

# Amdocs Media's MarketONE User Lifecycle Management

## Successful and scalable OTT monetization

### Service provider partnerships with OTT media services are growing rapidly

Across the globe, communication service providers are increasingly partnering with OTT media partners to add popular video, music, and game content to their core communications services. Over the past five years, leading service providers have launched more than 600 premium service partner offers globally. What's more, with [70% of consumers](#) saying they would pay for a single provider that could package all their preferred content into a dedicated service bundle, many operators are opting for an aggregator strategy to answer this need, and to underpin the new era of 5G.

### The challenges of user and identity management

As service providers enter this new OTT bundling era, many are finding that user and identity management can be a complex domain. Supporting new business models, integrating new OTT services, unifying disparate user and identity silos, and driving personalization is a challenge that must be overcome.

Existing identity & order management platforms are unlikely to handle the unique workflow requirements of seamlessly provisioning 3rd party OTT services. Service providers must build web, mobile and set-top-box journeys that allow end users to sign up and be provisioned to 3rd party services with the same ease of use and convenience as signing up for that service directly with OTT providers.

Success in this new era not only calls for accelerating the path to effective OTT partnership monetization, it also requires the frictionless user lifecycle management capabilities that customers expect from OTT experiences.

### Managing users with MarketONE's User Lifecycle Management

User Lifecycle Management (ULM) is a user-centric data and entitlement platform that enables best-in-class user and group functionality for multiple profiles and personalization, multi-user services, and fine grain control over sharing of accounts, services and features. The solution provides a frictionless user experience to foster customer relationships. Enabling agile identity management and single sign-on across services, ULM simplifies onboarding and access to OTT services for customers. At the same time, service providers are able to easily capture and manage user data and preferences.

### ULM key features

ULM provides a comprehensive set of capabilities that identify and manage users and their devices:

- Integrated digital identity and entitlement management
- Single sign-on for a seamless experience across devices
- Customer self-service
- Easy transfers of existing subscriptions
- Support for service sharing and multiple users per account
- Parental control setup
- Privacy and consent self-service support compliance
- Granular user-centric data for offer and promotion targeting

## User Lifecycle Management (ULM) overview

MarketONE ULM addresses all of the phases of the user lifecycle:

### 1. Onboard

A comprehensive and configurable set of business processes to identify and onboard users based on context (device, network, group, account).

### 2. Authenticate

Optimized processes to verify the user's unique identity through various aliases and context provided by the user, explicitly or implicitly.

### 3. Entitle

An account, subscription and feature map function to manage a set of discrete entitlements for each and every user.

### 4. Authorize

Processes to grant users access to services based on underlying entitlements in their subscription and feature mapping.

### 5. Unify

Processes to enable the flexible and frictionless association and dissociation of accounts, services and features to users.

### 6. Personalize

Management of users' profile, privacy and preferences via deep-linking users to third-party core and cloud services.

### 7. Group

Business processes to enable the creation and management of digital households or groups including invitation, roles, and administration.

### 8. Share

Processes that allow the real time sharing of accounts, services and features via delegation and revocation workflows.

### 9. Capture

A powerful data capture facility that captures a standard usage record for every user interaction on the platform.

### 10. Manage

Full administrative capabilities for CSR and system administration of users and the ULM platform itself.



## Turn partnerships into business value



**Retain customers longer.** Customers will be less likely to churn as they look to you for their favorite media.



**Support new digital services.** Embrace new business models of the subscription economy, enabling single sign-on, seamless sharing with other users, and self-service across services.



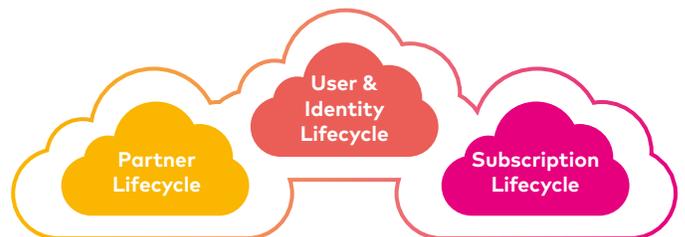
**Provide faster time to market.** Simplify integration to OTT services with user management processes, and by making it easy for users to bring you their existing subscriptions.



**Personalize user experiences.** Individualize one-to-one interactions and capture user data for future monetization.



**Empower digital users.** Avoid frustrating customers and reduce support costs.



Amdocs Media's MarketONE delivers an end-to-end OTT solution for service providers that avoids the many pitfalls and points of failure, while bringing together the user, a subscription, and a partner within a holistic solution.