

Amdocs MarketONE

Deliver digital subscription
services without friction

 amdocs
**make it
amazing**



Amdocs
MarketONE

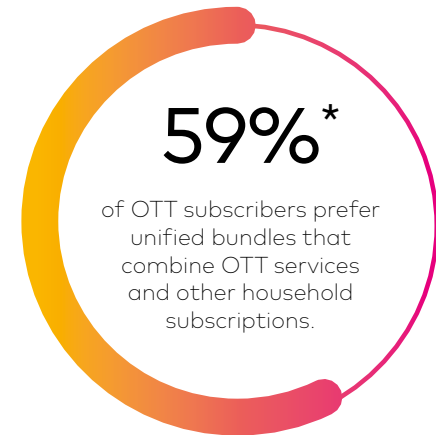


Winning in the world of Digital Subscription

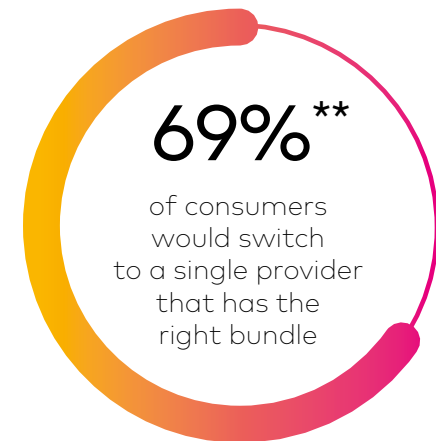
Digital services offer an unprecedented opportunity to incorporate a wealth of exciting and innovative content – such as streaming, cloud gaming and emerging 5G-powered services – into your entertainment mix. Beyond creating new revenue streams, it empowers your customers to seamlessly connect to incredible digital subscription experiences.

Yet the challenge of setting up partnerships with subscription providers is far from simple.

Designed to monetize partnerships at scale, Amdocs MarketONE makes your digital services vision a reality.



*Source, 2022: <https://www.parksassociates.com/blog/article/04212022>



**Source: From The Audience of Tomorrow survey of consumers in the United States, the United Kingdom, and Brazil conducted by Vanson Bourne.

CSPs rush to digital service add-ons – and encounter obstacles

Partnering with subscription providers has been a high priority for many CSPs in recent years, with brands like T-Mobile in the US, Sky in the UK and others all over the world embracing over 1500+ partnerships.

But onboarding these players to their ecosystems has proven to be both time-consuming and very expensive. Simply creating relevant workflows and settlement models is a frustrating and complex process that can take months for every partner added.

Customers too experience frustration, as not all service providers are set up to handle OTT service basics, such as sharing between multiple users, parental controls and single sign-on across services.

Partner onboarding expense

Poor user experience

Single sign-on

Price plan constraints

User ID creation and management

Privacy and consent

Payment methods and capture

Password management

Financial settlement

Capturing prime position at the head of the value chain

Amdocs MarketONE empowers you to be the "go-to" for customers looking for subscription services. It enables you to offer subscribers an experience to seamlessly and easily manage all their multiple premium services, experiences and apps from one place – either alongside or bundled with their connectivity offerings.



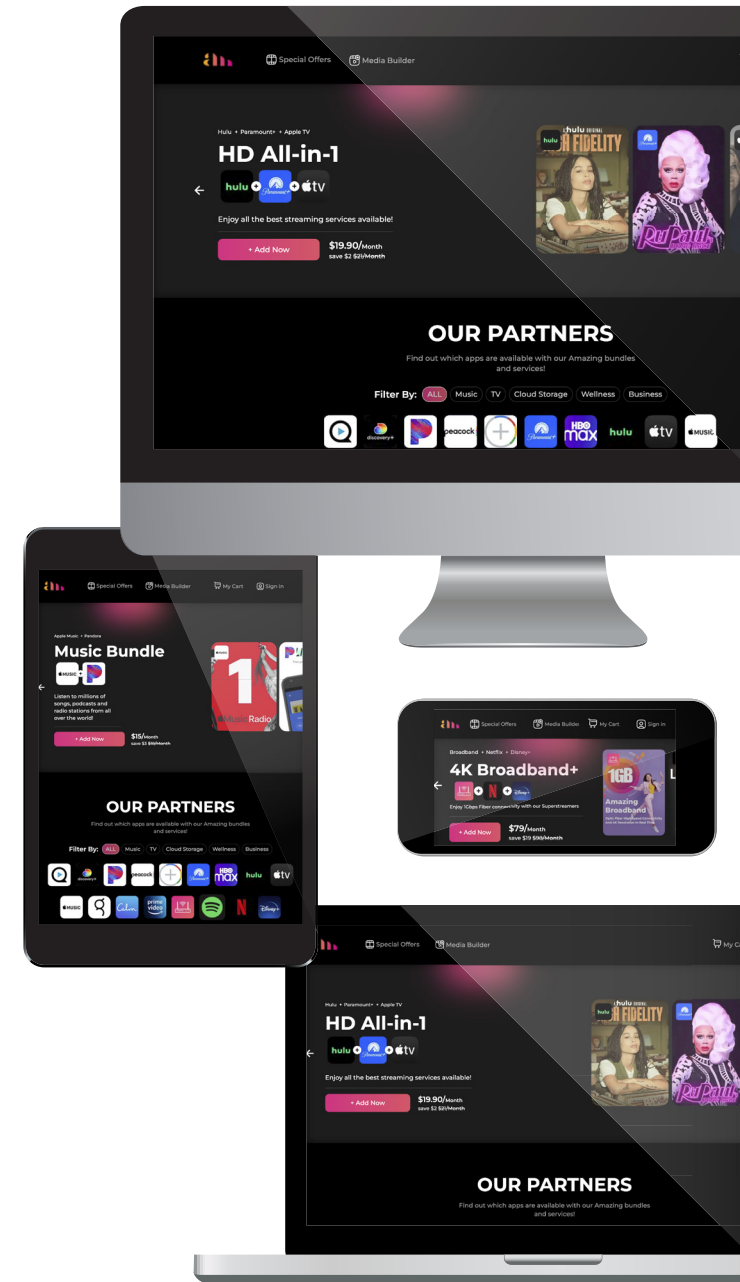
A closer look at Amdocs MarketONE

Amdocs MarketONE is powered by a SaaS-based, multi-tenant modular platform that is API-driven and runs on the public cloud. With end-to-end digital services support, including partner, subscription and user lifecycle management, its user-friendly UI ties makes it easy to bring digital services to market quickly.

With Amdocs MarketONE, you can:

- Transform partnerships into revenue faster with dramatically lower onboarding & management costs
- Win and retain customers by providing frictionless access to popular digital services
- Add flexibility to the way customers pay for services with complete subscription billing

**Amdocs MarketONE lets you
connect your customers to
your digital services partners.**



Agile Partner Lifecycle Management lowers costs and speeds time to market

With Amdocs MarketONE, partner monetization starts sooner, so you can focus on digital services monetization instead of partner integrations.

- Quickly add the digital services your customers want
- Pre-integrated array of top digital services brands
- No cost to add global partners or to maintain integrations with partners

Amdocs MarketONE orchestrates provisioning, billing and other vital processes.



One-to-many approach: Partners join the platform once and then partner with you via streamlined onboarding.

Pre-integrated Digital Subscription partners: Expand product portfolios and shorten time to market by adding ready-to-go digital services quickly.

Contract and terms flexibility: Reach agreements and establish settlement models to drive monetization.

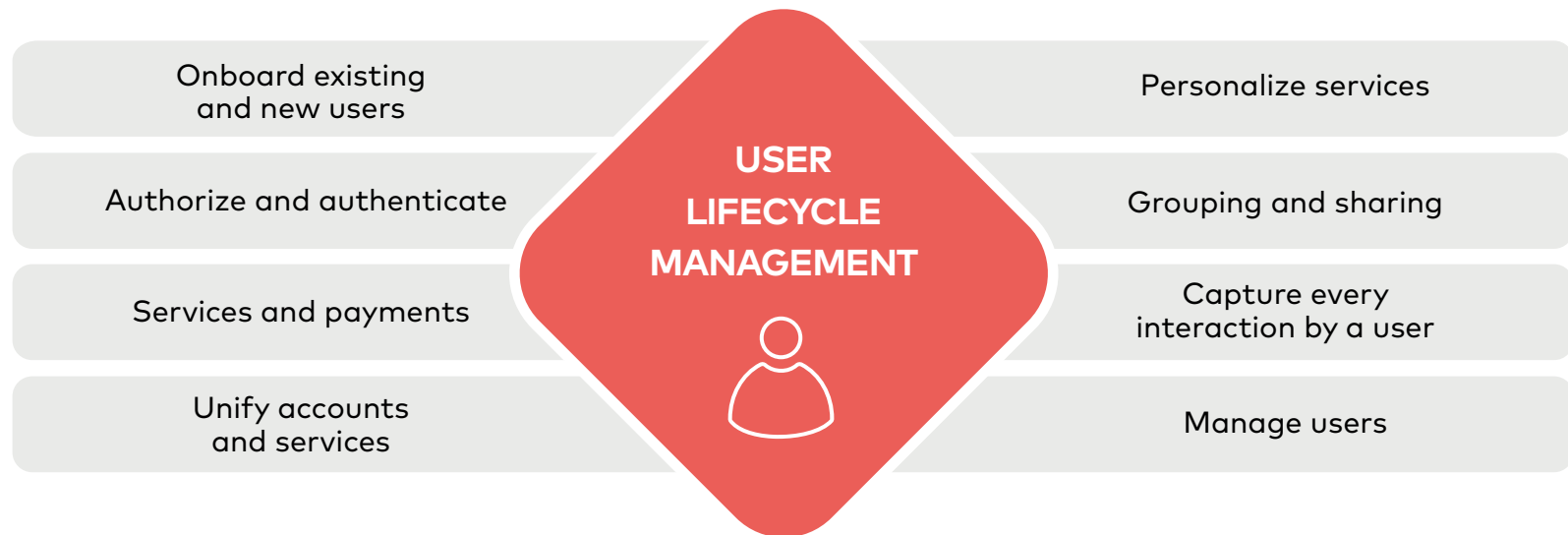
Intelligent reporting: Reporting data helps understand user needs and optimize partner relationships.

Self-service features and automation: Supports multiple settlement models, partner discovery, onboarding, changes and termination via an intuitive interface.



Deliver the ultimate customer experience

Amdocs MarketONE makes discovering, trying out, using and paying for subscription services completely seamless. By connecting customers to your digital subscription service partners, it empowers them to set up and manage multiple accounts easily and pay for them using their method of choice.



User Lifecycle Management (ULM)

- Integrated digital identity and entitlement management
- Support for service sharing and multiple users
- Parental control setup
- Single sign-on for seamless experience across devices
- Easy transfer of existing subscriptions
- Customer self-service
- User data for offer and promotion targeting
- Privacy and consent self-service support compliance



Subscription Lifecycle Management (SLM)

- Supports customers' chosen payment method, including card payments and carrier billing
- Seasonal subscriptions and one-time purchases
- Flexible terms without extensive changes to existing systems
- Subscription-related churn prevention, payment reporting and tax compliance

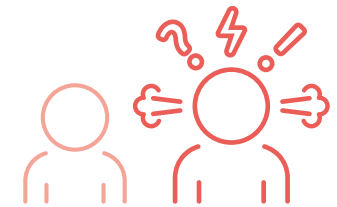
Bring digital subscription monetization to life

Scaling partnerships just got easier



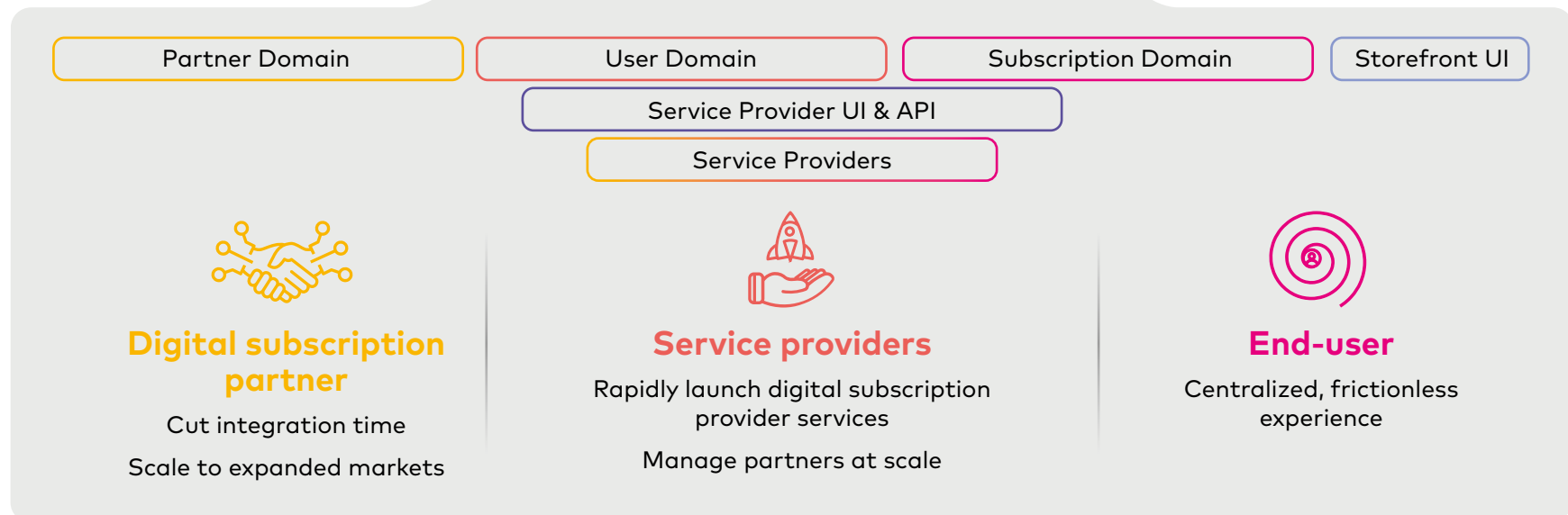
1,500+

digital subscription service provider-CSP partnerships formed, reflecting desire to capture value beyond connectivity



Over 50%

experienced difficulties activating bundled digital services, frustrating users and increasing customer support costs



Combining partner, user, and subscription lifecycle management, Amdocs MarketONE helps you:



Turn partnerships into revenue fast



Win and retain customers



Add flexibility to subscriptions

Start monetizing Digital Subscription partnerships more effectively today

Learn more at:

www.amdocs.com/products-services/marketone

Become your customers' go-to source
for all things Digital Subscription



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 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 \$5.00 billion in fiscal 2024.

For more information, visit Amdocs at www.amdocs.com.