



Amdocs Rapid Current A Living Cadence for Perpetual Innovation

Deployed by Amdocs Live Services | July 2025

Introduction

The Age of Perpetual Change Requires Perpetual Motion

In a rapidly shifting telecom environment, agility and responsiveness are no longer optional—they are fundamental to survival. Telcos must operationalize innovation continuously, evolving in real time to keep pace with ever-changing customer expectations, partner ecosystems, regulatory demands, and technology stacks.

Enter Amdocs Rapid Current: a dynamic, versionless implementation model designed to keep service providers in constant motion—secure, synchronized, and strategically aligned.

Deployed and sustained through Amdocs Live Services, Rapid Current transforms change from a disruptive, periodic event into a steady, intelligent stream of value—ensuring that telco systems, operations, and services remain perpetually current and competitive.

**make it
amazing**

Why Telcos Need a New Cadence – The Market Mandate

Leading industry research underscores the urgent need to shift from episodic transformation to continuous evolution:



Organizations should adopt AI-driven, automation-first managed services models to respond to increased complexity, rapid technology cycles, and business model volatility.

Gartner

(2025 Hype Cycle for
Managed IT Services)



The modern enterprise IT stack must be architected for frequent, non-disruptive updates to support AI, cloud-native infrastructure, and dynamic ecosystems.

 **IDC**

(2025 Future Enterprise Playbook)



Telcos that embed continuous software deployment models achieve up to 40% faster time-to-market and reduce long-term TCO by as much as 25%.

**McKinsey
& Company**

(2024 Telco
Transformation Report)

Static support cycles and legacy upgrade models are no longer viable. Today's telco requires a continuous, service-aligned implementation rhythm—delivered through a live, intelligent services layer.

The Role of Amdocs Live Services

Rapid Current is a core capability of Amdocs Live Services—an IP-driven service model that fuses product implementation, operations, and continuous optimization into one seamless flow.

Through Live Services, Rapid Current is realized as more than a methodology—it becomes a living service:

- A unified lifecycle experience from core product development to live operations
- Embedded AI, automation, and observability to drive intelligent execution
- A reusable knowledge layer that ensures cumulative value across engagements
- Real-time collaboration between AI agents, engineers, and domain experts

Rapid Current would not be possible without Live Services—it is the engine that powers the model, and the orchestration layer that keeps services fluid, current, and future-ready.



Rapid Current – From Static Windows to Continuous Flow

Rapid Current replaces the traditional 9-month support window with continuous, value-led implementation. It synchronizes product, engineering, and operational teams under a single, continuous cadence, executed through Live Services.

It also reflects a strategic pivot—from customization-heavy practices to an end-to-end accountability model, where innovation is delivered as a service, not as a backlog of change requests.

From...

Total of 9 months support from GA

...To

Rapid Current Model

Final transformational upgrade

Always on – no more tectonic transformations

Product – led

Synergy and iteration –
Value stream is not fragmented

Agile drops over core – reactive

FINAL
Major transformation

Seamless, continues drops
of value – pro-active

Value = customization

E2E accountability model

Deployment $\neq$ Release

Versionless
Production friendly drops of value



Core Benefits of Rapid Current

01 Always Current

- Frequent, production-safe implementation of product enhancements and microservice upgrades
- Hotfixes, third-party updates, and platform optimizations applied continuously

02 Symbiotic with Product

- Direct alignment with Amdocs' product roadmap
- Reduced cost and complexity through integrated, roadmap-aware implementation cycles

03 Optimized TCO

- Avoids high-risk, resource-intensive transformation programs
- Maintains platform compliance without premium legacy support fees

04 Non-Transformational by Design

- Introduces change in manageable, incremental updates
- Prevents version decay without disrupting live environments

05 High Availability & Business Continuity

- Zero-downtime updates (blue/green deployment)
- Small, testable change sets reduce risk and support rapid rollback when needed

06 Security-Embedded Cadence

- Ongoing vulnerability remediation and certified deployable images
- Continuous alignment with cloud, infrastructure, and compliance standards

07 Value-Led Implementation Experience

- Implementation guided by business value and operational goals—not predefined release cycles
- Continuous collaboration between engineering, operations, and Amdocs domain experts

08 Versionless Innovation

- Value is delivered in production-ready micro-drops—not in disruptive release bundles
- Innovation becomes native to the operational flow

09 Service-as-a-Software (Delivered through Live Services)

- Amdocs' IP is implemented and operated as a continuously evolving service, blending the agility of SaaS with the configurability and depth of enterprise-grade telco systems
- Customers benefit from a fully managed, AI-augmented software experience, with version control, security, and operational resilience embedded by design

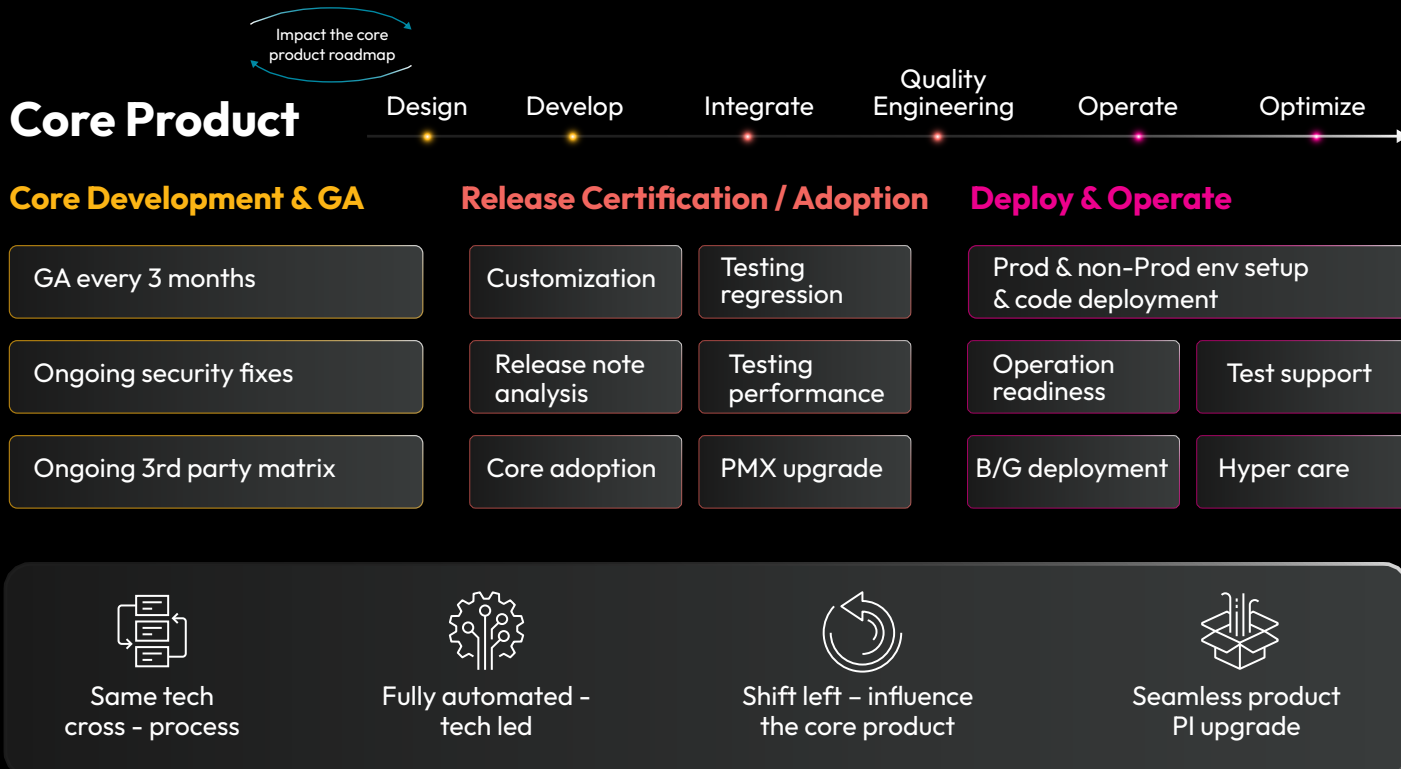
Rapid Current – The Operating Rhythm for AI-Augmented Telcos

Rapid Current is a foundational enabler of Amdocs' AI-augmented operations vision. Its versionless, synchronized structure ensures that AI systems—observability, automation, ticketing, compliance—are operating on real-time, accurate, and evolving data.

Through Rapid Current, telcos gain:

- Timely synchronization between AI logic and live systems
- Real-time observability and optimization enabled by Amdocs Live Services
- Embedded feedback loops that fuel learning, prevention, and autonomous response

In essence, Rapid Current keeps AI intelligent, by keeping the system it observes and acts on always aligned, always current, always in motion.



Conclusion

Amdocs Rapid Current, deployed and orchestrated by Amdocs Live Services, is more than a shift in cadence—it's a redefinition of what it means to evolve.

It replaces high-stakes transformation with intelligent continuity. It eliminates technical debt by embedding currency into the software's natural rhythm. It brings software to life—not as a system to maintain, but as a service that moves with the business.

In a market where innovation, compliance, and experience must advance simultaneously, Rapid Current gives telcos:

• **The rhythm to stay competitive**

• **The intelligence to evolve securely**

• **The partnership to scale confidently**

No disruption. No drift. No delay.

Just forward motion—professionally orchestrated, continuously sustained, and purposefully aligned with business value.



**make it
amazing**