Amdocs amAIz
A Telco-Grade Generative AI framework

Service Providers in the Gen AI Era

In today's fast-paced digital environment, Service Providers face numerous challenges. They must deliver a seamless customer experience, optimize network performance, and continuously improve their internal operations to stay ahead of the competition. Traditional AI solutions have undoubtedly brought significant advancements, but they often fall short in fully understanding and generating contextual, human-like responses. This is where Gen AI comes into play.

> Gen AI goes beyond conventional AI capabilities by leveraging generative algorithms and machine learning models. It enables Service Providers to unlock a new realm of possibilities, enhancing their ability to interact, understand, and engage with customers. By harnessing the power of Gen AI, SPs can elevate their services to new heights, building deeper connections and delivering personalized experiences that resonate with their subscribers.

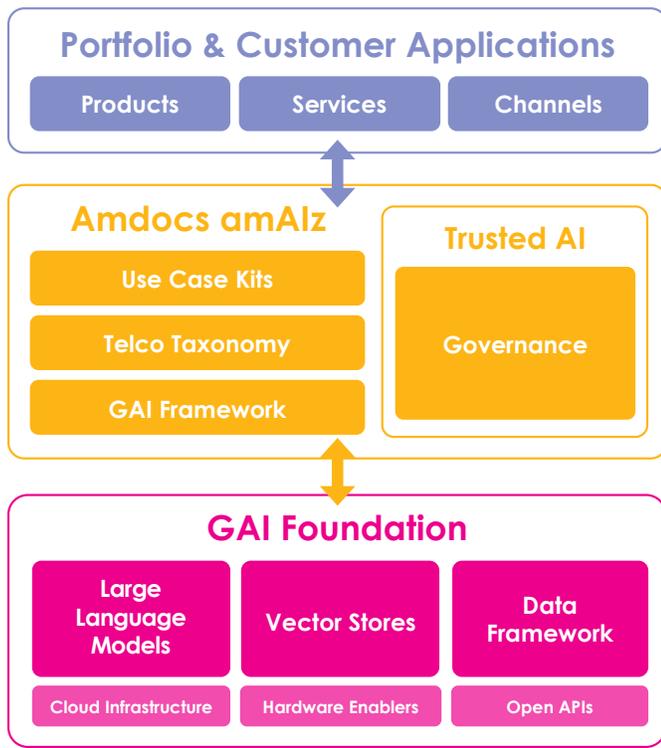## Amdocs approach to Gen AI for Telecommunications Industry

Amdocs amAIz is the foundation for the transformative potential of Gen AI for SPs – an enterprise-grade generative AI framework designed exclusively for telecommunications. amAIz empowers Telcos to revolutionize their operations, fuel innovation, and redefine customer engagement in the digital age on every aspect of their BSS/OSS and Network technologies.

Key Features and Benefits of amAIz:

- **Advanced Generative Capabilities:** amAIz leverages state-of-the-art generative algorithms, enabling SPs to go beyond conventional AI frameworks. By tapping into existing foundation AI models and LLMs, it enables using and generating highly contextual and human-like responses, enhancing the Service Provider's operations and its customers' experience.

- **Governance and Trusted AI:** We understand the importance of maintaining trust, reliable answers and safeguarding customer data. amAIz is built with robust governance mechanisms that ensure compliance with privacy regulations and industry standards. The framework employs advanced encryption techniques with guardrails and data anonymization protocols to protect customer data and maintain confidentiality.

- **Enabling Productive Customer Engagement:** With amAIz, SPs can deliver tailored experiences that resonate with their end users. The framework intelligently learns from customer interactions, preferences, and behaviors, empowering the SPs workforce to use Gen AI to provide personalized recommendations, offers, and content.

- **Efficiency and Automation:** amAIz automates repetitive tasks, freeing up valuable resources and enabling SPs workforce to focus on strategic initiatives. From customer support to network management, amAIz streamlines business and technical operations, improving efficiency and reducing costs.

- **Rapid Integration and Scalability:** amAIz seamlessly integrates with existing Telcos' B/OSS/NW portfolio, minimizing disruption and facilitating a smooth deployment process. The framework is designed to scale effortlessly, ensuring it can handle growing data volumes by 'closing the loop' to implement recommendations and evolving customer demand.

amAIz High Level Blueprint

Portfolio & Customer Applications

Products | Services | Channels

Amdocs amAIz

Use Case Kits

Telco Taxonomy

GAI Framework

Trusted AI

Governance

GAI Foundation

Large Language Models | Vector Stores | Data Framework

Cloud Infrastructure | Hardware Enablers | Open APIs

Telco Taxonomy

Principles

Augmentation capabilities to connect, optimize and enhance domain verticalized outputs.

Examples

- Embedding of CES Metadata assets such as Partner Management, catalog, ordering, billing data
- Tools to connect LLMs in real time

GAI Framework

Principles

Framework layer to create prompt templates, integrate, orchestrate and produce outputs.

Examples

- Allow choice of an LLM per Use Case via configuration
- Manage all requests and responses in a searchable low cost storage repository to allow retrieval of any interaction
- PII discovery and masking/tokenizing

Use Case Kits

Principles

Capability packaging for common themes across digital and telecom experiences.

Examples

- Enable telco taxonomy for specific semantics, such as subscription, balance, overdue charges
- Enable composition of multiple use cases to provide business resolution, e.g. search similar entities and create a new one
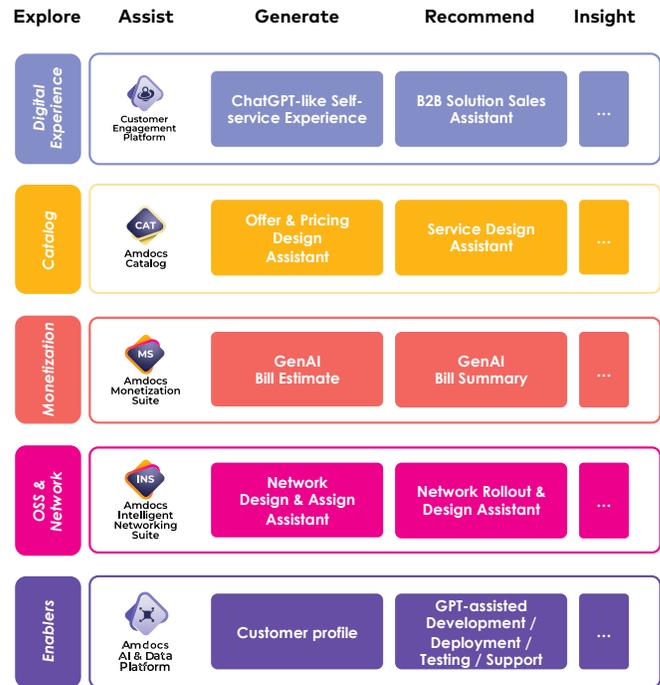
Governance

Principles

Oversight and control mechanisms to ensure responsible use (and meet regulatory requirements, where needed).

Gen AI Assistant

amAIz not only offers advanced generative AI interfaces but also provides a comprehensive Use Case Kit that empowers SPs to create Assistants to the Telco systems with prompt engineering based on a defined taxonomy. This kit offers a reach set of features and best practices to enable SPs to maximize the potential of amAIz in different use cases.

Abstraction of Data and Training: The Use Case Kit within amAIz facilitates the abstraction of relevant data from diverse sources within the SP's B/OSS/NW with best practices for different categories of use cases: **Explore, Assist, Generate, Recommended and Insight.** This approach ensures scalability and efficiency by allowing CSPs to leverage their investments in model development.

		Explore	Assist	Generate	Recommend	Insight
Digital Experience	Customer Engagement Platform			ChatGPT-like Self-service Experience	B2B Solution Sales Assistant	...
Catalog	Amdocs Catalog			Offer & Pricing Design Assistant	Service Design Assistant	...
Monetization	Amdocs Monetization Suite			GenAI Bill Estimate	GenAI Bill Summary	...
OSS & Network	Amdocs Intelligent Networking Suite			Network Design & Assign Assistant	Network Rollout & Design Assistant	...
Enablers	Amdocs AI & Data Platform			Customer profile	GPT-assisted Development / Deployment / Testing / Support	...

As Service Providers embrace the new era of Gen AI, the need for advanced AI frameworks becomes indispensable. amAIz empowers Service Provides to unlock the full potential of generative AI, enabling them to deliver personalized experiences, optimize network performance, and stay ahead of the competition. With its advanced capabilities, trusted and seamless integration, and scalable design, amAIz is the ultimate solution for Service Provides seeking to navigate the digital landscape with confidence.

Amdocs amAIz Framework - REDEFINE EXECUTION BOUNDARIES TO MAXIMIZE PRODUCTIVITY

To learn more about Amdocs amAIz Framework, visit our website.