

experience success

simplify experience | harness data | stay ahead | be efficient

Amdocs Digital Commerce Solution

amdocs

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MONETIZE PREMIUM CONTENT ACROSS ANY BUSINESS MODEL, DEVICE & CHANNEL

Are your content sales sluggish? Are you struggling to attract buyers to your storefront? Are you looking for a way to address the growing off-portal commerce and third party app store trend? Well...you're not alone. The market is growing, so should your commerce revenues. Many service providers, whether established players or new entrants, are revisiting their digital commerce strategies to capture a larger share of the growing market.

The Amdocs Digital Commerce Solution can help you revamp your current storefront and commerce platform into a state of the art retailing solution. And...if you're looking to enter the market, this is the solution to help you quickly start realizing content sales. The solution enables you to support any business model, whether your own storefront or app store, or third parties'. It also supports any type of storefront, whether mobile, Web or IPTV



Are you doing enough?

Do you want to sell more content and apps in your storefronts? 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 the offportal trend? What are you doing to protect your lucrative direct billing business as its becoming easier for consumers to shop directly from off-portal merchants? Do you have a strategy to capitalize on all the 3rd party app stores emerging in the market – they could use other billing mechanisms? **Capitalize on the trend by making it easier for off-portal merchants and 3rd party app stores to sell directly to your subscribers.**

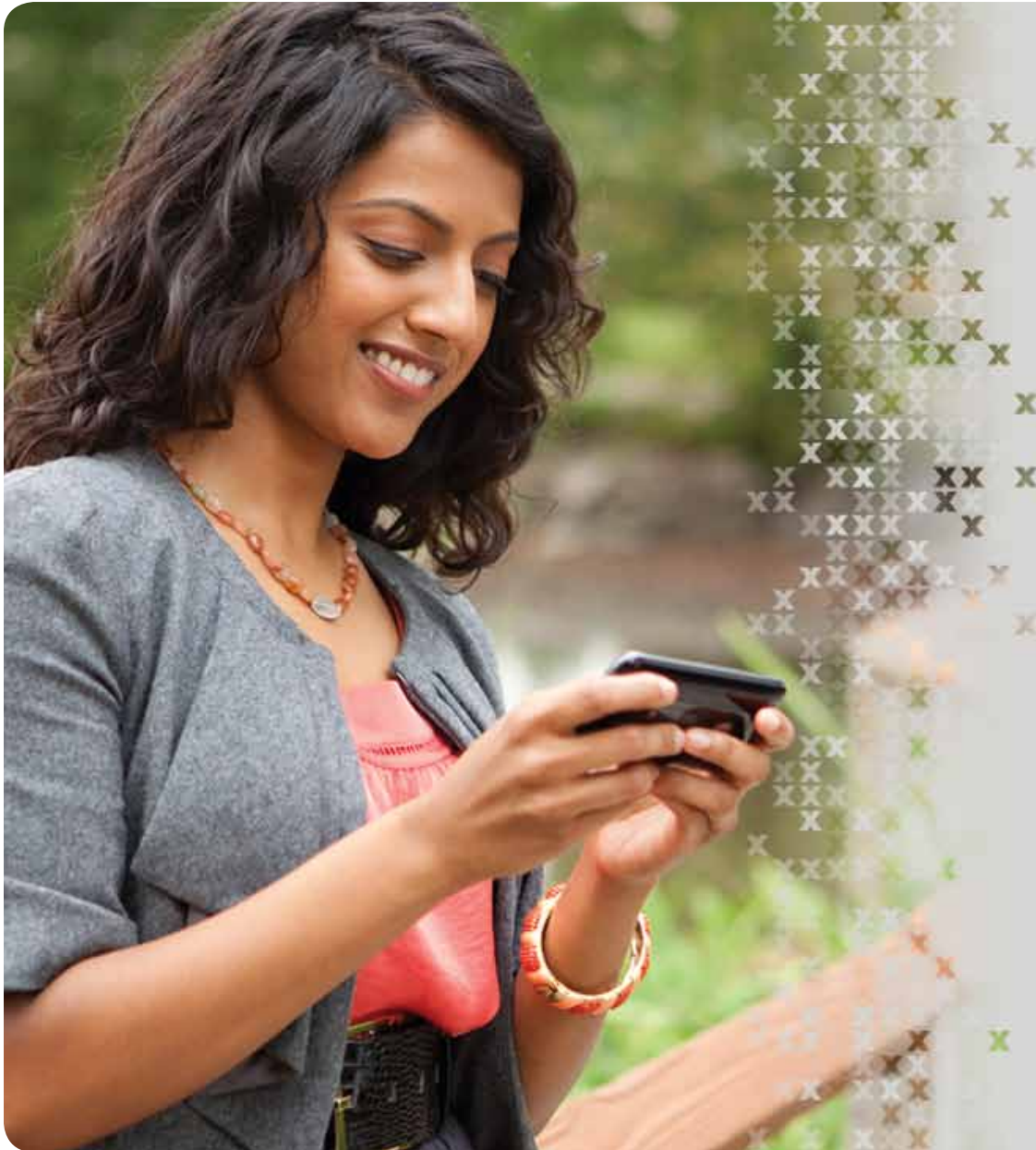
Can your customers find what they're looking for when they're shopping on your portal or the open Internet? Consumers typically lose patience after the first few clicks. This is especially challenging with handsets since they have smaller screen sizes and keyboards. Don't let the device makers and Internet companies figure this out for you – or you'll leave money on the table. **You need to help your customers find what they're looking for, faster through search and recommendations.**

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 commerce business.**

The solution

Amdocs enables service providers to monetize premium content across ANY business model, device & channel. The Amdocs Digital Commerce Solution is an end-to-end commerce platform that enables you to own and operate your own digital storefront and app store, and offer direct billing to off-portal and over the top merchants and app store operators. The solution automates everything from on-boarding and managing partners to creating offers to processing payments and settlements. It's also scalable to your business needs, whether you want a hosted solution to test the waters or to own and operate a platform across multiple lines of businesses or operating companies. The solution is modular, flexible and designed to easily integrate with your legacy back-end systems via Web services.



Benefits

Sell more content & apps in your storefronts. 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. Furthermore, it supports mobile, Web, IPTV and Web 2.0 storefront outlets.

Capitalize on the mobile off-portal commerce & app store trend. The solution enables you to capitalize on the growing off-portal commerce revenues by offering direct billing as a service to traditional off-portal merchants or the growing number of 3rd party app stores such as Google's Android Marketplace. The solution assures funds authorization and content delivery to minimize revenue leakage and makes partner on-boarding, management and settlements easy.

Help users find what they're looking for, faster. The solution includes a search engine that allows users to search the content catalog for faster results. It also includes a recommendation engine that automatically recommends content they might be interested in to increase sales. And our catalog management tools allow customers to organize their storefronts and merchandise products in a more enticing way.

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 turn-key platform as a service that's fully hosted and managed by Amdocs. 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 storefront, partners, etc. and consult on your strategic planning and business analysis.

Components

The Amdocs Digital Commerce Solution is modular and includes the following Components*:

Amdocs 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. It also exposes a billing API and campaign management tools for off-portal direct billing. And it gives you and your partners visibility into transactional information for care and financial reporting.

Amdocs 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.

3rd Party App Store Adaptor

The Amdocs Digital Commerce Manager also includes an API that can support 3rd party app stores and currently supports the Google Android Marketplace storefront for operators that want to work out a direct billing relationship for the host of Droid handsets in the market. This API can support other popular app store owners that operators want to develop a direct billing relationship with.

Amdocs Recommender*

A recommendations engine that recommends relevant content on your portal, storefront or off-portal party sites. It recommends content that each user is mostly likely to be interested in, based on what they previously viewed or purchased, their context or what similar users consumed. It can also support compulsory or default recommendations and uses user action/inaction or feedback to fine-tune relevance.

Amdocs Vertical Search*

A search engine that allows users to search your content catalog from your portal or storefront. It's integrated with Amdocs personalization engine to deliver much more relevant results than traditional search engines.

Amdocs Digital Services Dashboard

An intuitive, web-based reporting dashboard that allows you and your partners to monitor your digital commerce business in real-time. It comes with out of the box reports that allow you to view KPIs such as sales by content provider, category, off-portal merchant, etc. It also allows you to download reports in popular formats and can be integrated with legacy data sources.

* Optional component



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About Amdocs

For 30 years, Amdocs has ensured service providers' success and embraced their biggest challenges. To win in the connected world, service providers rely on Amdocs to simplify the customer experience, harness the data explosion, stay ahead with new services and improve operational efficiency. The global company uniquely combines a market-leading BSS, OSS and network control product portfolio with value-driven professional services and managed services operations. With revenue of \$3.2 billion in fiscal 2011, Amdocs and its over 19,000 employees serve customers in more than 60 countries. **Amdocs: Embrace Challenge, Experience Success.** For more information, visit Amdocs at www.amdocs.com

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