



amdocs inter>ctive

PERSONALIZED DIGITAL SERVICES SOLUTION

DELIVERING SUPERIOR RESULTS THROUGH PERSONALIZATION AND RELEVANCY



## ▶ IMPROVE THE RESULTS OF YOUR DIGITAL SERVICES BUSINESS WITH PERSONALIZATION

Are you trying to drive more data adoption and usage of your portal and storefront? What are you doing about the growing off-portal browsing and consumption trend? Do your subscribers find what they're looking for when browsing the mobile Internet and do you help advertisers target them? Or are you a new entrant struggling with making all of this profitable? If you're wrestling with these questions, you're not alone.

The Amdocs Interactive **PERSONALIZED DIGITAL SERVICES SOLUTION** is a turnkey solution that can help you rapidly deploy a more compelling mobile portal and capitalize on mobile content and advertising. Its key differentiator is that it personalizes the user experience down to the individual consumer, whether they're browsing your portal or the open Web, shopping in your storefront, searching and even viewing mobile advertisements.



## ➤ ARE YOU DOING ENOUGH?

Do you want to drive more data adoption and usage of your portal? Are you offering enough compelling content fast enough on your portal? Do you support a wide enough variety of devices? Is the portal experience marginal and content hard to find? **You need a portal that brings lots of compelling content to market fast, that supports lots of devices and delivers a personalized experience.**


Do you want to sell more content and apps in your storefront? Are you making it easy to onboard content partners and developers fast enough? Are you using proven merchandising techniques to improve sales opportunities? Do you have the ability to create flexible offers and support any payment method? **You need a platform that helps you create more compelling offers to users that are easy to find, faster.**

Are you a mobile operator concerned about more and more traffic going off-portal? How are you positioning your portal as it becomes easier to browse and consume off-portal? Do you know what your subscribers are doing off-portal? What are you doing to offer them value off-portal that will entice them to come back? **Learn what users do off-portal; make it easier for them to navigate off-portal content and entice them to return to your portal by offering similar content.**

Can your customers find what they're looking for when they're browsing your portal or the open Internet? Consumers typically lose patience after the first few clicks. If they can't find what they want, fast, they won't find value in using your portal. Don't let the device makers and Internet companies figure this out for you – or you'll lose your leadership position. **You need to help your customers find what they're looking for, faster, by predicting what interests them and what they want.**

Do you want to capitalize on the growing digital advertising market? Are you addressing the trend toward the ad-funded business model for licensed content? Do you want to sell ad inventory on your portal for a higher price? Are you generating higher click-through rates and serving the right ads to the right users? **You need targeted advertising, search and recommendations that match ads and content with the right users.**

Are you new to the market or want to grow your business more profitably? Do you want the all the above functionality, but operate at low volumes and want to minimize costs? Do you want a hosted solution and outsource your operations to focus on your core business? Or do you need your own platform that you can scale across multiple lines of business? **You need a platform that scales to your business and a trusted partner that can manage parts or all of your business.**



## ▶ THE SOLUTION

Amdocs Interactive offers a complete digital services platform for mobile operators that allows you to rapidly deploy a more compelling mobile portal and capitalize on mobile content and advertising. The Amdocs Interactive **PERSONALIZED DIGITAL SERVICES SOLUTION** leverages Amdocs' state-of-the-art artificial intelligence technology , which continually learns what users do to predict which content they're most likely to be interested in – whether they're browsing your portal or the open Web, or shopping on your storefront. The solution includes an out-of-the-box portal and storefront that dynamically adapt the on-portal browsing and shopping experience to each unique user. It includes an off-portal profiling and navigation tool that helps users find off-portal content faster and entices them to return to your portal by offering similar content there. It also includes a search and recommendations engine that helps consumers discover content they're looking for or are most likely to be interested in. Lastly, it includes a targeted advertising platform that matches users with the most relevant ads.



## ➤ BENEFITS


- **Drive more data adoption and usage of your mobile portal** – The **Amdocs Interactive Personalized Digital Services Solution** allows you to bring lots of compelling content to market fast. It adapts pages and content to almost any mobile device. Furthermore, it leverages Amdocs' artificial intelligence technology to deliver a truly personalized experience that's proven to drive portal usage and time spent browsing and consuming on the Web in general.
- **Sell more content and apps in your storefront** – The solution allows you to create flexible offers, bill for content, settle with partners, and assures the successful delivery of purchased content and user access rights. It also offers advanced merchandising tools such as bundling, cross selling, teasers and targeted recommendations – methods proven successful for popular Web retailers.
- **Capitalize on the mobile off-portal trend while enticing users to return to your portal** – The solution learns what users are doing on the open Internet to help them find new compelling content relevant to their interests that they have not previously seen, faster, thus increasing usage and revenue. The solution provides links to relevant off-portal sites from the portal or from an off-portal toolbar, and allows users to search for content using our personalized search engine. While doing so, it offers similar content available on the portal to entice users to return.
- **Help users find what they're looking for faster on your portal or the open Internet** – The solution leverages Amdocs' personalization technology to predict what users are looking for or are interested in. The portal automatically displays the most relevant links for each user – on- or off-portal – which reduces the number of clicks. Furthermore, combined with Amdocs' search and recommendation engines and other portal discovery features, the portal enables users to see alternative links that they might be interested in.
- **Capitalize on the growing digital advertising market** – The solution also allows you to display multiple ads on your portal that are targeted to each user, increasing the value of your ad inventory. The solution supports all advertising strategies, whether targeted ads or reaching a wide as possible audience to create brand awareness. Furthermore, the portal can present sponsored links, which allow you to capitalize on click-through rates.
- **Grow your digital services business more profitably** – Our platform scales to your business needs, whether you're a new entrant or want to grow your existing business more profitably. We can provide a turnkey platform as a service that's fully hosted and managed by Amdocs Interactive. Or we can deliver your own platform that you can extend across your multiple lines of business. We can manage all aspects of your operations, including your portal, storefront, partners, etc. and consult on your strategic planning and business analysis.



## ▶ COMPONENTS

### **THE AMDOCS INTERACTIVE PERSONALIZED DIGITAL SERVICES SOLUTION IS MODULAR AND INCLUDES THE FOLLOWING COMPONENTS:**

- **Intelligent Portal Manager** – A complete portal management system that allows you to easily design, build and manage your portal, and define business rules around how the portal is personalized. It automatically adapts the portal menu structure and content to suit each user based on Amdocs' personalization technology. It also aggregates content from content providers and presents them as teasers, and keeps your portal synchronized with remote content so that it's always up to date. It also automatically recognizes the subscriber's device and formats the portal pages in accordance with the device's capabilities.
- **Mobile Internet Bridge** – A navigation tool that helps users find off-portal content they're looking for or are interested in, faster – or new content – and entices them to return to your portal. It inserts a tool bar that helps users to navigate the open Web via a search box, browsing history, book marks, etc., and also recommends alternative links to content on the portal in order to persuade users to come back. The tool bar can be customized by both operators and consumers.
- **Mobile Internet Personalizer** – An off-portal profiling engine that learns what users do when they leave your portal, so that it can recommend sites and content that they'll most likely be interested in. It logs user off-portal activity from the Mobile Internet Bridge and feeds it back to the portal in order to improve personalization accuracy both on- and off-portal.
- **Digital Commerce Manager** – A commerce platform that allows you to create offers and promotions, charge for content and settle with partners. It's responsible for assuring funds' authorization and content delivery before charging users. It also checks user ownership rights before giving them access to purchased content. And it gives you and your partners visibility into transactional information for care and financial reporting.

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- **Content Management & Delivery** – A content management and delivery system that enables you to ingest content, manage your content catalogs and orchestrate delivery to any device. It provides merchandising tools that allow you to cross-sell content and create lists, teasers and bundles and it's also responsible for the assured delivery of content from any repository – either local or remote – in the correct format. And it can store millions of products.
  - **Federated Search** – A search engine that allows users to search for content on your portal, storefront or off-portal sites. It's integrated with Amdocs' personalization engine to deliver much more relevant results than traditional search engines. And it can search multiple sources and search engines and aggregate them into a combined list of results. It's the same search box used on the portal, storefront and off-portal tool bar.
  - **Recommender** – A recommendations engine that recommends relevant content on your portal, storefront or off-portal party sites. It recommends content that users are most likely to be interested in, based on what they've previously viewed or purchased, their context or what similar users have consumed. It can also support compulsory or default recommendations and uses user action/inaction or feedback to fine-tune relevance.
  - **Ad Personalizer** – A targeted advertising platform that displays personalized ads, allowing you to capitalize on digital advertising. Based on Amdocs' personalization engine, Ad Personalizer matches users with ads they are most likely to click on at any given moment, increasing the value of your inventory.
  - **Digital Services Dashboard** – An intuitive, Web-based reporting dashboard that allows you to monitor your digital services business in real time. It comes with out-of-the-box reports that allow you to view KPIs such as the number of unique visitors, off-portal activity, content sales, etc. It also allows you to download reports in popular formats and can be integrated with legacy data sources.

## ABOUT AMDOCS INTERACTIVE

Amdocs Interactive offers a complete portal, storefront, commerce, search and advertising platform that allows you to rapidly deploy a more compelling portal and capitalize on content and advertising. What differentiates our platform is our state-of-the-art artificial intelligence technology that personalizes the user experience down to the individual, wherever they browse or consume on the Web. The platform supports all screens, whether you're a mobile operator or offer data or IPTV services. We have deployed our solutions at over 70 operators worldwide and have processed more than \$6 billion in content sales for customers to date. We can manage all aspects of your digital services operations and our consultants can help you with everything from your strategic planning to business analysis. Amdocs Interactive is part of the Amdocs CES (customer experience systems) portfolio and serves many of the same BSS/OSS customers. To learn more about Amdocs Interactive, visit us online at [www.amdocsinteractive.com](http://www.amdocsinteractive.com).

## 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](http://www.amdocs.com).

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