

# experience success

simplify experience | harness data | stay ahead | be efficient



amdocs

embrace challenge eXperience success

## 30 YEARS OF EXCELLENCE

To succeed, put your faith in a company that has enjoyed 30 years of industry leadership. After three decades, Amdocs leads the way for good reason. We credit our success to a combination of elements as unique as the strands of our DNA that shape us.

1. The systems we deliver are high volume, mission critical, and used and approved by industry leaders.
2. Amdocs' unique business model, which combines services, operations and an integrated product portfolio under one roof, is one that no one else can match. In our model, product roadmap is informed by our team's real-world, on-the-ground experience, and we take responsibility for delivering those products ourselves rather than looking to others to do it for us. **We are fully accountable.**
3. Our unique DNA means:
  - **We always deliver.**
  - **We address complexity.** Nothing is too challenging.
  - **We are solely focused on the communications industry.** We have an unrivalled record of industry firsts – from the creation of a customer-centric, non-address based billing system in 1982, to our pre-integrated charging and policy management solution today.

Amdocs' continued business success gives us an unrivalled position serving some of the most recognized service provider brands in the world. In fact, **100% of the world's top 10 mobile providers (measured by revenue) are supported by Amdocs.**

Amdocs is perfectly placed to lead the way into the future by continuing to **embrace challenge** so our service provider customers can **experience success.**

"SPEED IS ONE ASPECT, BUT OVERALL, IT'S ABOUT IMPROVING THE CUSTOMER EXPERIENCE. ALL IN ALL THERE IS A VERY REAL SENSE OF OPTIMISM IN THE INDUSTRY, WHICH IS VERY DIFFERENT FROM LAST YEAR. OPERATORS ARE NOW SEEING GREAT OPPORTUNITY AND IT IS LARGELY BEING DRIVEN BY THE GROWING DEMAND FOR DATA."

David Thodey, CEO Telstra,  
March 2011

## New times, new challenges, new opportunities

Every generation is challenged by new frontiers. And whenever physical, scientific or intellectual boundaries are extended, heroes emerge. Heroes like Armstrong, the first person to set foot on the moon, or Marconi, the man who made wireless communications a reality and brought us the radio. However, these individuals have always needed the support of others – people whose vital work and commitment behind the scenes enable a project's success.

This is equally true for today's new frontier: the point where telecommunications and information technology meet. Today's heroes are service providers like America Movil, AT&T, Bell Canada, Comcast, Deutsche Telekom, DIRECTV, Sprint, SingTel, Telkom South Africa, Telstra, TIM Brasil, Vodafone and XL Axiata.

They all face the challenge of offering better customer experiences. But they don't face this challenge alone.

"AMDOCS ENABLES SPRINT TO IMPROVE OPERATIONAL EFFICIENCIES IN OUR BILLING CYCLE AND OUR CARE AND COLLECTION SYSTEMS. AND IT IS ALL ABOUT IMPROVING THE CUSTOMER'S OVERALL EXPERIENCE. OPERATIONAL EFFICIENCY MEANS MANAGING COSTS AND RUNNING A BETTER BUSINESS THAT DRIVES CUSTOMER RETENTION AND GREATER SALES."

Scott Rice, VP Customer Billing Services, Sprint



## Amdocs succeeds in achieving

Amdocs has an unequalled record in enabling the success of some of the world's largest service providers by addressing complex challenges. And like other teams who overcame the challenges of new frontiers, Amdocs is determined, focused, creative and passionate. As a result, Amdocs always leads, is fully accountable and – most importantly – always delivers.

The new company tagline sums up Amdocs' unique ability to help its customers in just four words:

**embrace challenge  
eXperience success**

"AMDOCS' SOLUTIONS DELIVER THE COMPLETE PICTURE OF SALES, ORDERING AND AFTER-SALES SERVICE ACROSS ALL CHANNELS AND ENABLE CLARO BRAZIL TO DELIVER THE NEW, ADVANCED SERVICES THAT CUSTOMERS WANT, MORE QUICKLY, CONSISTENTLY AND EFFICIENTLY."

Ricardo Santoro, CIO  
Claro Brazil (America Movil)



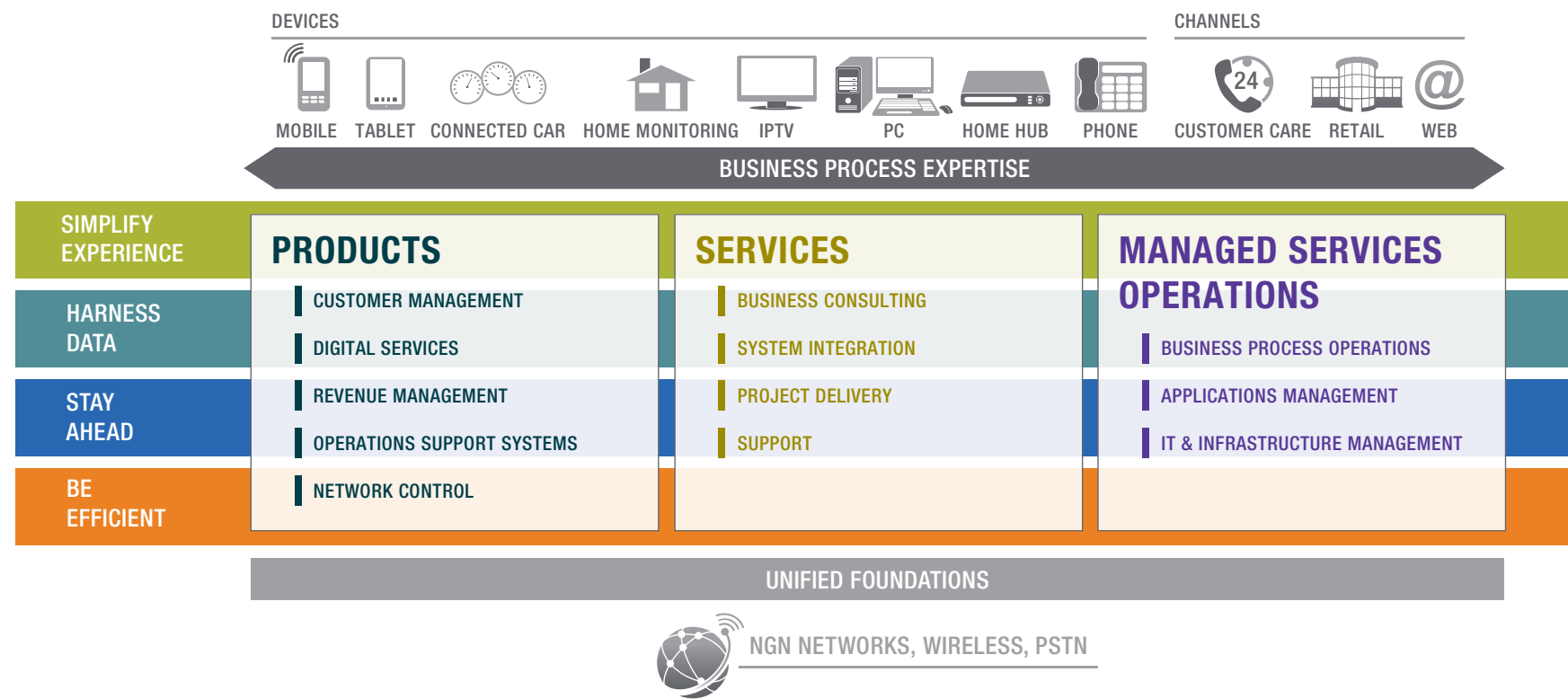
## The only portfolio to support the complete experience from network to customer

Amdocs has the most comprehensive BSS/OSS product portfolio in the industry – one that manages the complete experience from the network to the customer. This is complemented by our services portfolio, which supports the end-to-end business lifecycle.

Our business consulting services help service providers refine their vision and define the right strategies to address key business challenges. We

can then help our customers evolve their operating environment with our leading business and system integration services, delivery, support and managed services expertise.

With our comprehensive product and services portfolio, and the experience we gain from supporting 1.8 billion subscribers each day, we have the right credentials to address our customers' greatest business challenges.



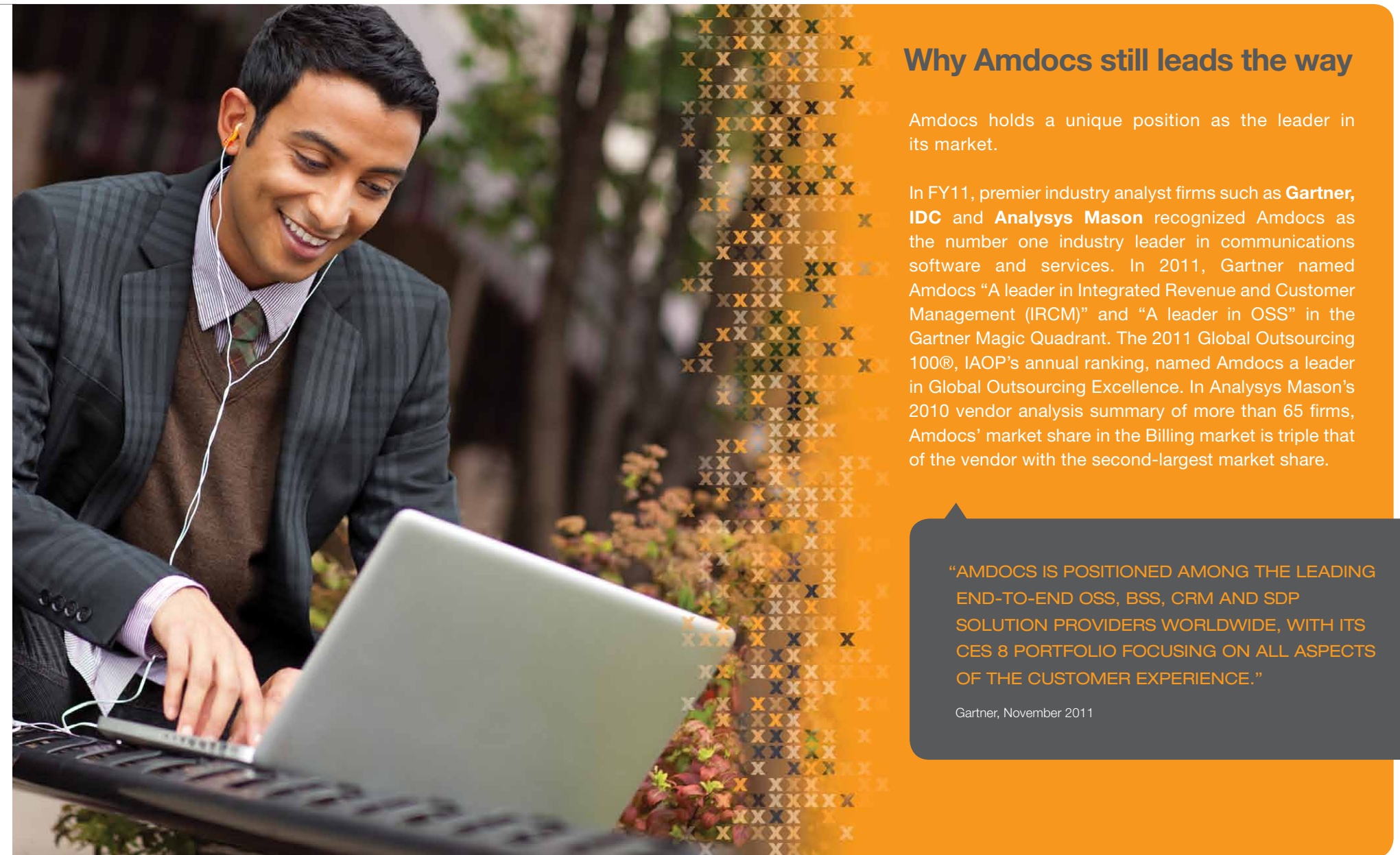
## Why Amdocs still leads the way

Amdocs holds a unique position as the leader in its market.

In FY11, premier industry analyst firms such as **Gartner**, **IDC** and **Analysys Mason** recognized Amdocs as the number one industry leader in communications software and services. In 2011, Gartner named Amdocs "A leader in Integrated Revenue and Customer Management (IRCM)" and "A leader in OSS" in the Gartner Magic Quadrant. The 2011 Global Outsourcing 100®, IAOP's annual ranking, named Amdocs a leader in Global Outsourcing Excellence. In Analysys Mason's 2010 vendor analysis summary of more than 65 firms, Amdocs' market share in the Billing market is triple that of the vendor with the second-largest market share.

"AMDOCS IS POSITIONED AMONG THE LEADING END-TO-END OSS, BSS, CRM AND SDP SOLUTION PROVIDERS WORLDWIDE, WITH ITS CES 8 PORTFOLIO FOCUSING ON ALL ASPECTS OF THE CUSTOMER EXPERIENCE."

Gartner, November 2011





embrace challenge e<sup>x</sup>perience success

## About Amdocs

Amdocs has a 30-year track record of ensuring service providers' success by embracing their biggest challenges. Uniquely, the company combines business and operational support systems, service delivery platforms and proven services with deep industry expertise. In today's connected world, Amdocs helps service providers simplify the customer experience, harness the data explosion and stay ahead, while improving operational efficiency. A global company with revenue of \$3.2 billion in fiscal 2011, Amdocs has over 19,000 employees and serves customers in more than 60 countries worldwide. Amdocs: Embrace Challenge, Experience Success. For more information, visit Amdocs at [www.amdocs.com](http://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  
PHILIPPINES  
SINGAPORE  
TAIWAN  
THAILAND  
VIETNAM

**EUROPE, MIDDLE EAST & AFRICA:**

AUSTRIA  
CYPRUS  
CZECH REPUBLIC  
FRANCE  
GERMANY  
IRELAND  
ISRAEL  
KAZAKHSTAN  
THE NETHERLANDS  
POLAND  
RUSSIA  
SOUTH AFRICA  
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