Amdocs Commerce & Care Suite – Amdocs Digital Enablement Platform

Recent research indicates that today's transformations have evolved. They are no longer once-in-a-decade, long cycle times, high costs, causing severe business disruption. Instead, communication and media service providers are adopting a process of continuous, business-driven, gradual transformation, which utilizes an agile approach and a modular, customer-centric architecture to align with new standards for speed and superior customer experience set by the web-scale digital disruptors. It allows CSPs to enjoy faster time-to-market and flexibility while ensuring business continuity as they replace legacy components with advanced digital capabilities and new technologies (5G, cloud, AI/ML) to meet their rapidly changing business needs.

Amdocs has introduced Amdocs Commerce & Care Suite – a telco-specific, cloud-native, open and modular digital enablement platform using the most advanced technology and architectural values to help service providers compete and grow in a fast, always-changing ecosystem. Amdocs Commerce & Care Suite introduces an architecture blueprint providing the flexibility required for CSPs' gradual transformation and laying the foundation for future services.

Amdocs Commerce & Care Suite is designed for customer care, commerce and order management, spanning the entire order lifecycle. It provides communications and media companies with the **business agility to offer new digital experiences** types and at the pace of today's now-economy:

1. to ANY customer; existing or new, consumer or enterprise

2. to support ANY service and ANY bundle whether digital, OTT or hard goods, traditional communication services or third-party enabled

3. on ANY channel application, assisted or unassisted, existing or future

Amdocs Commerce & Care Suite's intelligence capabilities, based on AI and ML-driven analytics are used for proactive and preemptive care; hyper-personalized commerce; contextual customer engagement and automated agent and user actions to deliver a superior experience. Amdocs Commerce & Care Suite allows service providers to offer these experiences **regardless of which back-end business support system they use**.

Fit for any transformation approach
Amdocs Commerce & Care Suite open and modular architecture allows mixing and matching components and upgrade select capabilities to meet specific business demands.

Fast time-to-value
Amdocs Commerce & Care Suite microservices-based architecture enables rapid release cadence and fast introduction of new features and capabilities utilizing DevOps approach.

Omnichannel end-to-end user journeys
Amdocs Commerce & Care Suite is a pre-integrated solutions set: customer-centric, supporting end-to-end commerce and care journeys and served by a centralized data model and a single catalog for a true omnichannel experience, yet modular for a tailored solution to fit needs best.

A cloud-native platform
Can scale on-demand to support changing activity levels and it's cloud-agnostic – designed to run on any combination of major public and private clouds (multi-cloud environment).

Any customer

Single solution for **new customer** acquisition and **existing customers**

Any channel

Single solution serving any channel: **assisted and unassisted**

Across life cycle

Single solution serving **care-billing-commerce** needs

Automated

Automating **discovery, shopping, billing and fulfillment** processes

Embedded intelligence

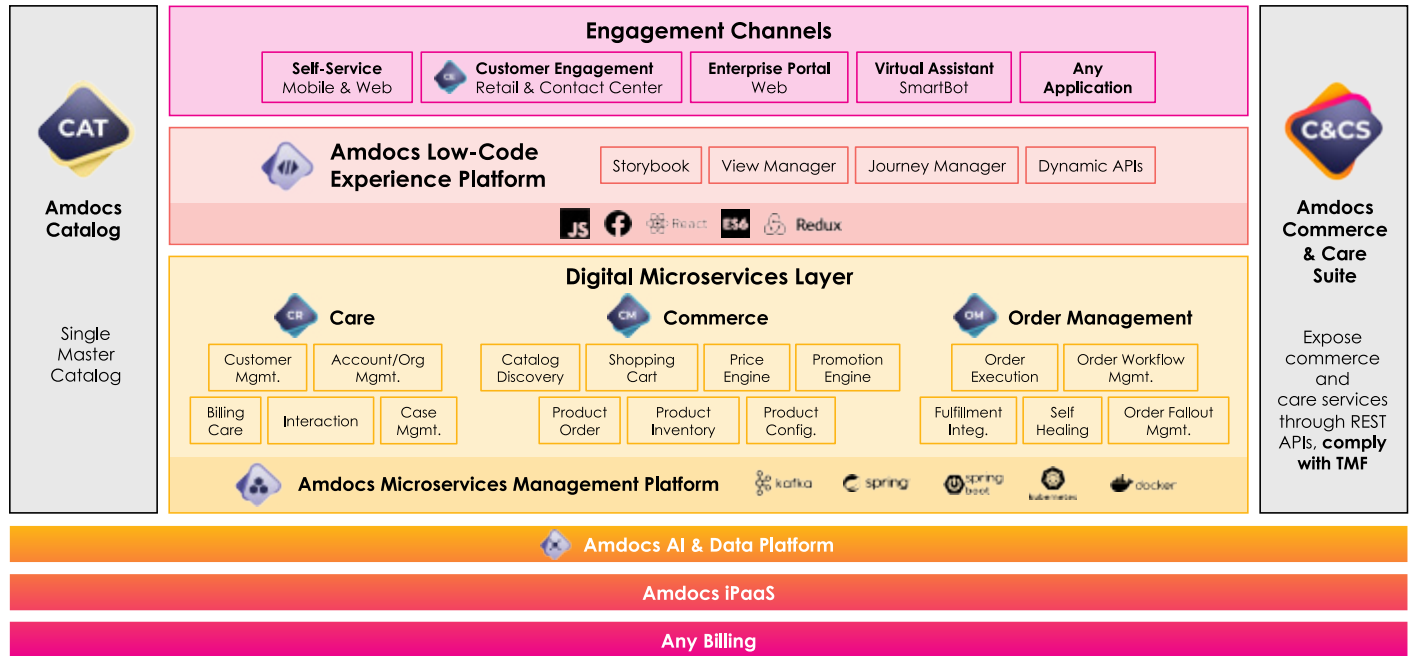Across all components, processes and engagements

Amdocs Commerce & Care Suite is comprised of three modular layers:

1. Customer engagement **channel-specific applications** for assisted and unassisted channels such as self-service, retail, social, call centers and chatbots, all using a design-led thinking approach. However, operators can also choose to deploy their own channel-specific applications on top of it.

2. **Amdocs Low-Code Experience Platform** is a low/no code-based platform that enables service providers to configure their *customer and agent experience easily* and flexibly in accordance with business needs, while accelerating time to market for new experiences. The platform provides ready-to-use, reusable UI and UX components, flows and views, as well as experience APIs that enable the end-to-end functionality of all commerce and care journeys, and which can serve any application and channel to ensure consistent and continuous omnichannel experiences. Open and modular, the platform can scale to support any future engagement channel – whether assisted or un-assisted – including bots, personal assistants and others.

3. Digital **microservices layer** incorporating all care and commerce flows spanning ordering and product catalog processes, including the outstanding telco-grade Order Management offering for automated order fulfillment serving any line of business and services.

Amdocs Commerce & Care Suite is ready for ANY line of business and ANY technology and is expandable to any future channel and open to innovative services and ready for new business models that may be required by the introduction of new technologies and capabilities such as 5G, cloud, and so on. Amdocs Commerce & Care Suite is pre-integrated with Amdocs Catalog, Amdocs' cutting-edge, cloud-native catalog supporting a holistic commerce experience from offering discovery and shopping cart to integrated bundles, cross-sell and upsell. Amdocs Commerce & Care Suite is also open to integrate with any other catalog.

Amdocs Commerce & Care Suite

CAT

Amdocs Catalog

Single Master Catalog

Engagement Channels

| Self-Service Mobile & Web | Customer Engagement Retail & Contact Center | Enterprise Portal Web | Virtual Assistant SmartBot | Any Application |

Amdocs Low-Code Experience Platform

| Storybook | View Manager | Journey Manager | Dynamic APIs |

JS · React · E6 · Redux

Digital Microservices Layer

CR Care

| Customer Mgmt. | Account/Org Mgmt. |
| Billing Care | Interaction | Case Mgmt. |

CM Commerce

| Catalog Discovery | Shopping Cart | Price Engine | Promotion Engine |
| Product Order | Product Inventory | Product Config. |

OM Order Management

| Order Execution | Order Workflow Mgmt. |
| Fulfillment Integ. | Self Healing | Order Fallout Mgmt. |

Amdocs Microservices Management Platform

kafka · spring · spring boot · kubernetes · docker

Amdocs AI & Data Platform

Amdocs iPaaS

Any Billing

C&CS

Amdocs Commerce & Care Suite

Expose commerce and care services through REST APIs, **comply with TMF**

Amdocs Commerce & Care Suite is part of Amdocs Customer Experience Suite, the first cloud-native, 5G-ready, pre-integrated yet modular BSS-OSS suite available in the market.

Select references:

| vodafone | orange | Globe | A1 | Sprint | 3 | Beeline |
| Germany | Spain | Philippines | Bulgaria | USA | Ireland | Russia |

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