

A Future-Ready, Technology-Driven Operating Framework for Telco Evolution

Executive Overview

Telecommunications is undergoing a profound transformation, driven by exponential growth in service complexity, the rise of hybrid environments, and the accelerating demands of customer-centric digital experiences. Communications Service Providers (CSPs) are expected to modernize fast, operate smarter, and evolve continuously—all while maintaining business-critical continuity.

The Amdocs Live Services Model responds to this new reality with a dynamic, IP-driven approach to service execution. Rooted in deep telco expertise, the model spans implementation, operations, and managed services—powered by automation, observability, and AI augmentation through Services360, Amdocs' centralized service management platform. It transforms service delivery from static engagements into a continuously evolving, co-optimized framework that adapts in real time and aligns with business outcomes.



The Evolution of Telco BSS/OSS

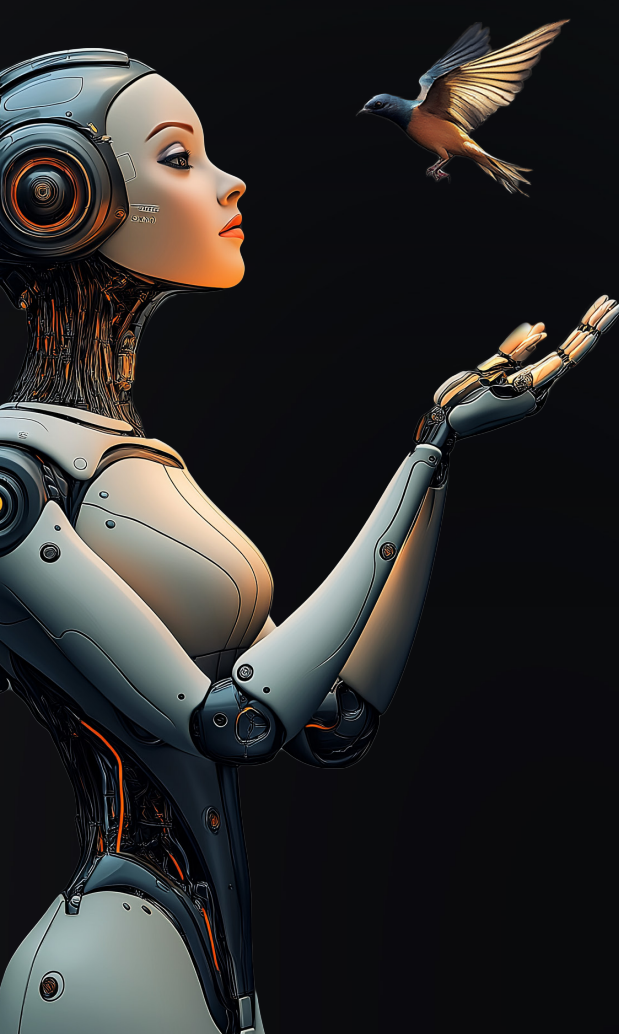
BSS/OSS platforms are the operational foundation of telecom, orchestrating customer journeys, monetizing services, and powering network control. These systems—once built as bespoke, static solutions—are undergoing a major reinvention, propelled by hyperscaler innovation, modularization, cloud-native design, and the convergence of IT and network.

Research forecasts that global spending on BSS/OSS software and services will exceed \$80 billion by 2028 (CAGR 5.0%), driven by the need for flexible, future-ready platforms that enable real-time responsiveness and scalable operations (source: Market Research Future, 2024).

Amdocs addresses this shift with productized, IP-driven services—engineered to embed intelligence, agility, and scalability into every stage of the transformation journey. CSPs gain a partner capable of guiding them from legacy architecture to intelligent ecosystems, without compromising operational excellence.

The Paradigm Shift: From Horizontal Models to IP-Driven Telco Services

While horizontal service providers offer broad, cross-industry capabilities, they often struggle to meet the specificity, scale, and regulatory demands of telecommunications. According to Gartner (2024), enterprises are increasingly shifting toward domain-specialized providers who deliver verticalized IP, productized services, and domain-centric AI capabilities. Amdocs leads this shift, offering:

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- Telco-native service frameworks enriched by four decades of domain experience
 - Seamless integration between product development and service execution
 - Embedded automation, observability, and AI across the entire lifecycle
 - Proactive engagement models built for hybrid, multi-cloud environments

This is not merely outsourcing—this is an evolution of service design, execution, and impact.

What Makes Live Services ‘Live’?

The Live Services Model embodies continuous adaptation, interconnectedness, and embedded intelligence. It breaks away from static, project-based paradigms and enables services to evolve alongside CSPs’ changing needs.

Core Principles:

- **Immersive SDLC**
Unified design, development, testing, deployment, and operations within a seamless service continuum
- **Rapid Current Model**
Amdocs’ shift from traditional upgrade cadences to a continuous release stream—enabling CSPs to stay current with validated, secure, and telco-optimized software versions
- **Versionless Execution**
Fully automated CI/CD pipelines delivering microservices to production—ensuring safe, incremental feature rollouts with real-time rollback capability
- **Agentic AI**
A framework of autonomous, policy-bound AI agents that predict, adapt, and act across environments
- **Service-Product Symbiosis**
Insights from live operations inform the product roadmap—enabling CSPs to influence future releases through actual usage patterns and service outcomes



AI in the Live Services Model: Redefining Operational Intelligence

Amdocs Live Services is powered by a multi-layered AI architecture that brings intelligence into every phase of the service lifecycle:

- Machine Learning models drive forecasting, anomaly detection, and pattern analysis across cloud and application environments
- GenAI enhances service design, documentation, and assisted remediation through contextual natural language understanding
- Fully automated CI/CD pipelines delivering microservices to production—ensuring safe, incremental feature rollouts with real-time rollback capability

The Live Autonomous Operations Center, a key component of Amdocs' operations blueprint, enables real-time observability, policy-based remediation, and full lifecycle optimization—creating a proactive, self-optimizing environment. Critically, the model addresses the industry's Agency Gap (Gartner, 2023)—the growing disconnect between CSP intent and service execution. By embedding AI agents within the orchestration layer, Amdocs bridges this gap—transforming static workflows into autonomous, decision-making loops that scale with business objectives.

LIVE Services E2E Offering

Product-Implementation-Operation

- Product Knowledge
- Design Engagement

- Solution Knowledge
- Ops Engagement in SDLS
- Operational requirements



- Functional Requirement
- Implementation Feedback
- Contribute to Roadmap
- Operations input into the solution design
- Tools integration



Shared Methodology and Tools



One team approach



Operation Improvement as part of DevOps SDLC

Live Operation Services: AI-Augmented Execution Across Every Layer

The Live Services Model enables Amdocs to deliver comprehensive, technology-led services tailored for hybrid telco environments:

Application Development & Maintenance

Agile development, L3 support, and application infrastructure management—accelerated through intelligent automation, real-time monitoring, and embedded AI capabilities.

Operations & Support Services

L1/L2 service desk, business process operations, ecosystem and vendor management—delivered through Services360's unified automation layer, boosting resilience and reducing resolution time.

Infrastructure and Cloud Operations

End-to-end lifecycle management across on-prem, hybrid, and multi-cloud environments—leveraging AI to orchestrate resources, forecast capacity, and optimize FinOps.

Services360: The Live Services Intelligence Core

At the center of the model lies Services360—a centralized orchestration and operations platform purpose-built to support the Live Services architecture.

Key capabilities:

- **Unified Observability:**
Telemetry across all layers of the stack—applications, infrastructure, cloud
- **Predictive Analytics & AI Resolution:**
ML-powered models proactively identify, diagnose, and resolve incidents
- **Autonomous Workflows:**
Dynamic service orchestration across integrated pipelines and environments
- **Adaptive Optimization:**
Real-time tuning of services for cost, performance, and reliability
- **Feedback-to-Roadmap Loop:**
Live operations data continuously inform product evolution and future service iterations



Co-Evolution in Practice: Interconnectedness of Services and Product

Live Services don't just support the product—they interact with it in real time. Data gathered through Services360's telemetry flows back into Amdocs' product development streams:

- Operational metrics guide roadmap priorities
- Issue patterns accelerate product hardening and preemptive features
- Feature adoption insights shape usability and future development

This closed-loop collaboration empowers CSPs to influence innovation directly through real-world use cases, achieving alignment between service execution and product evolution.

Capability	Traditional Managed Services	Amdocs Live Services with Services360
AI-Augmented Operations	Basic scripting and reactive responses	Agentic AI with autonomous decision-making and learning
Automation Scope	Scripted, task-based	End-to-end lifecycle automation
Incident Resolution	Manual triage and escalation	AI-led detection and closed-loop remediation
Change Management	Static planning and long release cycles	Real-time impact simulation and adaptive execution
Observability	Fragmented tooling	Unified telemetry across applications, systems, and infra
Cost Optimization	Manual allocation and reactive controls	AI-driven scaling and FinOps optimization
Service Agility	Scheduled releases	Continuous innovation via Rapid Current and Versionless
SLA Governance	Reactive enforcement	Predictive SLA continuity through AI-enforced guardrails
Platform Intelligence	Limited knowledge reuse	Operational intelligence embedded into every service layer

Strategic Business Outcomes for CSPs

The Live Services Model empowers CSPs to evolve from reactive service delivery to intelligent, proactive operations that scale with market and technology shifts:

- **Accelerated Innovation:**
The model enables CSPs to shift from versioned, gated updates to a flow of continuous value—shortening time-to-market and increasing responsiveness
- **Operational Resilience:**
AI-powered observability, autonomous remediation, and predictive analytics reduce incident volumes, MTTR, and customer impact
- **Intelligent Cost Management:**
Dynamic resource orchestration and FinOps optimization align cost with actual business consumption, improving TCO

Conclusion: A Regenerative Architecture for the Future of Telco Services

The Amdocs Live Services Model redefines how telecom services are designed, executed, and evolved. It replaces static, siloed delivery models with a continuously adaptive operating environment—purpose-built for the complexity of hybrid, multi-layered telecom ecosystems. Anchored by Services360, and empowered by multi-layered AI, the model delivers:

- Unified execution across implementation, operations, and managed services
- Autonomous service optimization based on policy-driven intelligence
- Real-time alignment between production insight and product evolution

This is a new paradigm of telco services: technology-driven, future-ready, and inherently regenerative—allowing CSPs not just to adapt, but to lead the next era of telecom innovation.