application server. It also supports essential infrastructure for value-added services including Short Message Service Center (SMSC), Unstructured Supplementary Service Data (USSD), media services, network connectivity and more!



GET TO MARKET BEFORE THE COMPETITION — AND WIN

FLEXIBLE, POWERFUL AND EASY TO USE – EVERYTHING SHOULD BE THIS GOOD

At the heart of the Amdocs Service Platform is a uniquely flexible, powerful and easy-to-use Service Creation Environment (SCE). It empowers you to rapidly create and modify service scripts that run all services over a Service Logic Execution Environment (SLEE), thus helping to minimize complexity and enhance flexibility. The SLEE translates network events and messages into one unified language that the platform can understand. It then uses the environment to execute any service and easily intertwine different and disparate services and protocols. It also makes the platform simple to integrate and operate.



SIMPLE DRAG AND DROP SERVICE CREATION

CREATE NEW SERVICES IN DAYS WITHOUT WRITING A SINGLE LINE OF CODE

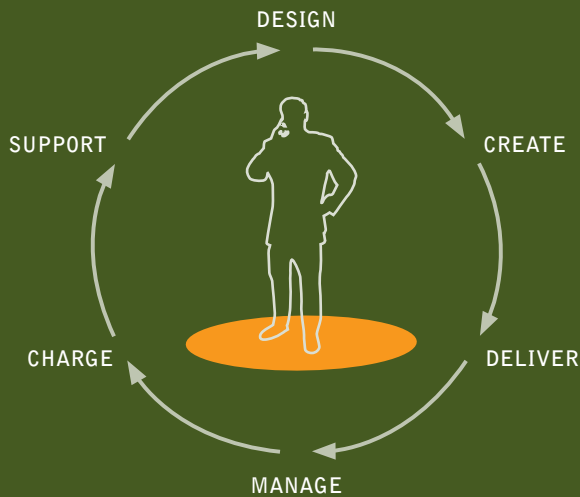
New services can be rapidly launched to the market, because the Service Creation Environment uses Service Independent Building Blocks (SIBs), which are packages of pre-written code that can be combined in any number of ways to design a service.

SIBs are used to design, provision, control and monitor all services, functions and modules without having to write a single line of code! They allow almost any service imaginable to be created or modified in record time. New offerings can be designed and brought to market faster than ever. You can be first to market with innovative new services, enjoy immediate revenue and gain the edge on competitors!

Creating scripts in the Service Creation Environment is as easy as dragging SIBs from a toolbox within the graphical user interface and dropping them into the Design Workspace. You can then link the SIBs in the desired order to create the service. Within the toolbox, SIBs are grouped into families, which have related functionality. The SCE is supplied with over 300 SIBs. There are SIBs relating to specific protocols (SIP, CAMEL, WIN and ISUP, for example) and others referring to script logic (including those that initiate another script).

To save operational costs, the SCE provides reuse of tools, skills and the knowledge base of trained users, which makes it extremely cost-effective and viable for today's service providers.

COMPLETE SERVICE ENABLEMENT LIFECYCLE



NEW OUT-OF-THE-BOX VALUE-ADDED SERVICES INCLUDED

Value-added services are revenue-generating, loyalty-building, and known to be highly-effective 'churn fighters.' Amdocs Service Platform is the single solution you need to quickly and cost-effectively launch value-added services. This uniquely complete and flexible service delivery platform makes it easier and faster for you to create innovative new services as well as making it more affordable to provision, design and manage them.

Amdocs Service Platform includes dozens of pre-built value-added services you can introduce with the click of a mouse. Whether you plan to launch Ringback Tones, notify subscribers of missed calls, create new blended services or deal with service change requests – Amdocs Service Platform enables you to do it all quickly and easily!

You can also redesign and reconfigure value-added services as they follow market trends. Matching services with new market segments is as simple as selecting the appropriate option and clicking.

IT'S ALL READY FOR YOU, NOW YOU JUST NEED TO DEPLOY

Amdocs Service Platform equips you with everything you need to design, create, deliver, control and manage value-added services faster and more easily than ever before. From the powerful and easy-to-use graphical Service Creation Environment to the underlying Service Logic Execution Environment (SLEE), the solution will help you deliver the services that add value today while enabling you to come up with products for tomorrow.

In this highly competitive and rapidly changing market, you need a partner that understands how to maximize your benefits and the benefits to your customers. You need business tools that make that happen. Amdocs is that partner today and in the future.

ABOUT AMDOCS NETWORK BUSINESS UNIT:

The Amdocs Network Business Unit offers network-connected service delivery solutions specifically addressing the requirements and cost constraints of service providers worldwide. These solutions deploy quickly and enable operators to rapidly create, deliver and manage for innovative new services profitably, and with unmatched operational flexibility for true competitive advantage. For more information, visit www.amdocs-network.com

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 TM, 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 16,000 employees and serves customers in more than 50 countries around the world. For more information, visit Amdocs at www.amdocs.com.

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CHINA

INDIA

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THAILAND

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CYPRUS

CZECH REPUBLIC

FRANCE

GERMANY

HUNGARY

IRELAND

ISRAEL

ITALY

NETHERLANDS

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