

AMDOCS SOLUTION FOR MVNO/E

FAST TIME-TO-MARKET, DIFFERENTIATION,
REVENUE AND GROWTH

amdocs

The Mobile Virtual Network Operator (MVNO) market continues to experience growth. Analysts predict that MVNO subscriptions will reach 150 million worldwide by 2013, with 42% coming from Western Europe. Europe is not alone in experiencing this trend. Worldwide, MVNOs are launching new operations or planning launches.

Whether you focus on building a unique brand catering to a target segment or competing on price, many of the business challenges are similar. Differentiation, achieving a competitive advantage and building market share quickly are all critical to success. The ability and flexibility to introduce new offerings, promotions and services to your customers will determine long-term success. In addition, you must ensure compatibility and interoperability with the Mobile Network Operator (MNO).

POWERFUL BSS/OSS/SERVICE DELIVERY SOLUTION—ALL YOU NEED TO LAUNCH SERVICES & GENERATE REVENUE

Whether you are an MVNO or an MVNE, Amdocs has a proven solution to meet your needs—Amdocs Compact Convergence. This complete, experience-centric, end-to-end, network-connected, convergent real-time charging and service delivery solution is designed specifically to address the requirements and cost expectations of high-growth service providers.

Amdocs Compact Convergence is a collection of modular, fully integrated products that span all functional requirements of service creation, delivery, control, real-time charging/billing, and customer and business support. It comes with dozens of popular, pre-built, value-added services ready to launch right out of the box. This is a perfect companion for added competitive advantage, a source for additional revenue streams and enhanced customer experience.

ANY NETWORK, ANY PAYMENT METHOD AND ANY DELIVERY MODEL

The Amdocs Compact Convergence solution was designed to handle all network protocols and all payment methods so you can manage your business in the most agile and flexible way. Whether you are connecting to an MNO running on CDMA, GSM, UMTS, WiMAX, IMS or any other network protocol, our system will support your current and future operational needs. The Amdocs solution also supports all payment methods — Prepaid/Postpaid, ePayment, Vouchers, Money Transfer — providing your customers a wide range of payment choices so they can choose the option(s) that best fits their life-styles and preferences. In addition, Amdocs is able to offer you a wide range of engagement models and choices to best fit your business growth plans — from a license agreement through a hosting/managed services to an on-demand (SaaS) engagement model.

AMDOCS COMPACT CONVERGENCE - SOLUTION OVERVIEW

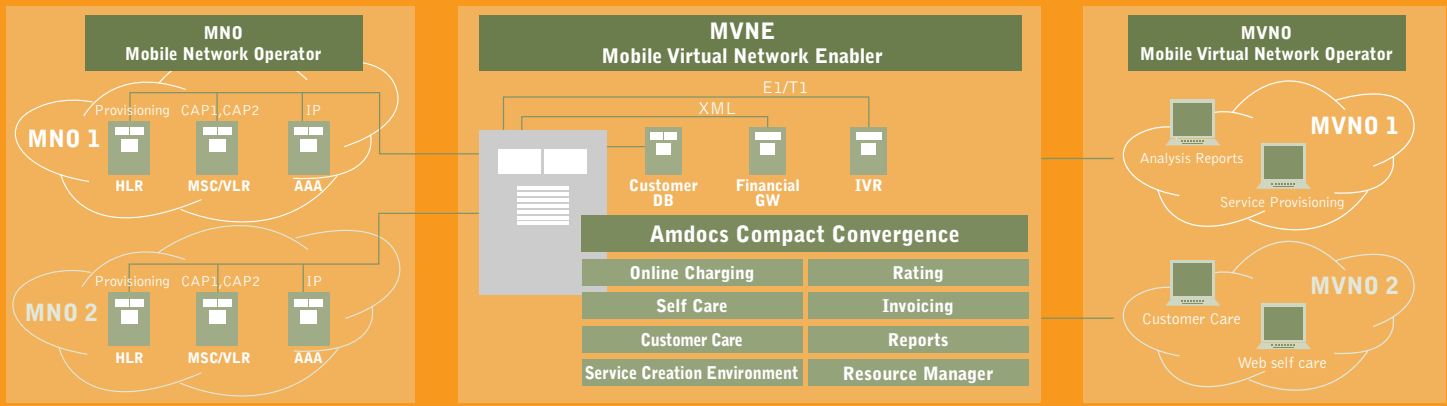
A complete, experience-centric, end-to-end, network-connected convergent real-time charging and service delivery solution designed specifically to address the requirements and cost expectations of high-growth service providers such as MVNOs and MVNEs.

THE AMDOCS SOLUTION INCLUDES:

- > Convergent real-time rating and charging (prepaid/ postpaid)
- > Service creation & delivery platform
- > Customer Care & Self Care
- > SIM card management
- > Cashier applications
- > Scratch card generation and distribution applications
- > Intelligent Network (IN) Platform
- > Messaging Platform (SMSC, USSD, IVR)
- > Invoice generator and collection/debt management

THE KEY BUSINESS & OPERATIONAL BENEFITS:

- > A multi-tenant allows multiple MVNOs to connect to the same platform while running separate instances of the software
- > Extremely fast time-to-market and revenue (in days and weeks, not months)
- > Lower TCO
- > Powerful, graphical service creation environment eliminates coding
- > Brand differentiation, marketing, market analysis and customer segmentation



FAST, FLEXIBLE, AFFORDABLE AND PROVEN

The solution includes everything needed to launch and run your service quickly, efficiently and cost-effectively. From partnering with high-growth service providers and MVNO/Es, we understand what is needed to deliver maximum benefits to you. The Compact Convergence Suite allows you to focus on your core competencies of sales and marketing, building your brand and growing your market while enjoying the peace of mind that comes from knowing that your business and operational support systems (BSS and OSS) are in place to support your current and future business growth strategies.

UNIQUE BENEFITS FOR MVNES

While a Mobile Virtual Network Enabler (MVNE) shares basic business and operational support system requirements with MVNOs, the Amdocs solution provides unique capabilities and benefits to service enablers.

The Compact Convergence solution was constructed with a multi-tenant architecture in mind. Multiple client organizations (MVNOs) can connect to the same platform while running separate instances of the software, allowing full personalization, control and security. Each can manage its own service offerings, define a product portfolio and tariffs and present the brand using a uniquely branded web portal with its own logo, look & feel and language choice. The system ensures the highest level of security, total separation and confidentiality between each MVNO by constructing virtual 'Chinese Walls' between each operation.

The ability to provide multi-tenancy can result in lower TCO for both the MVNE and the MVNO. With no need to make separate and parallel investments in software and hardware, the business model becomes more viable and the return on investment much more attractive.

THE EFFORTEL EXAMPLE

Effortel, based in Brussels, Belgium was founded in 2005. Effortel is a Mobile Virtual Network Operator (MVNO) and equally a multi-affiliate MVNE, which offers the full range of management services, marketing and operational platform-based transaction processing.

The company is using the Amdocs Compact Convergence suite to support multiple MVNOs, across multiple countries (Italy, France, Belgium, Poland and more), as well as the second largest retailer in the world, from its Brussels headquarters.

The solution is hosting all MVNO services with the highest level of security while providing all the tools needed to design, create, deliver, charge and support localized, prepaid/postpaid voice, SMS and data services.

"Amdocs service enablement solution enables Effortel to offer flexibility in tariff management, providing customers with the ability to launch promotional campaigns and new services in a matter of days, not months,"

"As we enable our MVNO customers to expand in new markets, we value the Amdocs Compact Convergence suite because it not only helps us operate more efficiently and cost-effectively, but it is designed to help us better meet our customers' competitive goals to offer low-cost mobile phone service."

Maarten Boute, Chief Executive Officer, Effortel