

Amdocs Catalog – your business growth is as easy as the product it can launch



As the accelerating rollout of 5G reshapes consumers' and enterprises' needs, behaviors and expectations, the communications & media industry needs to shift its approach to service creation, delivery and customer experience to catch up with the reality of the digital age – and monetize it.

To fully leverage every new opportunity as it emerges, service providers require extensive product catalog capabilities that empower them with the agility to support new business models, optimize usage of network resources, and engage with external ecosystems and third-party partners.

Amdocs Catalog 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 to diversify and grow business.

Empowering business users

Amdocs Catalog 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

Amdocs Catalog – a 5G-ready catalog

Ready to serve any 5G use case, Amdocs Catalog is a centralized catalog spanning across the BSS and OSS. By serving as a unified commerce, charging and network service catalog, and providing support for new business models, it enables service providers to easily bundle any product, service and partner offering, while supporting unique charging, policy, network and commerce definitions.

A new paradigm for technology users

For technical users, Amdocs Catalog 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.

Amdocs Catalog'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.