



Amdocs: data platform professional services



Adaora Okeleke and Bence Szeidl

Amdocs: strategy overview

Amdocs provides data management services and offers its data platform tools to support these services and communications service providers' (CSPs) data modernisation projects.

Amdocs Data Intelligence Services support CSPs in modernising, optimising and operating data environments. It supports the implementation of its BSS/OSS portfolio, amAlz¹ framework and third-party vendor tools and data use cases in domains such as business assurance, service orchestration and monetisation. The vendor leverages its Amdocs AI and Data platform to collect and process data from telco data sources to produce data ready for consumption for business and AI functions. Amdocs Data Intelligence also includes Amdocs' proprietary tools (for example, the Amdocs Logical Data Model (aLDM) and pre-packaged data applications). aLDM is a TMF-certified data model that maps and prepares data for analytics processes. It also has pre-loaded report templates, KPIs and machine learning (ML) models which can be used to analyse processed Amdocs and non-Amdocs data. CSPs can purchase these for their data modernisation projects.

Amdocs partners with ISVs in the application and data store space such as Pega Systems, Snowflake and PCPs to provide several components of its data platform. For example, Snowflake recently launched Telco Data Cloud, with Amdocs as a strategic partner. Amdocs strives to win new CSP customers through its extensive professional service experience, but also targets deals involving the sales of its data proprietary toolsets.²

This document is for Analysys Mason's subscription service customers only. Usage is subject to the terms and conditions in our copyright notice. ¹ amAlz is an enterprise-grade generative-AI framework with use cases and capabilities embedded into Amdocs CES, to help CSPs gain competitive edge with Telco specific GenAI insights and optimised recommendations. ² For example, Ab Initio implemented Amdocs' aLDM within Vodafone Germany.

Figure 1: Key data

Company details	<ul style="list-style-type: none"> ▪ Founded in Israel in 1982 ▪ Headquartered in Chesterfield, Missouri, USA ▪ Over 30 000 employees ▪ Operations in around 90 countries
Revenue	<ul style="list-style-type: none"> ▪ Total revenue in 2022: USD4.6 billion (+6.8% year-on-year) ▪ Total revenue by region: 67.8% North America, 12.7% Europe and 19.5% rest of the world
Key CSP customers	<ul style="list-style-type: none"> ▪ Comcast, Globe Telecom, Kyivstar, Three UK, T-Mobile USA, SingTel, Vodafone Germany and Vodafone Italy
Data and/or professional services related acquisitions	<ul style="list-style-type: none"> ▪ 2023: TEOCO ▪ 2020: Openet ▪ 2016: Pontis, cVidya ▪ 2013: Actix
Key components within Amdocs's data platform	<ul style="list-style-type: none"> ▪ Amdocs tools: Data Gateway, Network Data Fabric, aLDM data model ▪ Partner tools: MLOps platform, Customer Journey Experience Management, data stores
Data platform and application partners	<ul style="list-style-type: none"> ▪ Data platform providers: AWS, Azure, Cloudera, Databricks, Google Cloud, Snowflake, Teradata ▪ Application ISV providers: Microsoft, Pega Systems

Source: Analysys Mason

Amdocs: analysis

Partnerships with multiple ISVs and data platform providers strengthen Amdocs' strategy. Potential integration of TEOCO's data management and network assurance expertise will be important to enhance its portfolio.

Amdocs is considered a leader in the telco market, so it understands how to manage CSPs' data, modernise data architecture and implement use cases to support business transformation. Its toolsets, including aLDM, are being adopted by CSPs to fast track their digital transformation projects, especially as they migrate from on-premise to cloud environments.

Its partnerships play an important role in its data strategy. Partnerships with multiple data stores and MLOps platform providers demonstrate the vendor's flexibility in supporting data modernisation projects with a CSPs' data platform of choice. Its experience with moving data sets into partner environments in structured formats drives immediate value for CSPs. However, reliance on its proprietary toolsets and limited experience with modern data architectures could impact these partnerships.

Additionally, Amdocs' acquisitions have also played a role in strengthening the vendor's data expertise. For example, the platform's Network Data Fabric, a network ETL tool, was acquired through Openet. Amdocs may further enhance this capability through the TEOCO acquisition. As a service assurance specialist, TEOCO comes with a suite of data collectors and pre-developed analytics use cases that will enrich Amdocs' data capabilities.

Figure 2: Key strengths and weaknesses

Strength	Description
Strong telco expertise	Amdocs' engagement with Tier-1 operator clients worldwide, and its long tenure in the telco market, has strengthened its positioning in the telco environment.
Acquired expertise	Amdocs' acquisitions have strengthened its data services offering through improved delivery capabilities. TEOCO will further enhance its network data analytics expertise.
Toolset for data services delivery	Amdocs has a suite of data tools and frameworks which supports quick delivery of transformation projects. These can help CSPs save on integration costs and effort.
Partner ecosystem	The vendor's partnerships strengthen its strategic positioning by elevating its capabilities and catering to CSPs' preferred data platforms.
Weakness	Description
Increasing competition	Amdocs is mainly targeting leading CSPs worldwide, which are also buying similar data integration services from other vendors.
aLDM limitations	Applications in the CSP environment that are not based on aLDM may need additional processing to ensure CSPs can consume data stored based on Amdocs' data model.
Limited architecture support	Amdocs currently support CSPs' digital transformations involving data lakes and warehouses, with less experience working with modern data architectures.

Source: Analysys Mason

About the authors



Adaora Okeleke (Principal Analyst) leads Analysys Mason's *Data, AI and Development Platforms* research programme. Her research focuses on service providers' adoption and use of data management, artificial intelligence, analytics and development tools to support the digital transformation of network, customer and other business operations. Adaora tracks vendor strategies for the telecoms industry to understand how they are evolving their product portfolios to include data, AI and development capabilities. She also provides key industry insights to operators and vendors on strategies for adopting these technologies.



Bence Szeidl (Research Analyst) is a Research Analyst in the London office and is a part of the Cloud and Platform Services team. His work focuses on operators' and vendors' activities around data management, AI, analytics and development tools. Bence holds a BSc in international management from the University of Warwick.

Global leaders in TMT management consulting



analysismason.com/what-we-do


Analysys Mason is the world's leading management consultancy focused on TMT, a critical enabler of economic, environmental and social transformation.


We bring together unparalleled commercial and technical understanding to deliver bespoke consultancy on strategy, transaction support, transformation, regulation and policy, further strengthened by globally respected research.


Our clients value our advice which combines deep domain knowledge with global reach and local insight into markets to help them achieve meaningful business results.


We are committed to our clients, employees and communities – contributing to a world where technology delivers for all.

Our research services

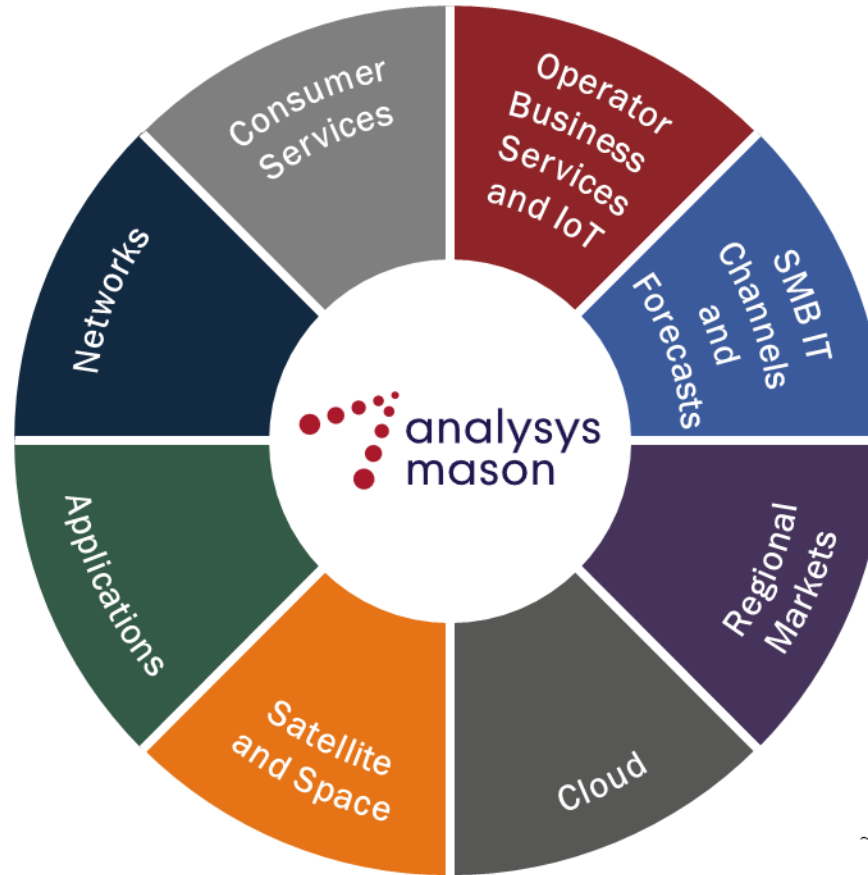
- 

Consumer Services
 Fixed Broadband Services
 Mobile Services
 Fixed-Mobile Convergence
 Smart Devices
 Future Comms
 Video, Gaming and Entertainment
- 

Networks
 Next-Generation Wireless Networks
 Wireless Infrastructure Strategies
 Fibre Infrastructure Strategies
 Operator Investment Strategies
 Telecoms Strategy and Forecast
 Transport Network Strategies
- 

Applications
 Network Automation and Orchestration
 Customer Engagement
 Monetisation Platforms
 Digital Experience
 Automated Assurance
 Service Design and Orchestration
 Telecoms Software Market Shares
- 

Satellite and Space
 Satellite Communications
 Space Applications and Infrastructure



Operator Business Services and IoT

- Enterprise Services
- SME Services
- IoT Services
- Private Networks



SMB IT Channels and Forecasts

- Cyber Security
- SMB Technology Forecaster



Regional Markets

- Global Telecoms Data and Financial KPIs
- Americas
- Asia-Pacific
- Middle East and Africa
- European Core Forecasts
- European Telecoms Market Matrix
- European Country Reports



Cloud

- Cloud Infrastructure Strategies
- Data, AI and Development Platforms
- Edge and Media Platforms
- Multi-Cloud Networking



DataHub

- ~2800 forecast and 280+ historical metrics
- Regional results and worldwide totals
- Operator historical data



analysismason.com/what-we-do/practices/research

Our areas of expertise



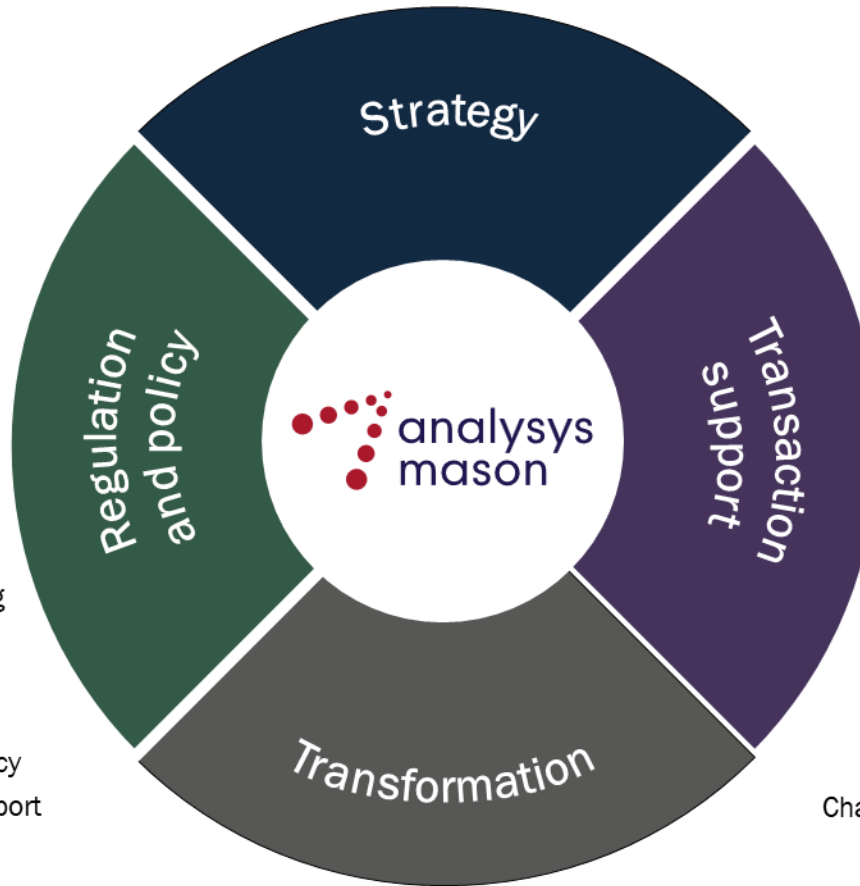
Strategy

- Corporate growth strategy
- Business unit strategy
- Infrastructure strategy



Regulation and policy

- Network and platform
- Public sector broadband intervention
- Accelerating digital transformation of society
- Price controls and cost modelling
- Regulatory accounting
- Regulatory benchmarking and analysis
- Spectrum management and policy
- Expert witness and litigation support
- Postal regulation and policy



Transaction support

- Commercial due diligence and market review
- Technical due diligence
- Post-merger integration
- Periodical business monitoring and loan technical advisory
- Opportunity scouting and pre-deal support



Transformation

- Business transformation
- Digitalisation
- Operational excellence
- Data, BI, steering and insights
- Change and programme management
- Sustainability

analysismason.com/what-we-do/practices



PUBLISHED BY ANALYSYS MASON LIMITED IN JULY 2023

Analysys Mason Limited. Registered in England and Wales with company number 05177472. Registered office: North West Wing Bush House, Aldwych, London, England, WC2B 4PJ.

We have used reasonable care and skill to prepare this publication and are not responsible for any errors or omissions, or for the results obtained from the use of this publication. The opinions expressed are those of the authors only. All information is provided “as is”, with no guarantee of completeness or accuracy, and without warranty of any kind, express or implied, including, but not limited to warranties of performance, merchantability and fitness for a particular purpose. In no event will we be liable to you or any third party for any decision made or action taken in reliance on the information, including but not limited to investment decisions, or for any loss (including consequential, special or similar losses), even if advised of the possibility of such losses.

We reserve the rights to all intellectual property in this publication. This publication, or any part of it, may not be reproduced, redistributed or republished without our prior written consent, nor may any reference be made to Analysys Mason in a regulatory statement or prospectus on the basis of this publication without our prior written consent.

© Analysys Mason Limited and/or its group companies 2023.