



# Amdocs CatalogONE

**CatalogONE – Taking  
technology to the front,  
to any user**









As the pace of change – from the introduction of new technologies to new market entrants – constantly increases, the on-demand digital world has never been more dynamic. It's precisely this reality that is driving service providers to become more agile so they can move faster and innovate at a pace that competes with the over-the-top (OTT) players and other digital disrupters.

Communication service providers are suffering a long time to market and rigid IT and operational processes resulting of the heavy dependency on IT. Acknowledging that, Amdocs created the new catalog technology aimed to transition capabilities from IT to the business and bring technology to the front, to any user in the organization and business users specifically allowing to boost innovation and speed up the response to competition.

At the heart of the business and operational environment lies the catalog. Leveraging our 35 years of industry experience, we have created CatalogONE. Its purpose is not limited to enabling fast time to market for new products and offers, while managing data and product lifecycles. Rather it's a driver for business growth, leveraging intelligence, predictive analytics and developing new technologies.

CatalogONE offers an application to each one of the critical business related departments in the value chain, from digital to marketing, entertainment, network and product, teams can work in parallel, real time and benefit intelligence driven business insight.

Furthermore, it's the means to achieving greater business elasticity and operational agility across all domains – from marketing and customer care to IT and network.

Thanks to a role based UI and an application per each domain, CatalogONE revolutionizes the way service providers work today allowing to shift design and creation of services and offerings from IT to other departments in the organization. With less dependency on IT, service providers are able to boost innovation, grow the business faster and benefit less constrains on resources such as people, technology, time and costs.





# Overcoming complexity

To innovate faster, service providers need a central catalog that not only rationalizes their multiple systems and catalogs, but also closes the gap between business and IT, enables automated parallel work flows, and leverages technology to enable the operational agility that the business expects from the IT organization.

Such a catalog must overcome the complexity of the existing operational matrix, which negatively impacts marketing, quoting, ordering and provisioning processes. It must empower business owners to be more independent, while bringing technology into the 'hands of the user' – whether it's a marketing user, product manager, finance user, IT or network engineer. Furthermore, it must enable every user to access their relevant parts of the catalog.

Ultimately, such a catalog must facilitate the introduction of new services, the definition of new pricing, promotions, rules, entitlements and so on, while drastically reducing time to market.

Amdocs CatalogONE answers this need.

## **Ensuring the right user experience via 'Design Led Thinking'**

When building technology for the business, user experience is key. Technology must be adapted to the skills and goals business owners have in hand. To ensure the best fit, design guided product screens, flows and user interface. Based on a series of in-depth interviews with business owners and marketing teams and significant feedback to prototypes, we created an attractive graphical user interface that is easy to navigate from inception to completion of a business task. Business flows guide the user along the trail up to the end point.

"The new Amdocs catalog performs incredibly complex acrobatics on the inside to offer the profound agility service providers are looking for, yet take usability to a new level of simplicity on the outside, and extend that usability to a broad set of traditional and non-traditional stakeholders." *The Elastic Telco: How a Smart Catalog Drives a Smart Business, Stratecast (6.2017)*

## **Speed is key**

De-coupling from IT coupled with the intuitive user experience over the technology that ensures that all capabilities, from inception and up to completion resides in the Catalog result in a much faster time to market. From now on, business owners can build and launch new services and offerings independently in minutes and change catalog attributes in seconds.

Not only user groups within the service provider but also ecosystem partners can work independently and in parallel within the catalog environment, fostering collaboration.

Speeding up day-today work and operational processes result in more innovation and more power to react to competitor's offers immediately, both encounter as crucial for business success.

## **Domain-driven design**

Amdocs CatalogONE applies domain-driven design methodologies, which provide every team with the capabilities and functionality related to their tasks – regardless of the systems in which the functionality resides.

CatalogONE incorporates a new UI and portal, with customized functionality based on its domain-driven design methodology. Domain driven design ensures the role based UI allowing at the end to each





Persona in the organization to leverage a catalog application for his needs. We gathered functionality across multiple BSS And OSS systems and organized them by business domains to streamline operational processes and better serve the each department of the service provider. With configurable authorization, menu and browsing capabilities, the UI layer can be adapted to serve multiple users and roles. This frees teams from their dependency on IT, enabling them to independently configure services and offerings while required business processes and testing are automated behind the scenes.

#### **The parallel model**

Amdocs CatalogONE offers parallel access to data by multiple users, enabling them to build, test and launch offerings in real time at the same time. This includes the ability to access data sets and perform actions without interfering with other users.

#### **Openness**

While the trend towards centralization continues, the logic for communicating between catalogs has changed. As service providers expanded their ecosystem of OTT partners, as well as wholesalers and channel partners in their service delivery ecosystem, integration issues increased. As a result, integration tasks have waned in favor of standard APIs, which are now commonly used. Amdocs CatalogONE leverages the open APIs defined by TM Forum and other industry standard bodies to reduce integration and synchronization issues between multiple catalogs and 3rd party services. Significantly, Amdocs is a key contributing member of TMForum's Open API program.

#### **One centralized catalog**

Amdocs CatalogONE acts as a centralized catalog that is connected to all BSS and OSS systems ensuring traceability, consistency and functions as a common dominator to foster operational agility and speed.

Overcoming the information barrier is key to operational agility, speed and shorter time to market. This is how we digitize internal operational services allowing for more collaboration, real-time access and feedback and the transition from a world of customization to a world of configuration. This ensures faster time to market, lower TCO and more innovation.





# An all-encompassing business driver

## from digital strategies, B2B and IoT to entertainment, OTT services and future domains

### **The commercial catalog**

Amdocs CatalogONE equips marketers with the tools they need to compete in the digital age. This includes the ability to create a campaign within an hour, track and optimize it, and then change it again within minutes, without any IT involvement.

This is made possible through an advanced catalog wizard, which makes it easy to build new offerings. It also provides instant, yet comprehensive visibility into customer offering building blocks, pricing and definitions to allow for rapid and simple bundling, as well as the ability to apply promotions, discounts and manage hard goods. As a result, marketers can easily view dependencies in order to understand offering constraints.

Templates enable the creation of customer offerings based on popular guided flows that are pre-tested and ready to be deployed. Meanwhile, the configuration tool includes all required steps up to launching the customer offering, including channel selection, segment selection and setting KPIs, followed by the ability to launch the offer simultaneously across all those channels and segments.

An additional feature includes an advanced browsing capability, which enables users to view and search across all catalog data, utilizing cutting-edge visualization mapping and dependency trees.

### **Supporting the hybrid network**

A smooth fulfillment process begins with the catalog. Not only do definitions and processes within the catalog need to be consistent across

internal departments and lines of business, but they must also be in sync with surrounding OSS/BSS systems.

Amdocs CatalogONE facilitates the management of integration with other fulfillment processes and systems in an efficient and seamless way accelerating the transition toward hybrid networks. It allows SPs to quickly define hybrid VNF-based products and services, which comprise both virtual and physical elements.

### **Growing the enterprise business with a CPQ driven catalog**

By enabling accurate selling, Amdocs CatalogONE ensures profitability of the enterprise deal, while allowing for fast cycles of quote changes. With integration to Amdocs CPQ and the customer's CRM solution on one hand, and pricing and deal topology data on the other, the complexity of deal quoting associated with multi-dimension enterprise deals is dramatically reduced.

### **Easy integration of partner-based services**

The need to provide a rich mix of services to end-customers (both enterprise/SMB and consumer) is driving the demand to incorporate integrated partner based services, whether with a content, OTT, business application or cloud service provider. Amdocs CatalogONE answers this need through its support for easy integration thanks to federation and open APIs.

## Intelligence-driven

It is not enough to build customer offerings. To maximize marketing effectiveness, service providers need insights into actual business performance in order to build, launch, track and optimize on a continual and constant basis. Amdocs CatalogONE enables business users to leverage auto-generated and fresh business data on the performance of their offerings across multiple KPIs and different segments. This ensures that every offering and campaign is optimally configured, targeted and priced for maximum profitability.

## Built for the on-demand world

Built from the ground up to provide the speed and agility that supports innovation, Amdocs CatalogONE's broad set of innovative tools and capabilities are designed to enable digital service providers to flourish in an ever-changing, on-demand world.

**Learn more: [www.amdocs.com](http://www.amdocs.com)**



# about amdocs

Amdocs is a leading software & services provider to the world's most successful communications and media companies. As our customers reinvent themselves, we enable their digital and network transformation through innovative solutions, delivery expertise and intelligent operations.

Amdocs and its 25,000 employees serve customers in over 85 countries. Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$3.7 billion in fiscal 2016.



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