

Amdocs Media's MarketONE Partner Lifecycle Management

Successful and scalable OTT monetization

Service provider partnerships with OTT partners are growing rapidly

To increase revenues and encourage customer stickiness, many service providers have been bundling OTT partner services, including video, music, gaming, and more. Indeed, over the last five years, more than 600 premium service partner offers have been launched by operators globally (20% accounting for Netflix alone). With the introduction of 5G, service providers now have the opportunity to expand their portfolio of digital services and evolve their bundling strategies via partners.

The inability to successfully monetize value-added services (VAS)

With direct-to-consumer content exploding, and upcoming cloud gaming and live-event streaming services tied to the promise of 5G, service providers must now be ready to scale their number of partnerships.

Yet, the current approach to partnering is dominated by custom, one-off partnerships with long onboarding cycles, where onboarding each partner requires a one-off, customized project, including specific integration and user journeys built from scratch.

To succeed, a different approach and a different outcome are needed, which re-imagine a frictionless experience for operators and digital service providers to bring a vast array of digital services to end users.

Monetize partners with MarketONE's Partner Lifecycle Management

Partner Lifecycle Management (PLM) is an E2E partner management application of MarketONE, connecting service providers and their partners with a flexible and scalable multi-tenant SaaS platform. PLM delivers partner integration, partner onboarding, settlements, reports, and various partnership models. Providing pre-integration to a variety of OTT partners including high-profile media services such as Netflix, as well as a long-tail of choice partners, service providers can contract with them to monetize in their markets.

MarketONE is powered by a SaaS-based modular platform that also includes a complete set of pre-integrated subscription and identity management capabilities to simplify the end-user experience.

Partner Lifecycle Management Overview

PLM exposes onboarding capabilities via APIs for both the service provider and partner. This enables them to onboard to the platform, manage financial transactions, as well as review and maintain payouts and settlements. PLM is also the interface that integrates (when applicable) the management of user and service creation at the partner back end.

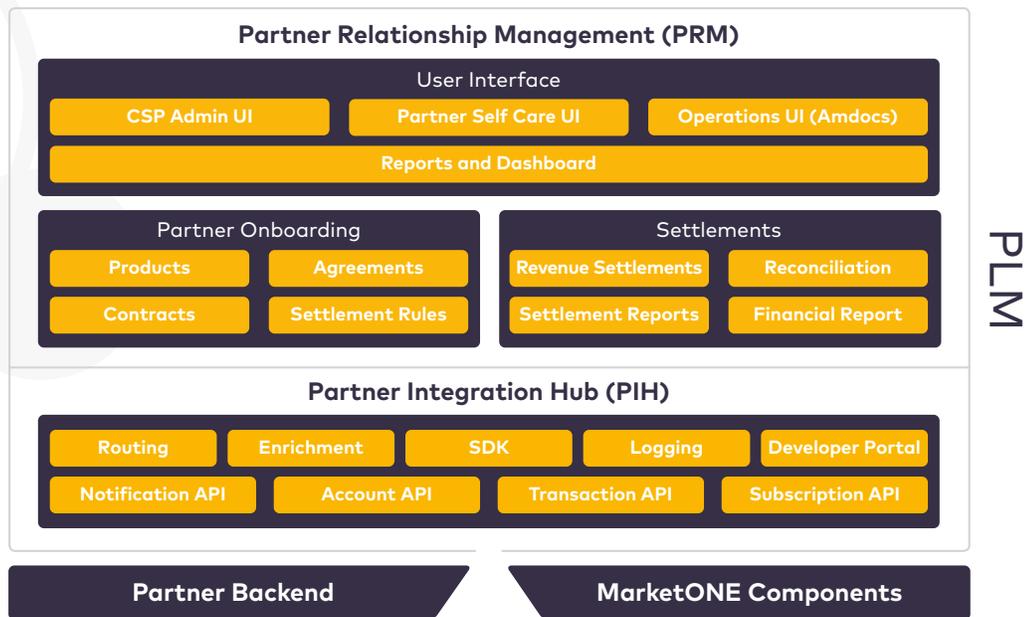
PLM executes multiple functionalities:

Agreements and contracts

Settlements between service providers and partners

Service provisioning

Pay on bill integration



Partner Relationship Management

- Onboard the service provider and partners
- Self-service for the service provider and partners, providing partner relationship management functionality
- Separate views for the service provider and partners, supporting use cases for discovery, onboarding, changes, and termination
- Manage agreements and settlement models to define service provider and partner commercials
- Settlement engine, supporting various settlement models and billing cycles
- Generate settlement statements for enterprise resource planning
- Includes reporting data for self-service UI and external reporting tools

Partner Integration Hub

- Integration gateway for integrations to partner and service provider back ends
- Developer guides with API specifications for the service provider and partners to support the integration of standard out-of-the-box and custom interfaces
- Enables account validation and payment transactions for partner-initiated purchases
- Enables service provisioning and payment transactions for service provider-initiated purchases
- Orchestrates partner service provisioning and billing transactions from partner and service provider systems

Delivering real business value



One-to-many approach onboards each individual partner to the PLM platform one-time-only, and then made available for any service provider



Shorten time to market via rapid partner onboarding and settlement



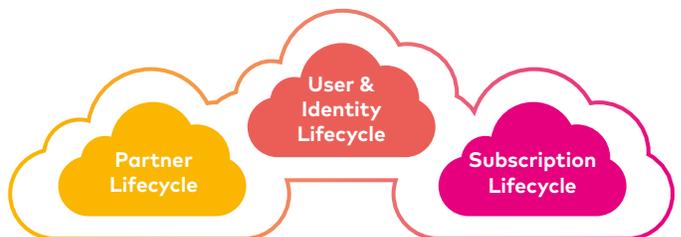
Expand the product portfolio with pre-integrated partner services



Quickly launch innovative offerings with standardized, configurable product models



Reduce costs as there is no added expense to onboard global partners or to maintain partner integrations – any partner's change is managed by Amdocs at no additional cost



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.