

## AMDOCS CUSTOMER SUCCESS STORY

Greenfield wireless innovator outsources mission-critical functions to Amdocs for rapid success. Mobilicity speeds to market with “extreme outsourcing” model.

“Very rapid time to market, access to a global staff of telecommunications experts, cost-benefits and continued business value over the longer term: these are a few of the benefits of outsourcing to Amdocs.”

**DAVE DOBBIN**  
PRESIDENT AND CEO MOBILICITY



## MOBILITY

### EXECUTIVE SUMMARY

In the highly competitive Canadian wireless market, Mobilicity has a very innovative business model for its operational and IT strategy: outsourcing virtually all of its mission-critical functions. Keeping only core selling and marketing functions, Mobilicity outsourced to the strongest vendor in each business area to achieve rapid time to market, cost-benefits, and business and operational excellence. One of Mobilicity's major outsource partners is Amdocs. Mobilicity's Billing Support Systems (BSS) and third-party sales and enterprise systems are all under one Managed Services umbrella with Amdocs Global Strategic Sourcing (GSS). With Amdocs' help, Mobilicity was providing service in only five months and can activate a customer phone in only five minutes (compared to competitor's 40 minute timeframe). Amdocs provides flexible and fast change and customization on an ongoing basis, and the Amdocs systems have the flexibility to grow with expanding subscriber volume and product diversity. The multi-year agreement with Amdocs will help Mobilicity continue to shape its innovative competitive strategy and lead the market.

### COMPANY AT A GLANCE

#### MOBILITY

**Headquarters:** Toronto, Canada

**Web site:** [www.mobilicity.ca](http://www.mobilicity.ca)

**Type of firm:** Privately held

**Employees:** 150 Mobilicity employees (and a global staff of tens of thousands thanks to outsource partners)

**Services:** Wireless service provider with pay-in-advance model

### TECHNICAL ENVIRONMENT

**Amdocs products:** Amdocs CES 7.5 for billing and customer management, and the Amdocs OSS Activation Manager and Amdocs Compact Convergence IVR and SCP products

**Amdocs services:** Managed Services, Delivery services

**Scope:** Multi-year engagement for end-to-end management of Amdocs systems and third-party sales and enterprise systems including financials, content, fraud, reporting and data warehouse/Business Intelligence

**Deployment timeframe:** Five months

## MOBILITY

Canadian wireless carrier Mobilicity holds licenses covering more than half of the nation's population in ten of Canada's thirteen largest markets, including Toronto, Vancouver, Calgary, Edmonton, and Ottawa. With a focus on simplicity for city-based customers, this 3.5G mobile operator provides nationwide coverage with unlimited zones to make wireless communications more affordable and easier to use.

An innovative approach was fundamental to the founding of Mobilicity and has been key to the success of this lean and efficient service provider. Mobilicity has built a world-class wireless business based on outsourcing virtually all of its mission-critical functions to partners.

"One of the strategic foundations of our business is to concentrate on what we're good at," said Dave Dobbin, President and CEO of Mobilicity. "We believe we are really good at selling and marketing our product, and for everything else, we looked for partners that are the premier experts in those areas."

### The power of extreme outsourcing

Dobbin described Mobilicity as a new entrant in a fiercely competitive market with three huge players. "We needed to have a strong presence immediately to make a 'bang,' so we teamed up with partners who are really big and really great at what they do."

The company's business model is winning customers and also gaining industry attention. During 2010, Branham Group Inc. named Mobilicity to its list of "Top 25 Canadian Information & Communication Technology Up and Comers." Branham emphasizes that companies are selected "based on creativity and innovation whether in a new technology area or optimizing existing technology in an innovative manner."

One of Mobilicity's major outsource partners is Amdocs. Mobilicity's Billing Support Systems (BSS) and third-party sales and enterprise systems are all under one Managed Services umbrella with Amdocs Global Strategic Sourcing (GSS).

"Very rapid time to market, access to a global staff of telecommunications experts, cost-benefits and continued business value over the longer term: these are a few of the benefits of outsourcing to Amdocs," Dobbin said. "I've heard Mobilicity's business model called 'extreme outsourcing,' and it's definitely extremely successful for us."



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PRESIDENT AND CEO | MOBILITY

## MOBILICITY

### Choosing Premier Partners

While competence and experience are fundamental to choosing the right outsourcing partners, according to Dobbin, the critical issue is identifying the best vendor for each business area. “A partner with great experience and a great skill set makes our business even better. A large partner enables us to act and operate as if we were a much larger company. But it’s not just about adding people; it’s adding the right people with established processes and tools and the best proven expertise for each particular business capability.

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Mobilicity’s network was constructed by Ericsson, and Mobilicity outsources its call center and customer service to Sitel. The company’s handset distribution and logistics are outsourced to Ingram Micro, and MTS Allstream handles Mobilicity’s backhaul network and data center. “Amdocs manages quite literally nearly every piece of IT infrastructure in our business,” said Dobbin. “Amdocs Managed Services does all of our development work and manages our change procedures, providing cost benefits and time-to-market advantages.”

Extensive experience and industry knowledge enable Amdocs to help Mobilicity shape its innovative business strategy. “Amdocs services the largest wireless providers in the world and also small providers, and Amdocs has been in the service provider arena for 30 years. Based on their years of experience, Amdocs has ideas for our business that we wouldn’t have thought of on our own.”

“There are other managed services providers with global capabilities, but not with the service provider focus and experience of Amdocs,” Dobbin emphasized. “The Amdocs Managed Services people really are experts. Amdocs was the only vendor that answered our RFP without an integrator. When we had questions, Amdocs gave us straight answers.”

### CHALLENGES

- Aggressive time to market for new business
- Rapid expansion strategy faced with intense competition
- Need to build an entire infrastructure to facilitate innovation for a competitive edge
- Achieving operational excellence and business agility while meeting compressed timeframe and cost-efficiency
- Requirement for highly experienced IT experts and proven resources

### SOLUTION

- Partner with Amdocs for ground-up development and ongoing management of the IT infrastructure [Billing Support Systems (BSS) and Enterprise Systems (ES)]
- Amdocs Delivery Services deployed the industry leading Amdocs CES 7.5 billing, customer management, and OSS products
- Amdocs Managed Services provides end-to-end management of Amdocs systems and third-party sales and enterprise systems including financials, content, fraud, reporting and data warehouse/Business Intelligence
- Access to 24 x 7 staff of Amdocs’ service provider experts with decades of experience

## MOBILITY

### Amdocs Managed Services: Top-grade people and partnership

“Amdocs’ product set is really unparalleled. For example, Amdocs billing does real-time rating extremely well and definitely better than anyone else,” Dobbin said. “Equally important, Amdocs has a very, very robust support mechanism behind their products.”

When Mobilicity evaluated other vendors, none of them had a managed service organization that was as comprehensive and as deep as Amdocs’, according to Dobbin. “Amdocs’ IT and system skill sets strengthen our business and provide the right foundation to support a rapidly growing base of satisfied customers.”

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“One of the great things about our relationship with Amdocs is that it really is a partnership,” Dobbin stated. “We have competent Amdocs personnel working on-site, side by side with us every day,” Dobbin said. “They give us valuable insights into what’s possible, what’s not possible, and what we can adapt in our business to make us more successful. That daily partnership with Amdocs—really being together in the same boat—has been an effective working relationship and we’re very happy with it.”

“Everyone we’ve dealt with at Amdocs has been top grade: great at what they do, genuinely concerned about our business, and focused on getting things done right and on time,” Dobbin said. “It’s refreshing to deal with that kind of expertise—it’s really very rare.”

### RESULTS

- Rapid time to market for business launch with deployment in only five months
- Flexible and fast change and customization on an ongoing basis
- Activation of Mobilicity phone in less than five minutes (85 percent faster than the 40 minutes average for the competition)
- Real-time rating
- Lowering cost and gaining economy of scale by working with an established, global service provider partner
- Reliable billing and customer management systems that will grow as subscriber base and product diversity expand

## MOBILITY

### Rapid time to success

Getting to market quickly was vital to Mobilicity as the company made its debut in a highly competitive marketplace. “The biggest challenge of building a business like this is that there is an immense number of moving parts. You need to make sure that all of these moving parts come together at the same time in the right fashion,” Dobbin said.

“With Amdocs’ support, we were fully operational in five months—it’s almost unbelievable. Our entire server infrastructure, all the software, everything was layered on and customized, all in just five months,” Dobbin said. “It can take providers years to put BSS operations in place, and with Amdocs it was just five months from ‘zero to hero’! And our turn-around times for change, customization, and reporting are very fast, which allows us to act very quickly in the marketplace.”

Amdocs’ technical expertise and product reliability helped the team meet the deployment timeline and deliver continued service excellence. “We turned the systems on the first day and everything worked. We did not get even one customer complaint. Since the launch of Mobilicity’s operations, not a single voice or data event has been lost,” Dobbin said.

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Timing was key for Mobilicity as a company, and Amdocs also helps Mobilicity provide rapid time to success for its customers. “The average time it takes our competitors to activate a new phone is 40 minutes,” Dobbin explained. “If you buy a Mobilicity phone, it’s activated in five minutes. That’s what Amdocs enables us to deliver.”

**“Amdocs brings real value to the table: unbelievable speed to market, fantastic execution and products that work. That’s an unmatched combination.”**

## MOBILITY

### Cost benefit and economies of scale

The Mobilicity outsourcing strategy is helping the company maintain its low prices. “When you do a return on investment analysis of business functions, outsourcing makes sense because you get economies of scale from outsource providers that you could not generate on your own,” Dobbin said. “For example, Amdocs GSS has thousands of employees worldwide, all service provider experts. That’s a depth of experience and expertise that would be cost- and time-prohibitive for me to recruit.”

Beyond bottom-line cost reduction, outsourcing provides added value at the top line, in business outcomes such as time to market and efficiency. “Today, Mobilicity is receiving tangible business benefits from its outsource engagement with Amdocs Managed Services,” Dobbin said. “Amdocs brings real value to the table: unbelievable speed to market, fantastic execution and products that work. That’s an unmatched combination.”

“Amdocs also adds value to our business on an ongoing basis with suggestions about best practices and functionality that they have deployed elsewhere in the world,” Dobbin stated. “This is a great piece of Amdocs value: sharing ideas based on proven experience.”

### Solid foundation for growth

Looking ahead as Mobilicity grows, Dobbin expects that the relationship with Amdocs will get even stronger. “In the future, as we bring in more systems, more products and services, and more features, having a partner that is responsive and capable becomes increasingly important.”

Dobbin cites plans to add more value to Mobilicity customers’ lives. “We are in an enviable position as a business in that our customers have a device that they carry with them constantly and is virtually indispensable to them. One of our goals at Mobilicity is to make mobile service even more valuable to our customers, and Amdocs’ experience helps us build on that vision.”