# amdocs catalogONE – a new catalog paradigm

In an age where the race is on to bring to market innovative new services faster than the competition, the importance of the catalog has never been greater.

On the one hand – the business needs a catalog that will facilitate speed and ease for the introduction of new services, new pricing definition, promotions, rules, entitlements, etc.

At the same time – the technical team requires the highest levels of flexibility and operational agility.

catalogONE from Amdocs was designed with just these needs in mind. It makes the rigidity of legacy catalogs a thing of the past, and enables a new, easy, and fast way for both business and technical users to manage and leverage the catalog.

## Empowering business users

catalogONE empowers business users to independently create and launch new digital offerings for both the consumer and enterprise business, in just minutes. They can configure new products and services, pricing, channels, segments, and more, without any code. No reliance on IT. No deployment overhead.

*Highlights:*

**Simplicity and ease of use:** with an intuitive interface, a role-based UI, ready to use templates and building blocks that simplify the creation and management of personalized and contextual offers, pricing, and promotions; and accelerated time to market.

**Openness:** to enable innovation with easy partner onboarding, thus enriching the offering by bundling third party with traditional products and for easily adding rich and advanced new services and products.

**A collaboration platform:** ensuring ease and clarity for effective collaboration both within and outside the organization. It also supports the full product lifecycle including short iterative cycles, working in agile mode, simulations, automation, parallel work, workflow, and approval management.

## A new paradigm for technology users

For technical users, catalogONE introduces a new paradigm for maximum agility. It is driven by a decoupled, cloud-native architecture and comes with predefined carrier-grade CI/CD automation.

*Highlights:*

**An open and standard application** that is modular, BSS agnostic, and is driven by an API-first design. It includes standard APIs that are based on the TMF data model, and enables unprecedented ease for catalog federation.

**A low operational footprint** with a single catalog instance, automatic merges, and automated release management.

**Synchronization and data consistency** for reducing data duplications and manual processes.

## catalogONE's unique capabilities

**Business intelligence** for gaining a competitive edge, offering business KPI tracking, predictive analytics, contextual recommendations, and actionable competitive insights.

**Cloud native functionality** that is driven by microservices and containers for ensuring elasticity, scalability, and being always-on.

**Ready for today's and tomorrow's use cases:** supporting any of today's telco-specific catalog needs, embedding best practices and use cases that are based on Amdocs' extensive industry experience. Moreover, catalogONE is ready to support future use cases such as those that will be driven by 5G, including IoT, transportation, media, and more.

### CATALOG ONE

**The catalogONE advantage**
With catalogONE you can go from ideation to the top line at top speed, so you can outpace the digital natives and focus on driving new revenues from innovation.

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