

AT&T John Stankey and John Donovan Judge Amdocs' Open Innovation Start-Up Competition



John Donovan, AT&T's Chief Technology Officer

AT&T Operations President and Chief Executive Officer John Stankey, and AT&T's Chief Technology Officer, John Donovan, along with Israeli hi-tech entrepreneur, Yossi Vardi, and Dov Baharav, were judges of the Amdocs' Open Innovation competition showcasing five startup companies. The event took place during a recent visit by the two AT&T executives to Israel.

The start-up competition was organized by **Amdocs Engage!** – Amdocs' Open Innovation customer-facing program. Amdocs Engage! is a global business development program nurturing joint business opportunities between Amdocs, young promising start-up companies, and leading service providers. The participating companies were carefully selected by the Open Innovation Team to bring AT&T the most relevant solutions to help them grow future revenues and achieve better customer experience.

Each of the five start-ups had seven minutes to present their innovation. Following that, the judges had a few minutes for questions before moving on to the next company. Once all five companies gave their presentations, voting was opened up to the audience. The judges then made the final decision as to which company was their favorite startup of the evening.

John Stankey was hugely impressed by the innovations on display, "One of the reasons for our visit to Israel is to see innovation and I leave here highly motivated. I am extremely excited to see these ideas, since developing innovation is a key element of what I have to do in my job".

John Donovan was equally enthusiastic, "I do a lot of technology "speed dating" – I see hundreds of technologies and usually only about 1 out of 100 interests me. Tonight I saw two that I want to engage with more, and one that I want to run off the stage with!" He added, "This visit has exceeded my expectations – to learn what makes this part of the world innovate so rapidly. You have a distinct

sophisticated view and I'm very impressed with your skill to get things done."

The judges were won over by all five startups. However, since they were especially excited by two of the companies - SupportSpace and Prime Sense - they decided to award them joint favorites. They judged SupportSpace as an important technology that is immediately applicable, and were equally impressed by Prime Sense, and its future potential.

Ariel Efrati, VP, and Head of the Amdocs Open Innovation program was delighted with the evening's results, "We have shown real value tonight, with three of the five startups being selected by AT&T for follow-up." He said, "This is exactly what the Amdocs Engage! program aims to bring our customers. This will in turn generate more business for Amdocs and strengthen our foothold within our customer base".

Dov Baharav presented the plaque to the favorite start-ups.

Competing companies were:

- [SupportSpace](#) enables businesses to offer remote customer services through a SaaS platform, powered by an on-demand Virtual Network of certified experts. Supportspace customers include BestBuy, TrendMicro, CheckPoint and AdAware.
- [Prime Sense's](#) 3D recognition technology captures users' hand or body movements to control entertainment devices, revolutionizing the way people experience digital interactive entertainment.
- [Trivnet](#) provides a transaction management platform, which offers a suite of secured mobile financial services. This enables mobile operators to provide a mobile financial eco-system for their subscribers. Trivnet customers include Telefónica and Orange Austria. Amdocs has recently announced a capital investment in Trivnet. Trivnet is an Amdocs Venture portfolio company.
- [CommuniTake](#) provides an advanced remote service platform for mobile devices. It allows subscribers to virtually "hand over" the device to a support representative both for troubleshooting and support guidance. Communitake is an early-stage company, with pilots at leading mobile operators.
- [Datanetis](#) offers a marketing campaign platform which combines and leverages the power of social networks, peer influence, and word-of-mouth marketing with network-based CDR and customer data. The Datanetis solution has been successfully implemented within mobile operators, financial services, travel, and retail organizations.

About Amdocs Open Innovation

Amdocs Open Innovation makes it easy for service providers to offer leading and exciting services to their subscribers with confidence. The comprehensive portfolio includes solutions that support the

increasingly connected lifestyle of the end-users and enable the service providers to monetize the multi-interaction channels. Amdocs Open Innovation consists of three programs:

- **Amdocs Engage!** – A customer facing and business development program, to promote business opportunities between Amdocs, service providers and startup companies, through which Amdocs offers selected companies a channel to global customer base.
- **Amdocs Ascend!** – A partnership program focused on creating new solutions by combining external innovation with Amdocs products and services aligned with Amdocs CES (customer experience systems) strategy and portfolio.
- **Amdocs Venture** – An investment program for carefully selected startups that are aligned with Amdocs' strategic direction.



AMDOCS CEO, Dov Baharav, with winner Doron Elgressy from SupportSpace