

Capitalizing on the enterprise

revenue

opportunity



The continuing enhancement of 5G technology and network virtualization is giving communications service providers (CSPs) the ability to offer new products and services that would not previously have been possible.

Yet when it comes to the consumer market, with its fierce competition and low prices, the growth potential remains limited as customers seek out ever increasing value from their fixed and mobile services.

Advanced B2B services will be the way for service providers globally to generate new revenue and monetize advanced network assets, serving a segment which still offers the potential for growth.

But the B2B market does have a number of characteristics which CSPs need to take into account in order to fully capitalize on the opportunities in front of them.

Meeting next-generation customer needs

The enterprise market is fiercely competitive with a complex landscape of stakeholders – from hyperscalers to IT services companies, network equipment vendors to systems integrators, and the enterprises themselves. This means CSPs need to firmly assert their strengths to position themselves strongly in the value chain.

This has a number of implications for CSPs processes and the systems which underpin them. These include:

Managing complexity

To meet enterprise customer requirements, CSPs need to support more complex B2B propositions, including diverse connectivity options, encompassing partner products, and including services beyond connectivity – all while offering a streamlined commerce experience.

Digital-first engagement

The days of long enterprise sales cycles are gone. B2B buyers now expect the flexibility and agility they are familiar with from the B2C world to support their dynamic business needs.

Automated fulfilment

More complex B2B orders alongside more dynamic engagement means CSPs need automation to seamlessly deliver the products and services enterprises have ordered. This entails orchestration across diverse fixed, mobile and computing domains to serve customers with agility and drive satisfaction.

Next-generation monetization

CSPs will need to support a range of monetization options, including on-demand purchases and subscription services, for native and partner products. At the same time, B2B customers will require visibility and control over their spending.

These capabilities will enable CSPs to effectively monetize advanced network capabilities while offering solutions that are closely tailored to customer requirements, with seamless fulfilment and flexible business models that can align closely with enterprise needs.

By bringing this all together, CSPs will be able to better meet the needs of enterprise customers and progress from being service providers to **B2B solutions providers** – shifting from a tactical to strategic role within the enterprise and exploiting new opportunities both in connectivity and beyond.

Growth beyond connectivity



While the enterprise connectivity market is still seeing growth – proving a fertile hunting ground for CSPs – many adjacent services such as edge computing, cloud services and network integration are also growing fast.

For CSPs, these adjacent domains offer the opportunity to **grow beyond connectivity** in order to maximize their returns from B2B and create genuinely new revenue opportunities. Of course, connectivity and communications services delivered over fixed and mobile networks will provide the foundation on which CSPs are able to participate in the enterprise market. Voice services and data connectivity will remain core parts of the enterprise IT armory.

But moving beyond connectivity enables CSPs to support enterprise customers as they embrace digital transformation, improving the efficiency of their existing businesses and supporting the creation of new digitally-driven products and services.

As next-generation networks pave the way for connectivity solutions with specialized attributes – such as low latency, ultra-reliable connectivity or support for massive IoT, for example – and private enterprise networks and edge computing transform the B2B IT landscape, growing beyond connectivity will also allow CSPs to redefine their position in the value chain and bring new value to customers.

Reducing risk and increasing agility

To fully exploit the enterprise opportunity, CSPs need to be prepared for endless possibilities. This means they need to take an approach which enables flexibility and agility, underpinned by a platform on which vertical market solutions can be built to meet customer demand.

CSPs should therefore look to build platforms that can support any network services, use cases, vertical market, consumption and business model, bringing together 5G and virtualized network capabilities with edge computing, cloud and AI/ML to support complex enterprise applications.

A key enabler for achieving these objectives is the ability to re-use and re-assemble components to quickly and efficiently deliver tailored products. This enables more solutions to be launched more quickly and with lower cost, reducing risk and enabling CSPs to then optimize future investments in areas which have already proved themselves commercially.

With the enterprise opportunity comprising of multiple use cases rather than a “killer app”, the ability to quickly launch products, automate processes, and scale offers to support the market becomes a critical component of success.

Driving new enterprise value

The key to success for CSPs will be the ability to effectively position themselves as enablers of new value for their enterprise customers – be it through increased efficiency for existing operations, improved flexibility to match fast-changing demand and work patterns, or the ability to bring new products and services to market. For example, this might mean offering solutions more closely tailored to customer requirements, with seamless fulfilment and flexible business models that can align closely with vertical market needs.

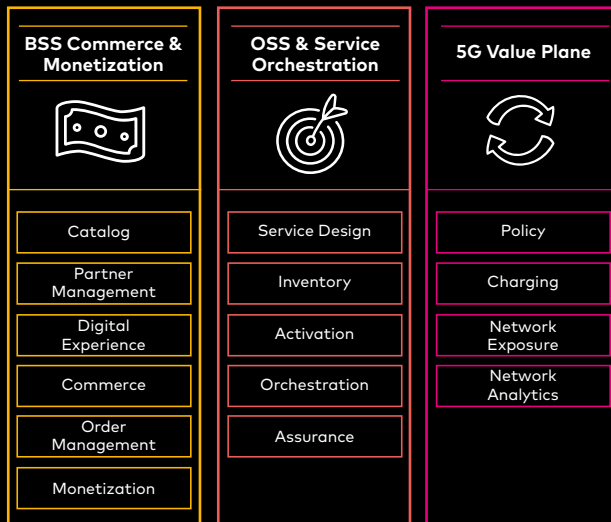
As communications services move from being tactical to strategic, success will be determined by the ability to respond to customer demands with agility by:

- Creating, configuring and launching new products rapidly
- Fulfilling orders seamlessly
- Offering reliable, SLA-driven services which businesses are able to rely on; and
- Offering flexible commercial terms that enable customers to balance long-term requirements with ad-hoc needs

For their customers to achieve the right outcomes via the most appropriate technology platforms, the onus is on CSPs to manage the complexity of the enabling infrastructure – including fixed and wireless networks; private, public and hybrid clouds; private enterprise networks and edge computing – to enable customers to get the right outcomes via the most appropriate technology platforms.



Why Amdocs for B2B?



To capitalize on the B2B revenue opportunity, CSPs need to work with partners who are able to help them meet the requirements of enterprise customers in terms of agility, flexibility and seamless delivery of services. This needs to be accompanied by a focus on the key internal challenges for CSPs in this challenging market, including digital lead-to-cash capabilities and automated fulfilment of complex services

Amdocs' deep knowledge of the CSP market – built on decades of experience serving hundreds of customers globally, coupled with our pre-integrated but modular applications – makes us the partner of choice when it comes to addressing the requirements of new B2B revenue opportunities.

Cloud-native and 5G-ready, Amdocs Customer Experience Suite is tailor-made to enable CSPs to address the new business opportunities enabled by next-generation technologies across the customer lifecycle, from product definition to commerce, and fulfilment to monetization.

Contact us to learn how we can help accelerate your B2B journey by modernizing, automating and digitalizing the way you sell, fulfill & operate, and monetize & engage.



Amdocs helps those who build the future to make it amazing. With our market-leading portfolio of software products and services, we unlock our customers' innovative potential, empowering them to provide next-generation communication and media experiences for both the individual end user and large enterprise customers. Our 31,000 employees around the globe are here to accelerate service providers' migration to the cloud, enable them to differentiate in the 5G era, and digitalize and automate their operations.

Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$4.3 billion in fiscal 2021.

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