

Your brand is as awesome
as the experience you create



DIGITAL
ONE

DigitalONE – amdocs digital enablement platform

Recent research indicates that today's transformations have evolved. They are no longer once-in-a-decade, long cycle times, high costs, causing severe business disruption. Instead, communication and media service providers are adopting a process of continuous, business-driven, gradual transformation, which utilizes an agile approach and a modular, customer-centric architecture to align with new standards for speed and superior customer experience set by the web-scale digital disruptors. It allows CSPs to enjoy faster time-to-market and flexibility while ensuring business continuity as they replace legacy components with advanced digital capabilities and new technologies (5G, cloud, AI/ML) to meet their rapidly changing business needs.

Amdocs has introduced DigitalONE – a telco-specific, cloud-native, open and modular digital enablement platform using the most advanced technology and architectural values to help service providers compete and grow in a fast, always-changing ecosystem. DigitalONE introduces an architecture blueprint providing the flexibility required for CSPs' gradual transformation and laying the foundation for future services.

DigitalONE is designed for customer care, commerce and order management, spanning the entire order lifecycle.

It provides communications and media companies with the **business agility to offer new digital experiences** types and at the pace of today's now-economy:

1. to ANY customer; existing or new, consumer or enterprise
2. to support ANY service and ANY bundle whether digital, OTT or hard goods, traditional communication services or third-party enabled
3. on ANY channel application, assisted or unassisted, existing or future

DigitalONE's intelligence capabilities, based on AI and ML-driven analytics are used for proactive and preemptive care; hyper-personalized commerce; contextual customer engagement and automated agent and user actions to deliver a superior experience. DigitalONE allows service providers to offer these experiences **regardless of which back-end business support system they use.**

Fit for any transformation approach

DigitalONE open and modular architecture allows mixing and matching components and upgrade select capabilities to meet specific business demands.

Fast time-to-value

DigitalONE microservices-based architecture enables rapid release cadence and fast introduction of new features and capabilities utilizing DevOps approach.

Omni-channel end-to-end user journeys

DigitalONE is a pre-integrated solutions set: customer-centric, supporting end-to-end commerce and care journeys and served by a centralized data model and a single catalog for a true omni-channel experience, yet modular for a tailored solution to fit needs best.

A cloud-native platform

Can scale on-demand to support changing activity levels and it's cloud-agnostic – designed to run on any combination of major public and private clouds (multi-cloud environment).



Any customer
Single solution for **new customer** acquisition and **existing customers**



Any channel
Single solution serving any channel: **assisted and unassisted**



Across life cycle
Single solution serving **care-billing-commerce** needs



Automated
Automating **discovery, shopping, billing and fulfillment** processes



Embedded intelligence
Across all components, processes and engagements

DigitalONE is comprised of three modular layers:

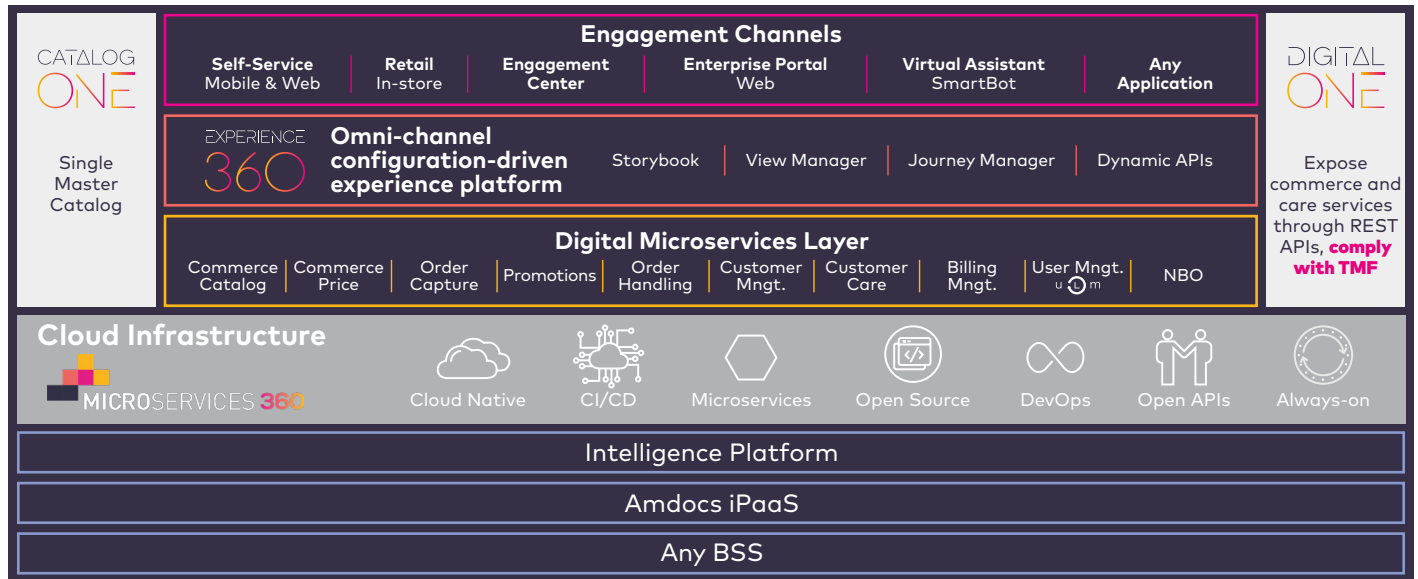
1. Customer engagement **channel-specific applications** for assisted and unassisted channels such as self-service, retail, social, call centers and chatbots, all using a design-led thinking approach. However, operators can also choose to deploy their own channel-specific applications on top of it.
2. **Digital Experience360** is a low/no code-based platform that enables service providers to configure their *customer and agent experience easily* and flexibly in accordance with business needs, while accelerating time to market for new experiences. The platform provides ready-to-use, reusable UI and UX components, flows and views, as well as experience APIs that enable the end-to-end functionality of all commerce and care journeys, and which can serve any application and channel to ensure consistent and continuous omni-channel experiences. Open and modular, the platform

can scale to support any future engagement channel – whether assisted or un-assisted – including bots, personal assistants and others.

3. Digital **microservices layer** incorporating all care and commerce flows spanning ordering and product catalog processes, including the outstanding telco-grade Order Management offering for automated order fulfillment serving any line of business and services.

DigitalONE is ready for ANY line of business and ANY technology and is expandable to any future channel and open to innovative services and ready for new business models that may be required by the introduction of new technologies and capabilities such as 5G, cloud, and so on. DigitalONE is pre-integrated with CatalogONE, Amdocs' cutting-edge, cloud-native catalog supporting a holistic commerce experience from offering discovery and shopping cart to integrated bundles, cross-sell and upsell. DigitalONE is also open to integrate with any other catalog.

Amdocs DigitalONE Platform



DigitalONE is part of Amdocs CES20, the first cloud-native, 5G-ready, pre-integrated yet modular BSS-OSS suite available in the market.

Select references:

- Germany
- Spain
- Philippines
- Bulgaria
- USA
- Ireland
- Russia

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