



A seamless approach to migrating data to the cloud



The seamless cloud migration

and how service providers can achieve it with a smart bridging router

Moving to cloud is on everyone's agenda. And for good reason, considering all the business and operational benefits it brings. According to an IDC survey of 80 communications service providers worldwide, the top three reasons for moving to the cloud are:

- Deliver a better **customer experience**
- Drive **operational efficiency**
- Develop new sources of **revenue**

New pressures from the new normal

Yet the **demands of the new normal** have introduced yet another layer of complexity, with consumer demands for always-on, low-latency connectivity to power distance working, learning, media consumption, and more.

And it's creating increased pressure for service providers to **accelerate their move to the cloud** to support these demands.

Proceed with caution

When it comes to adopting cloud, it's wise to proceed with caution. A journey that is both long and complicated, it requires not only transforming data, existing systems and processes but also driving a new mindset for IT strategy, development and operations.

Moreover, cloud migration can also impact productivity and customer experience, with the burden of changing the back end falling on the shoulders of stakeholders on the front end.

As such, it is critical to ensure that the risks involved with cloud migration are minimized at every step of the journey.



The importance of a seamless data migration

The first step towards mitigating the risk of migrating to cloud is to **assure business continuity when migrating customer data**.

This is no easy task, as it involves multiple challenges, including:

- **Determining where to begin**, as it is often difficult to identify which line of businesses or customer segments should be migrated first and what the implications are of such prioritization
- **Minimizing downtime** and preventing interruption to operations and services across every application, whether migrating accounts on demand, on the fly or one by one
- **Assuring interoperability** in a hybrid and multi-cloud environment, with customer data being contained in applications in a public cloud environment, in a private cloud and/or on premise, where each environment requires a separate set of skills and know-how for executing the task
- **Preventing data loss** when migrating and validating or reconciling data following conversion
- **Sourcing in-house skills** for developing data models, connectors and APIs to maintain complex hybrid environments

Moreover, service providers face additional **technology challenges** from:

- **Legacy systems** with complex object development requirements and unstructured requests and responses

- **Hundreds of customer attributes** that need to be standardized in a dictionary and APIs that need to be developed to expose them
- **Different technologies** for building translators and adaptors
- **Front-end channel digitalization processes** that are progressing at different rates

If these challenges are not addressed, accessibility and performance of productivity systems and customer-facing applications become compromised, resulting in increased operational costs, lost sales and damage to brand equity.

Ensuring a seamless data migration when moving to cloud is key to a transformation that is transparent to users and customers.

Get smart

Overcoming these challenges and assuring a seamless data migration requires the ability to:

- **Gradually migrate** customer data via a controlled and phased process, whether on the fly, in batches, or account-by-account – and according to business requirements
- **Assure data coexistence** across multiple on-premise and cloud/multi-cloud systems and applications
- **Route service requests** during the migration, whether by users or customers, side-by-side between two or more systems, and even when the same data is contained on multiple systems.

The enabler of these strategic capabilities is a cloud-based integration platform (iPaaS) that includes a smart bridging router.

This is what **Amdocs Smart Bridging** Router is all about.

Amdocs Smart Bridging Router powered by iPaaS

To help you overcome some of the most complicated integration challenges of a digital transformation, Amdocs offers a bridging solution for legacy modernization and cloud migration.

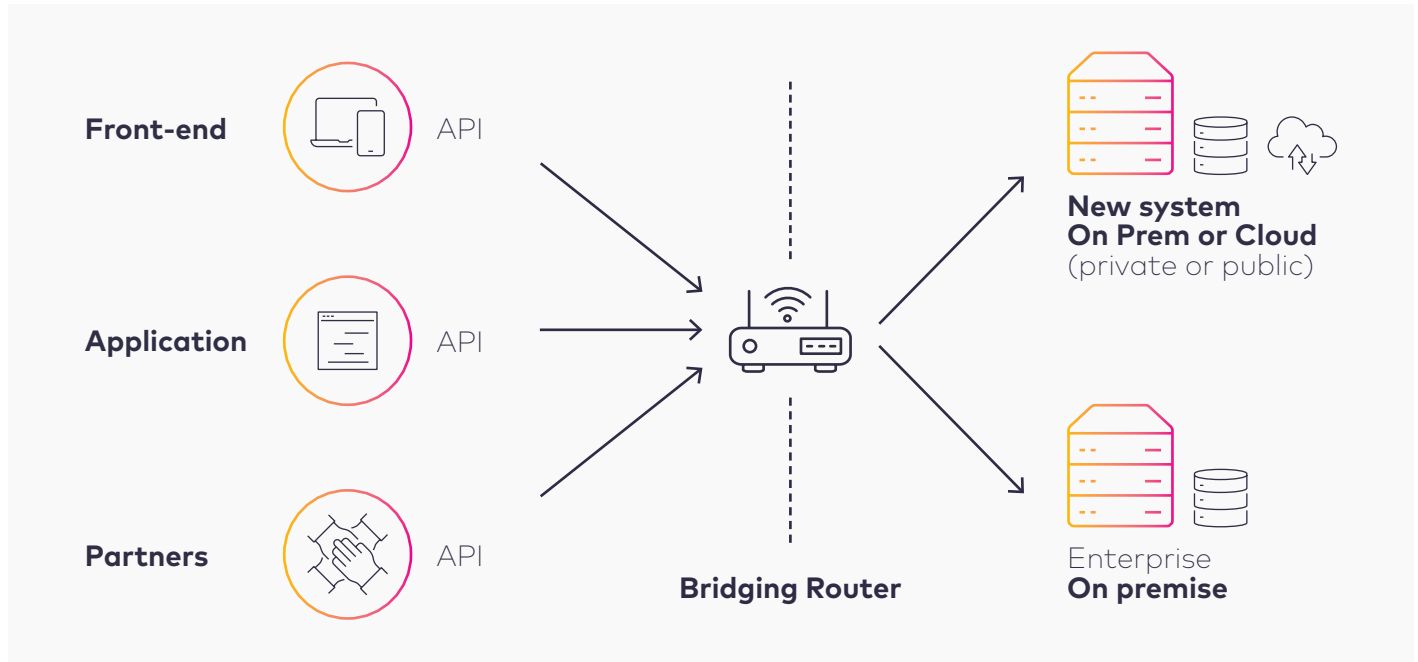
Powered by iPaaS – Amdocs' integration platform – Amdocs Smart Bridging Router is a cost-effective, patent-pending smart router that replaces the legacy integration layer. It includes:

- **An isolation layer** for applications being migrated to the cloud, such as billing, provisioning and more, enabling you to **break down transformation silos** into customer and transaction subsets and **move each subset** from the legacy to the new cloud stack.
- **A translation layer** that enables legacy **data models to operate simultaneously** and side-by-side with the modernized data model – allowing you to continue delivering great user and customer experiences as you execute the transformation on the back end.

Moreover, the solution includes capabilities for:

- **Smart routing** by identifying whether service requests should be routed to new or old systems, thereby driving seamless operations and optimized business continuity.
- **Assuring business continuity** with additional capabilities such as product mapping, catalog distribution, customer linking, end-to-end visibility and fallout management.
- **Accelerating the launch of digital services** with out-of-box solutions such as seamless OTT and eSIM onboarding.

The solution also includes TM Forum Open APIs for all major telco-specific business processes and leverages Amdocs domain expertise in integrating any BSS/OSS with legacy systems and applications.



Solution highlights

 **One month** to migration readiness

 **Zero** decommissioning costs

 **Zero** coding changes

 **Easy** configuration

 **Immediate** and transparent rollback

 **Zero** operational downtime

 **Certified** for Azure and AWS

Overcome top integration challenges

Amdocs Smart Bridging Router delivers:

- Confidence in selecting **the right deployment model and stack** for preventing negative impact on operations
- **Readiness** of applications and infrastructure for cloud
- **High availability** of mission-critical applications
- **Governance** regarding compliance, vendor management and financial effectiveness
- **Securing** of sensitive data



about amdocs

Amdocs' purpose is to enrich lives and progress society, using creativity and technology to build a better connected world. Amdocs and its 26,000 employees partner with the leading players in the communications and media industry, enabling next-generation experiences in 85 countries. Our cloud-native, open and dynamic portfolio of digital solutions, platforms and services brings greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform and take their business to the cloud. Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$4.2 billion in fiscal 2020.

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