

# why identity is essential to an operator's digital architecture

**Amdocs** User Lifecycle Management



## Becoming truly digital

In today's competitive market, a digital-first experience driven by mobile apps and web-based portals has become a basic consumer demand due to the independence and seamless experience it offers.

But the benefits extend to operators. Digital-based user browsing, purchases, self-care and service consumption (via OTT apps) reduce operator costs by eliminating human friction. At the same time, providing a digital-first experience increases net promoter score by enabling transactions that are real-time, automated and unassisted.

### WHAT IS TRULY DIGITAL?



Real-time



Automated



Unassisted

### Digital identity: central to going digital

While digital identity is a core vehicle for orchestrating omni-channel interactions, it's not just about authentication and authorization.

Rather, it's about the ability to understand user interactions, and using this knowledge to engage customers on an individual level. It's also about empowering customers to manage their services and share them in any way they choose – with the least amount of friction.

Not only does this provide value to the customer, but it gives operators the insights they need to monetize user interactions and behavior.

## Every transaction hits identity management first

To secure a digital transaction, it must first undergo a user onboarding (or 'user identification') process, whereby the person undertaking a transaction is authorized and authenticated. But this is only the first step. Achieving a true 360-degree view of the user requires a digital identity platform that tracks all their commerce and care interactions, as well as consumption interactions on both core and third-party services.

Furthermore, even while operators embrace a digital-first mindset, human-assisted channels too, will require an integrated digital identity platform that enables them to deliver a seamless experience across the user lifecycle (e.g. single sign-on, payment methods, delegation of users' access and privacy settings).

## Digital identity as a fully-fledged engagement platform

Leveraging digital identity to better understand every individual using the service – rather than only the one who pays – forms the basis of a new interaction model that delivers the improvements needed to keep consumers happy and loyal, while also making the most of new revenue opportunities (e.g. adding additional family members).

Such an approach can only succeed by going beyond the traditional approaches of identity management (IDM) and single sign-on (SSO). Rather, it requires the creation of seamless journeys that enable users to leverage their digital identity. Digital identity must therefore encapsulate functions that manage users throughout their lifecycle, while also centrally managing consent and privacy at the individual user level across all services and business offerings.

So in a nutshell, users **must** be able to easily:

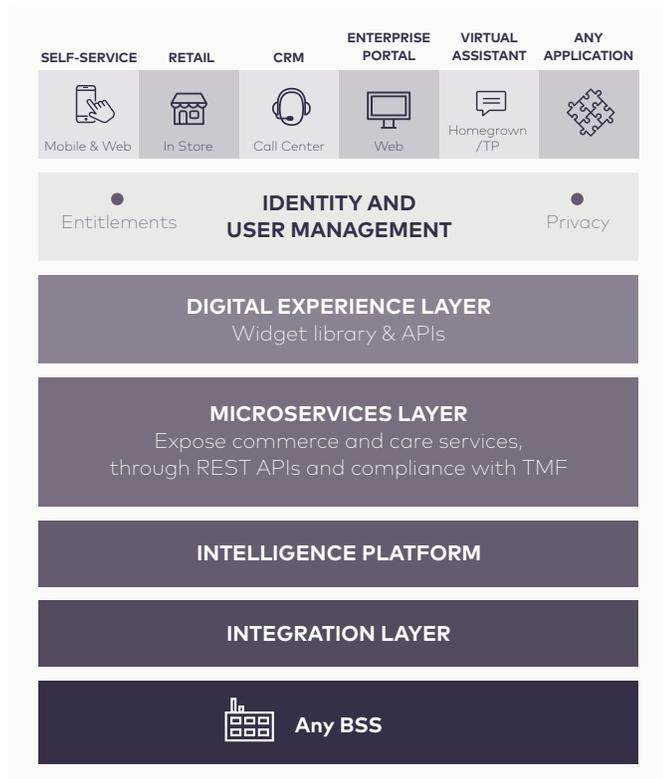
- Create and confirm IDs, on any app or user experience
- Link and unlink accounts to IDs
- Support aliases like device ID or social identity
- Add security such as two-factor authentication (2FA)
- Manage **multiple household IDs** for individual users
- Delegate services and manage **parental controls** in a uniform way across all services
- Govern privacy and consent **preferences** for specific IDs
- Leverage ID for end-to-end digital transactions

## User management extends existing CRM

Historically, CRM was the core application for hosting all information related to customers and their interactions. With the emergence of digital channels however, the integration of these channels into CRM became necessary to enable relevant customer information to be incorporated into the engagement.

For operators who are now embarking on a digital transformation strategy, digital identity and user management should therefore be seen a critical architectural consideration – representing the gateway for every interaction with end-users.

### Amdocs Digital Architecture



## User Lifecycle Management as the anchor for the digital engagement layer

Amdocs User Lifecycle Management (ULM) is an end-to-end platform that provides comprehensive user management capabilities, including identity and access management (IAM) and consent management.

Far more robust than non-industry specific platforms, ULM was designed to integrate to operators' back-end, account-centric business support systems. The platform operates seamlessly above existing systems, thereby transforming the user experience and enabling operators to more quickly and economically transform into digital-first players. Moreover, it replaces custom-built user journeys with out-of-the-box processes that enable a digital-first experience.

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## Amdocs ULM as an overlay to traditional BSS systems

Most typical BSS systems are account-centric, meaning they were built to manage the billable entity of a service. The drawback of this approach is that processes within the CRM or core billing systems can only identify the individual who pays for the services, rather than the actual user. In contrast, a digital identity pre-exists the customer and billing relationship. It therefore enables the operator to create – and subsequently build upon – a relationship and revenue opportunity with every user, each time an interaction takes place.

ULM adds value by providing a comprehensive service that supports access, entitlements, groups, consent and more. It enables decoupling of the user lifecycle from the customer lifecycle, while easily integrating to existing BSS platforms by mapping the primary user to the billing entity managed in core BSS systems.

Furthermore, with its user and entitlement-specific data model, ULM enables operators to digitally evolve their existing BSS systems. This is made possible by integrating it as a user-aware platform to:

- The customer engagements layer
- Digital services delivery platforms (for service entitlement and user personalization)
- CRM and BSS systems

## Working hand-in-hand with CRM

Importantly, CRM functions and processes related to domains such as subscription management, billing care, offer and case management and others, still have a significant role to play across the customer lifecycle. Indeed, the implementation of ULM supplying user-centric data and processes, both on top of and in conjunction with a CRM platform with customer-specific processes, provides an ideal transformational architecture for operators who seek to drive greater digital adoption.

## ULM value differentiators



Amdocs User Lifecycle Management (ULM) powers digital identity as a strategic service as companies transform to a seamless, digital world of entertainment, communications and connected life services. ULM technology is the foundation of digital transformation for service providers including Liberty Global, Vodafone, Cable & Wireless, Telia, Maxis and others. For more information, please visit our [website](#).

# about amdocs

Amdocs is a leading software and services provider to communications and media companies of all sizes, accelerating the industry's dynamic and continuous digital transformation. With a rich set of innovative solutions, long-term business relationships with 350 communications and media providers, and technology and distribution ties to 600 content creators, Amdocs delivers business improvements to drive growth.

Amdocs and its 25,000 employees serve customers in over 85 countries. Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$4.0 billion in fiscal 2018.

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