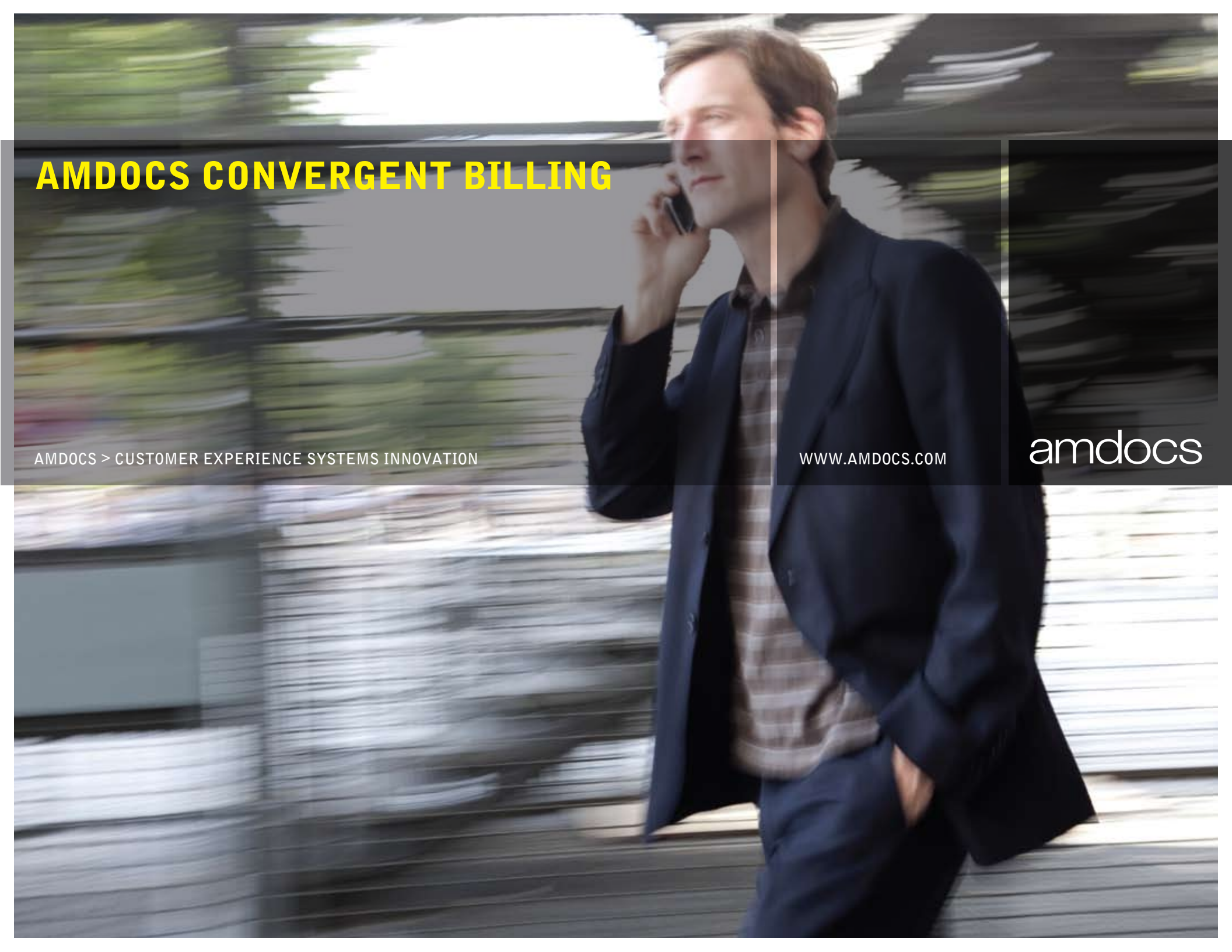


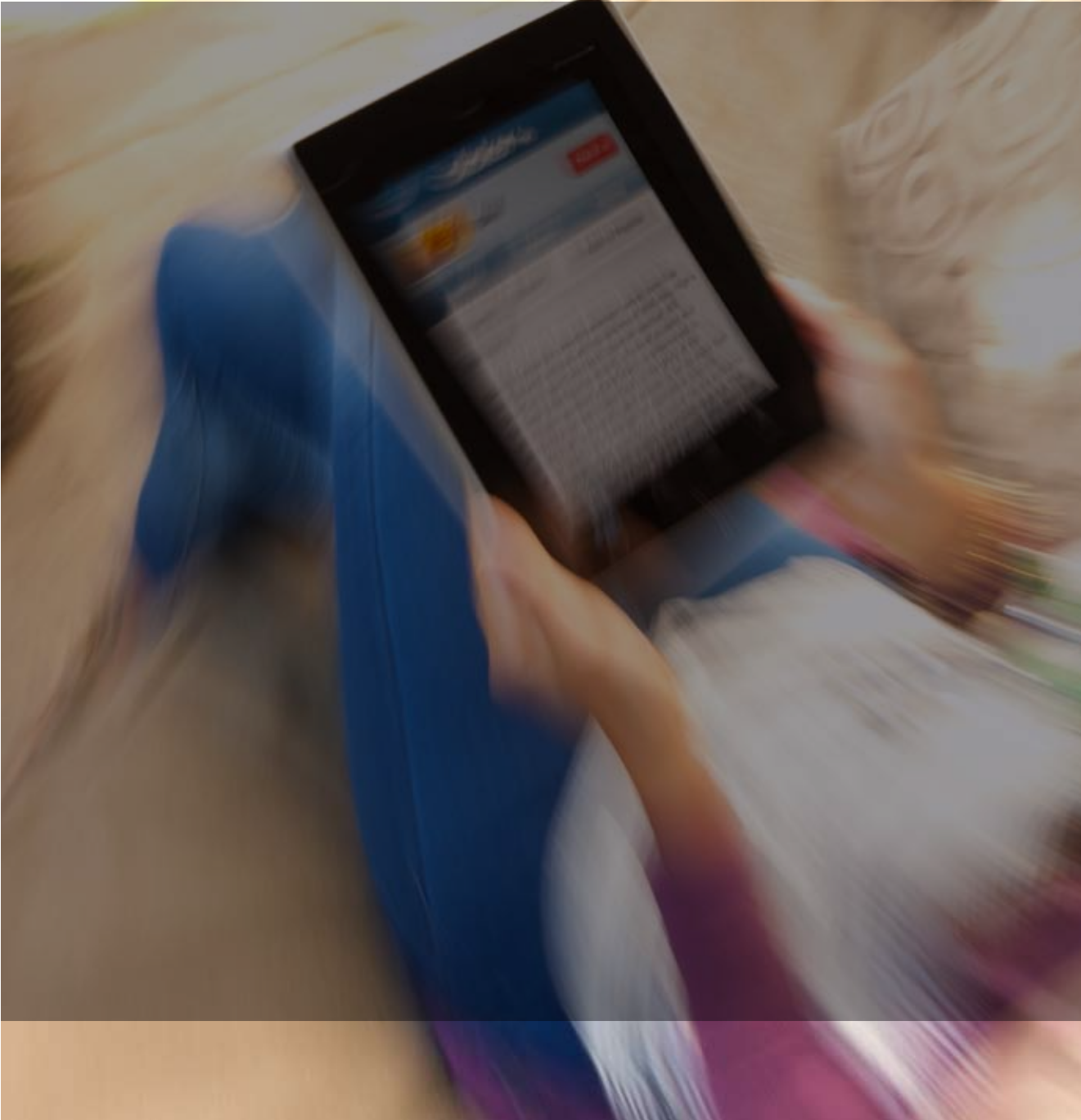
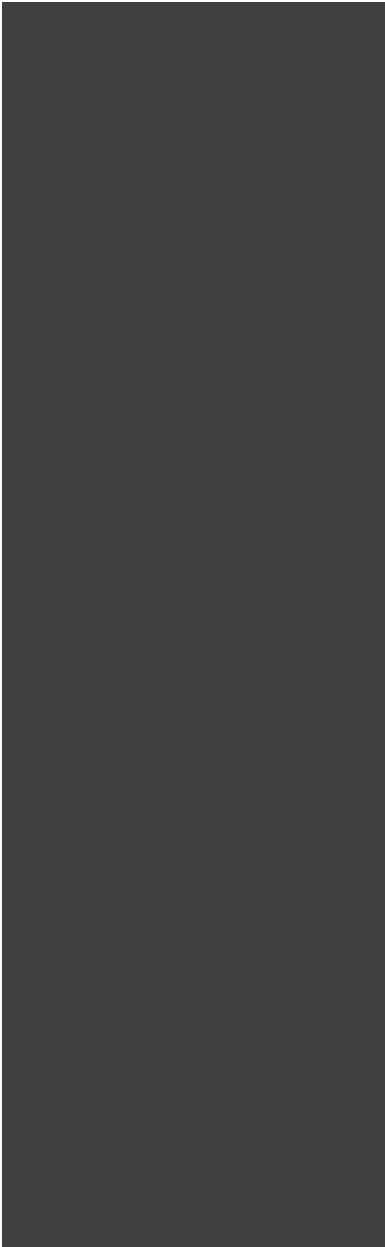
AMDOCS CONVERGENT BILLING

AMDOCS > CUSTOMER EXPERIENCE SYSTEMS INNOVATION

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DO YOUR CHARGING AND BILLING SYSTEMS SUPPORT YOUR BUSINESS STRATEGY?

As service providers' business strategies change, so do their requirements from billing and charging systems. With **prepaid becoming increasingly popular**, and prepaid subscriber loyalty and retention now a key issue, charging and billing systems need to drive differentiation through new promotions, top up plans, innovative offers, and new business models such as hybrid subscribers.

Looking at the **growth of data services** and the need to **monetize new network investments**, it is evident that charging and billing systems need to support both charging and policy management capabilities if they are to offer new tiered pricing based on application and device types, quality of service (QoS) and other parameters.

With service providers now turning their attention to **cloud services**, they are looking for ways to also monetize these added lines of business by leveraging their existing strengths. So charging and billing systems also need to support monetization models that align with service capping, dynamic pricing and service level agreement based pricing.

All of these offerings need to be served on systems that can accommodate **any line of business, any subscriber type** and **any payment** model in order to move to the convergent charging and billing system era. It's not just about **prepaid-postpaid convergence** anymore, but rather about the full scope of convergence including **fixed-mobile convergence** and **multi-play** line of business support.

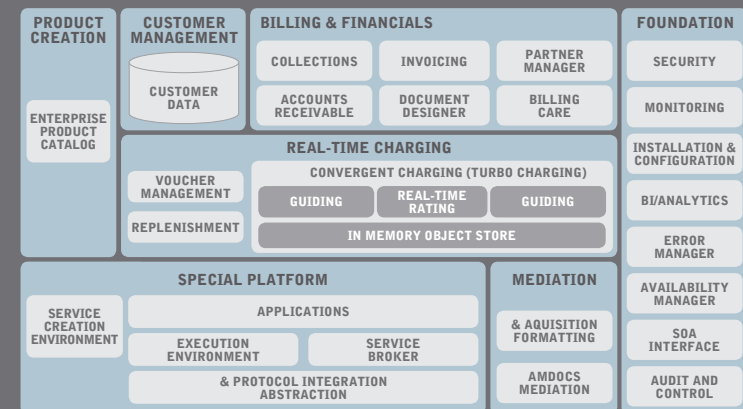
Charging and Billing system requirements emphasize one crucial point: service providers today need a charging and billing system that can support their **business strategies**, offer **cost efficient scalability** and **high performance**, and enable **business flexibility**, pricing and **business model innovation** with quick **time to market**.

SINGLE CHARGING AND BILLING SYSTEM SUPPORTS A RANGE OF NEEDS

Amdocs Convergent Billing is a real-time billing and charging system that enables service providers to generate revenue by facilitating purchase, consumption and payment for prepaid and postpaid customers across multi-play operations.

Based on Amdocs' ground-breaking turbo charging technology with unmatched benchmarked performance levels, the Amdocs Convergent Billing solution lets service providers build up a single, affordable charging and billing system that suits their specific needs. Utilizing a single real-time charging architecture, Amdocs Convergent Billing allows service providers to support prepaid-postpaid and wireline-wireless convergence with a single set of integrated products.

For all lines of business across all customers, payment channels and services – Amdocs Convergent Billing is a complete end-to-end convergent solution.



ASSURE CHARGING AND BILLING OPERATIONAL EFFICIENCIES AND TOTAL COST OF OWNERSHIP REDUCTION

- > Address dynamic business requirements such as launching new lines of business, services and innovative offers with charging and billing agility and operational efficiencies
- > Optimize ROI and reduce total cost of ownership through proven convergent charging and billing with best practice implementations, based on business processes, industry standards and protocols
- > Obtain true convergence by consolidating charging and billing silos into a single platform to support prepaid-postpaid, multi-play operations and all types of subscribers
 - > Proven experience in pre-and post convergence, Fixed-Mobile convergence and multi-play at leading service providers in Asia, North America and Europe, supporting wireless, wireline, broadband, cable, satellite and data services
- > Gain continuity and revenue assurance through improved ongoing operations through real-time monitoring, audit and control, and error management

“RATHER THAN BUILDING OUR OWN SYSTEM OR USING A HIGHLY CUSTOMISED APPROACH, AMDocs’ OUT-OF-THE-BOX SYSTEM HAS ENABLED US TO GROW AND DEVELOP OUT BUSINESS WITH LOWER TCO AND FEWER HEADACHES.”

DIAN SISWARINI, CTO, XL INDONESIA

INCREASES REVENUE THROUGH INNOVATIVE OFFERING AND PRICING DIFFERENTIATION

- > Boost revenue predictability and promote additional usage through segmented offers, bundles and innovative recharge and targeted promotions
- > Differentiate and monetize data services through dynamic pricing, tiered pricing and quality of service offers
- > Eliminate bill shock by providing visibility to all charges and usage patterns, and give customers control over spending limits and capping mechanisms through SMS, data barring, notifications, etc. with the only solution that enables real-time charging for postpaid subscribers

REDUCE TIME TO MARKET FOR NEW INNOVATIVE SERVICES, PROMOTIONS AND OFFERS BY AT LEAST 30% WITH A BUSINESS-ORIENTED PRODUCT CATALOG





CARRIER GRADE SOLUTION DELIVERING REAL-TIME CHARGING PERFORMANCE & SCALABILITY

- > No single point of failure with a carrier-grade system that delivers high availability with tools such as software monitoring and automatic failover recovery
 - > Enable cost-effective unlimited subscriber and service scalability by leveraging distributed architecture and low cost hardware (e.g. blades)
 - > Reduce operating costs with an integrated end-to-end solution including a charging engine, product catalog, balance management, replenishment management, customer management, SCP/IN and a service delivery platform
-
- > Superior performance – industry performance benchmark record set for charging 150 million subscribers: 80% prepaid, 20% postpaid
 - > System load: 276M BHCA
 - > Productivity: 3000 – 3300 events/core/sec
 - > Latency: 99% below 5msec

DELIVERY EXCELLENCE AND AWARDED PRODUCTS

Amdocs has field proven experience in complex convergent charging projects and system implementation with numerous tier 1 service providers around the globe. With over 25 years of experience in the communications, media and entertainment industry, we have the knowledge and expertise to deliver world-class BSS and OSS systems. Our implemented systems currently enable our customers to support hundreds of millions of subscribers by supporting:

- > Service providers worldwide with more that 100million customers on a single implementation
- > Greenfields and small niche service providers with less than 1 million customers
- > Mobile providers, VOIP, wireline, wireless and multiplay providers
- > Supporting prepaid, postpaid and convergent offering

AMDOCS RECOGNIZED AS 'BSS VENDOR OF THE YEAR' 2010
By Frost & Sullivan

AMDOCS IS 2009 BSS VENDOR OF THE YEAR
Telecom Asia Readers' Choice Award

"OVERALL BEST CONTRIBUTION TO BSS"
World BSS Award

"INDUSTRY LEADERSHIP AWARD" AT THE TM FORUM EXCELLENCE AWARDS 2010
By TM Forum

HIGHEST POSSIBLE OVERALL RATING IN BSS MARKET REPORT
Gartner BSS Vendor Strategic Scorecard 2010

"AMDOCS IS THE LEADING SUPPLIER IN TELECOM BILLING & CUSTOMER CARE WITH 31% MARKET SHARE"
Analysis Mason



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 \$3 billion in fiscal 2010, Amdocs has over 19,000 employees and serves customers in more than 60 countries worldwide. For more information, visit Amdocs at www.amdocs.com.

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
ISRAEL
ITALY
THE NETHERLANDS
POLAND
RUSSIA
SOUTH AFRICA
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