

AMDOCS > CUSTOMER EXPERIENCE SYSTEMS INNOVATION



AMDOCS VALUE-ADDED SERVICES

RAPIDLY MAXIMIZING REVENUE AND GROWTH,
WHILE ENHANCING THE CUSTOMER EXPERIENCE

amdocs



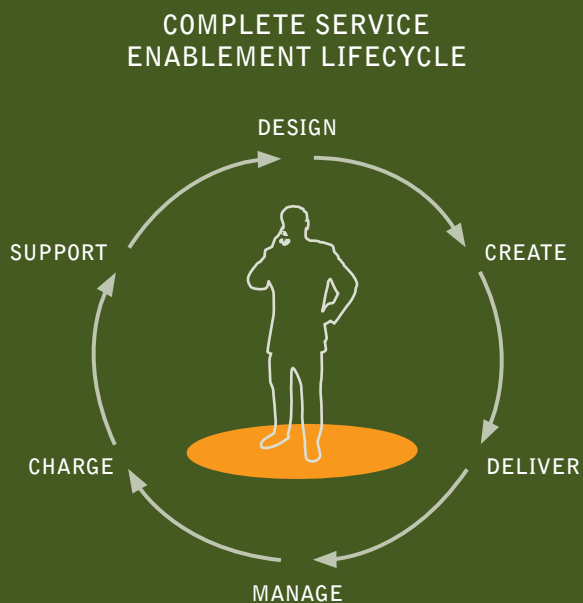
SERVICES THAT ADD VALUE FOR YOU AND YOUR CUSTOMERS

VALUE-ADDED SERVICES ARE REVENUE-GENERATING, LOYALTY-BUILDING, AND KNOWN TO BE HIGHLY-EFFECTIVE 'CHURN FIGHTERS.' THEY ARE CRUCIAL FOR SERVICE PROVIDERS COMPETING IN TODAY'S INCREASINGLY COMPETITIVE MARKET PLACE.

VOICE SERVICES HAVE BECOME COMMODITIZED, BARRIERS TO MARKET HAVE DIMINISHED AND THE SUBSCRIBERS' POWER OF CHOICE OUTWEIGHS ANY NETWORK OR SERVICE OFFERING. INNOVATIVE NEW SERVICES HAVE THE ABILITY TO ENRICH THE CUSTOMER EXPERIENCE AND HELP RE-ENGAGE THEM THROUGH THE DELIVERY OF INCREASED VALUE, UTILITY AND ENJOYMENT. IN ORDER TO FULLY CAPITALIZE ON ALL THE BENEFITS THAT VALUE-ADDED SERVICES CAN DELIVER, SERVICE PROVIDERS NEED TO ENSURE THEIR ENTIRE ORGANIZATION IS PROPERLY ALIGNED AND EQUIPPED WITH THE RIGHT CAPABILITIES. AND THIS NEEDS TO OCCUR IN EVERY AREA OF THE BUSINESS — FROM NETWORK TO CUSTOMER — AND EACH LAYER IN BETWEEN.

SUPPORTS:
ANY NETWORK
ANY SERVICE
ANY PAYMENT METHOD

- > GSM, CDMA, WIMAX, IMS.
- > FIXED-MOBILE CONVERGENCE.



COMPLETE SERVICE ENABLEMENT LIFECYCLE — CREATE, DELIVER, MANAGE, CHARGE AND SUPPORT

OUT OF THE BOX OR NEWLY CREATED, AMDOCS MAKES IT EASY

Uniquely, value-added services can enhance a service provider's business and enrich subscriber experience. These services enable operators to generate new revenue from previously untapped sources, increase the value of existing services, provide an intentional customer experience, and potentially increase customer loyalty and lifetime value. For subscribers, they typically bring added convenience and enhance productivity, provide entertainment, or even give peace of mind.

The Amdocs Service Platform is the perfect launch pad from which you can create and deliver new value-added services. It includes dozens of the most popular and appealing value-added services, pre-built and ready to launch right out of the box!

WITH FULL INTEGRATION, CAPITAL AND OPERATIONAL COSTS ARE MINIMIZED

Implementation is as simple as a few mouse clicks. The program enables all services to run on the same platform and use the same resources so there is no need to dedicate parts of it or add new hardware. Amdocs Service Platform is designed to be supremely efficient and cost-effective, particularly when many new services are created and the platform is fully optimized.

Rich in functionality it is a complete and fully integrated service enablement solution that optimizes use of existing network assets and minimizes capital and operational costs. Amdocs Service Platform includes an application server, which allows you to create as yet undefined services using the capabilities provided by Service Independent Building Blocks (SIBs). Existing business processes can also be used or, if needed, new ones created.

GIVE YOUR IT DEPARTMENT A BREAK; CREATING NEW SERVICES IS EASY

Creating services is easy. The Amdocs Service platform includes an extensive library of SIBs, which provide all the necessary code in pre-packaged blocks. These SIBs can be combined in any number of ways to create innovative new value-added services. A powerful and flexible graphical user interface, using simple techniques like 'drag and drop', enables you to quickly design new services without having to write a single line of code!

With Amdocs, running a combination of services and protocols no longer creates a barrier to fast time to market. At its core, the Service Creation Environment (SCE) contains a high-performance, multi-threaded Service Logic Execution Environment (SLEE), which runs the Application Server and connects it to the network.



VALUE-ADDED SERVICES: THE ULTIMATE WAY TO ENHANCE CUSTOMER EXPERIENCE.

SOME EXAMPLES OF PRE-BUILT, POPULAR VALUE-ADDED SERVICES

Ringback Tones (RBT)

Consumers want to personalize their communications devices and experiences to create a unique impression, so one of the value-added services Amdocs has included is Ringback Tones (RBT).

This is a service that replaces standard ringback tones for friends, family and others. Subscribers can choose songs for their callers to hear before they answer. Amdocs has designed it with multi-protocol support, which means it runs on any network and helps you optimize your network resources. It can also support a corporate mode option whereby it plays a company's jingle.

Number Forwarding Service (NFS)

Amdocs' number forwarding service (NFS) automatically routes a subscriber's incoming call to another number, based on criteria that he has set. This could include time of day, day of the week or order of call.

Combined, the above two services are an ideal corporate solution for companies wishing to customize their communications service to fit the unique needs of their business.

Missed Call Notification (MCN)

Missed call notification is another revenue generator for service providers. It captures and stores the incoming caller's information until the subscriber's handset registers back on the network. This results in mobile network continuity and increased customer loyalty.

Virtual PBX (VPBX)

A Virtual PBX (VPBX) provides PBX features for private or corporate customers. It also supports Hunting Groups, Pick-up Groups, corporate jingles or announcements and selective caller "accept or reject."

Money Transfer Service

Money transfer service enables one subscriber to transfer currency and/or balance to another in a single transaction, thus enabling new and innovative ways to transfer money between people. This is ideal for leveraging value for service providers to become financial players in the non-banking sector.

Dealer Recharge

Dealer Recharge service enables cost-effective balance transfers between the service provider and subscriber, via a smart recharge supply chain, which expands the presence of service providers via distributors and street sellers, all the way to the subscriber. This service leverages the network as a sales channel.

Subscriber Information Service Center

A subscriber information service center can make all sorts of knowledge available to subscribers, thus adding real value, productivity, convenience and other useful customer services. This could include the latest weather forecasts, travel information, share price indexes, horoscopes – anything!

- > DOZENS OF PRE-BUILT VALUE-ADDED SERVICES.
- > OVER 300 SERVICE INDEPENDENT BUILDING BLOCKS.
- > INFINITE NUMBER OF SERVICES.

OPERATOR VAS	BUSINESS VAS	SUBSCRIBER VAS	
Dealer Recharge	VPN	Find Me / Follow Me	Collect Call
Calling Card	Virtual PBX	Friends & Family	Welcome Roamer
Call Screening	Conference	Community CUG	Personal Greeting
Optimal Routing	Toll Free Calling	Call Screening	Balance Transfer
	Premium Rate	Missed Calls	Virtual Phone
Information Service	Free Call / Local Rate	Call Back	Ringback Tone
Number Portability	CSR Call from Web	Kid Safe	Parental Guidance
...and many more			

AMDOCS VALUE-ADDED SERVICES: A PLATFORM READY FOR THE FUTURE

This is just a selected sample of Amdocs' most popular value-added services. All of its services are industry-tested and proven to be valuable to customers of all types (corporate and consumer). Amdocs Service Platform, with many popular value-added services available out of the box, is the perfect launch pad to meet your current and future needs.

Amdocs offers a single platform from which to launch and create services while making them affordable to design, deliver and manage. You can also redesign and reconfigure them as they follow market trends. We think it's the smartest and most effective way to introduce value-added services!

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.

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

THE AMERICAS:

BRAZIL

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ASIA PACIFIC

AUSTRALIA

CHINA

INDIA

JAPAN

THAILAND

EUROPE, MIDDLE EAST & AFRICA:

CYPRUS

CZECH REPUBLIC

FRANCE

GERMANY

HUNGARY

IRELAND

ISRAEL

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