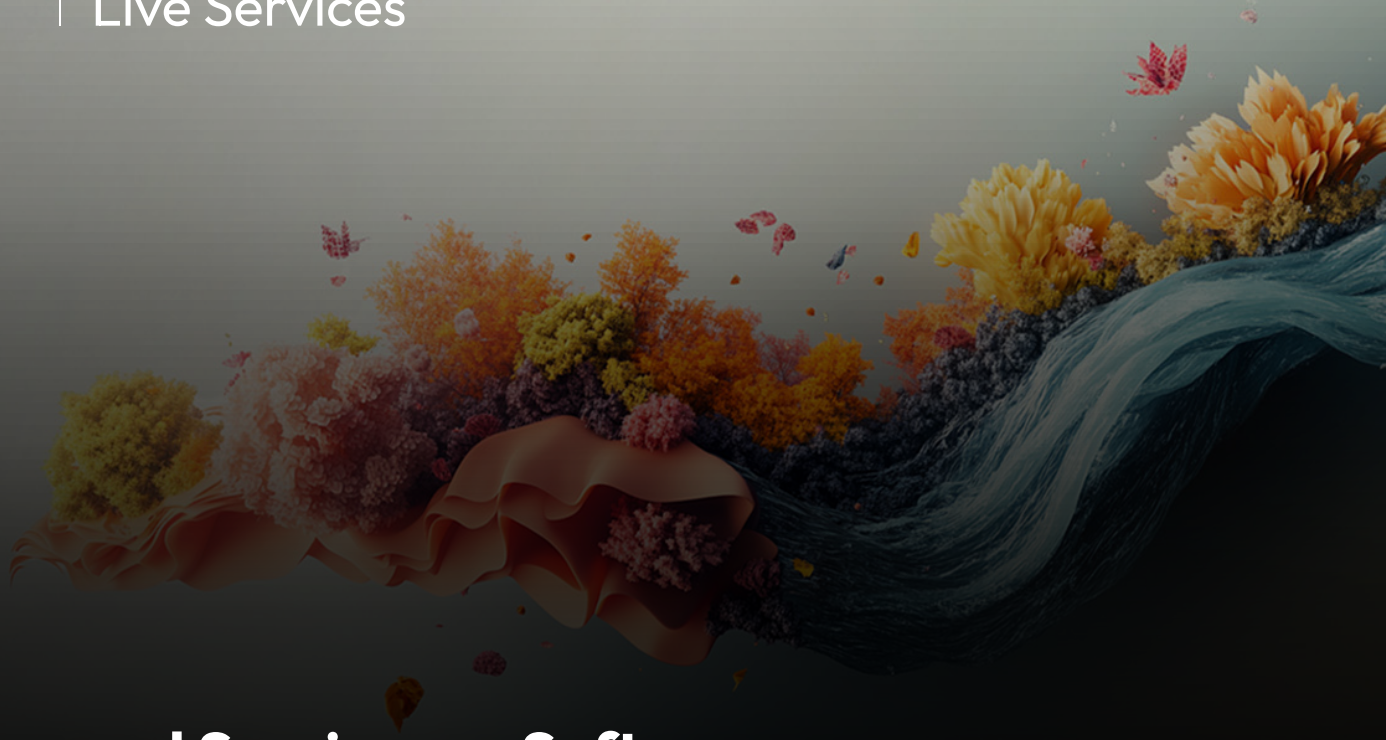




Managed Services as Software: Transforming Telco Operations for the Agentic Era

Amdocs Live Services Thought Leadership Whitepaper

Abstract

Telecom enterprises operate in increasingly complex hybrid IT and BSS environments. Traditional managed services, rooted in human-paced workflows, linear handoffs, and ticket-based triage, are no longer sufficient.

The future lies in **Managed Services as Software** – where services themselves are executed, orchestrated, and continuously optimized as software. Agentic intelligence embedded within the operational fabric enables telcos to operate in real time, evolve continuously, and align operations directly with business outcomes.

Amdocs' Services360, Live Services, and integrated CTO-led service innovation cycle illustrate this paradigm, demonstrating how software-defined, outcome-driven managed services create operational resilience, agility, and measurable business value.

Executive Summary

Managed services have historically been task-driven and human-intensive, with operations constrained by sequential workflows, static SLAs, and siloed teams. The modern telco, however, demands speed, adaptability, and resilience at scale.

AI-Powered Lifecycle Automation

- Implementation, operations, and IT operations management converge in a continuous, software-defined execution fabric.
- Intelligence is embedded at every step; workflows are adaptive, and outcomes – not tasks – become the measure of success.
- Agentic AI orchestrates execution across functions, enabling human experts to focus on strategy, innovation, and system governance.

While the “ticket” has traditionally dominated operational thinking, it is now illustrative of a past paradigm. In software-defined managed services, tickets become optional artifacts rather than operational necessities, supporting the broader shift toward autonomous, outcome-driven workflows.

“Managed services evolve when services themselves become software. Tickets are now a relic of the past.”

(Gartner, Top 10 Strategic Technology Trends, 2025)

The Telco Imperative and Legacy

Telcos today face unprecedented operational complexity: hybrid cloud/on-prem architectures, modular BSS platforms, microservices, and growing AI orchestration layers.

Challenges of legacy managed services include:

- **Sequential handoffs that introduce latency and friction.**
- **Reliance on ticketing systems that measure task completion rather than outcomes.**
- **Siloed teams and fragmented knowledge.**
- **Limited agility for rapid business changes or service evolution.**

Even with conventional automation or predictive analytics, traditional models remain task-centric. The operational fabric is reactive, constrained by human capacity, and unable to scale in pace or complexity with modern telco demands.

“**The traditional model worked for linear complexity. In an era of continuous change, it is no longer sufficient.**

(Xurrent Research, 2025)

From Human-Paced to Software-Defined Managed Services

The transformation begins with the principle that managed services are software. Services are no longer passive objects executed by humans or scripts; they are active, adaptive, and continuously executing entities.

- **Continuous flow over linear stages:**

Dev, Ops, and support converge into live, adaptive execution.

- **Autonomous execution:**

AI agents resolve incidents, adapt to changes, and optimize continuously.

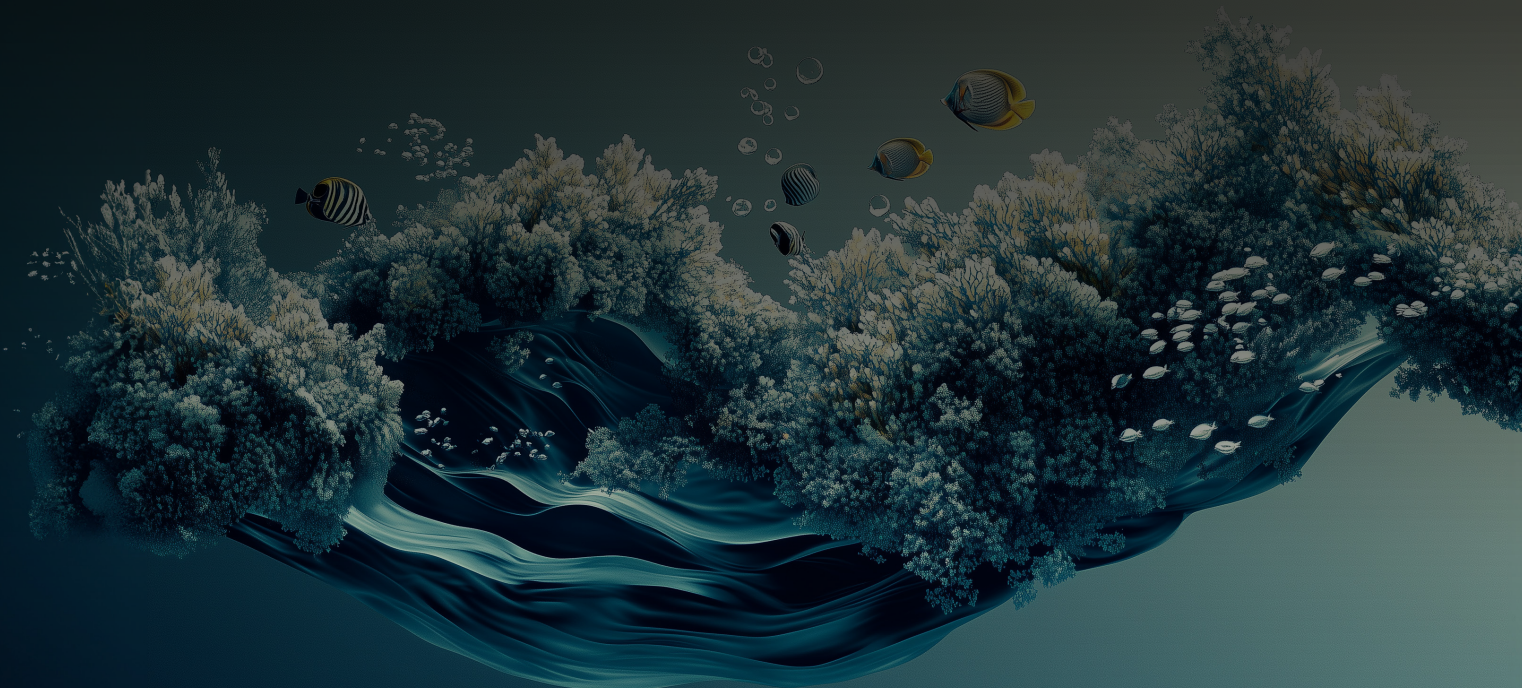
- **Embedded knowledge:**

Intelligence resides in the system, not in manuals or tribal expertise.

- **Outcome-oriented KPIs:**

Success is measured by business impact, operational resilience, and customer experience.

Services360 orchestrates this evolution, providing an integrated platform for lifecycle management, agentic intelligence, and real-time observability across hybrid IT, BSS, and network layers.



Agentic Intelligence at the Core

Agentic intelligence differentiates software-defined managed services from traditional automation: agents sense, reason, act, and learn autonomously across the service lifecycle. In Amdocs' architecture:

- **Agents cover performance, capacity, compliance, and incident resolution domains.**
- **Human experts are freed to focus on architecture, innovation, and governance.**
- **Agents collaborate in a mesh network, enabling distributed, goal-driven decision-making.**

The operational system becomes self-aware, self-optimizing, and continuously evolving – intelligence is embedded within the service itself.

“ **Intelligence is no longer a layer atop operations – it is the operation.**

(Gartner, Magic Quadrant for AI Applications in ITSM, 2025)

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Amdocs Live Services: Manifesting Managed Services as Software

Amdocs Live Services operationalizes the software-defined managed services vision across telcos through three synergistic dimensions:

01

Services360

A unified platform orchestrating the full service lifecycle, integrating implementation, operations, and IT operations management.

02

Autonomous Operations Center (AOC)

Provides real-time observability, agentic orchestration, and self-healing capabilities.

03

IP & CTO-Driven Service Innovation Cycle

A unique operational model that synergizes telco product IP and service innovation:

- Core product IP is designed with a software DNA, embedding operational intelligence directly in the product.
- The CTO office dedicated to service delivery continuously integrates feedback from live operations into product evolution, creating a self-reinforcing innovation loop.
- This creates an execution fabric where implementation, operations, and managed services are continuously improved, adaptive, and software-defined.

“Live Services is where telco IP and operations converge into a software-defined execution fabric, delivering continuous value.

(Johny Abdallah, Amdocs Services CTO, 2025)

This approach ensures that managed services are no longer a layer applied on top of software, but software itself executing, optimizing, and learning in real time.

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Tickets as an Illustrative Artifact

While this paper centers on Managed Services as Software, the ticket is a useful lens for understanding the paradigm shift.

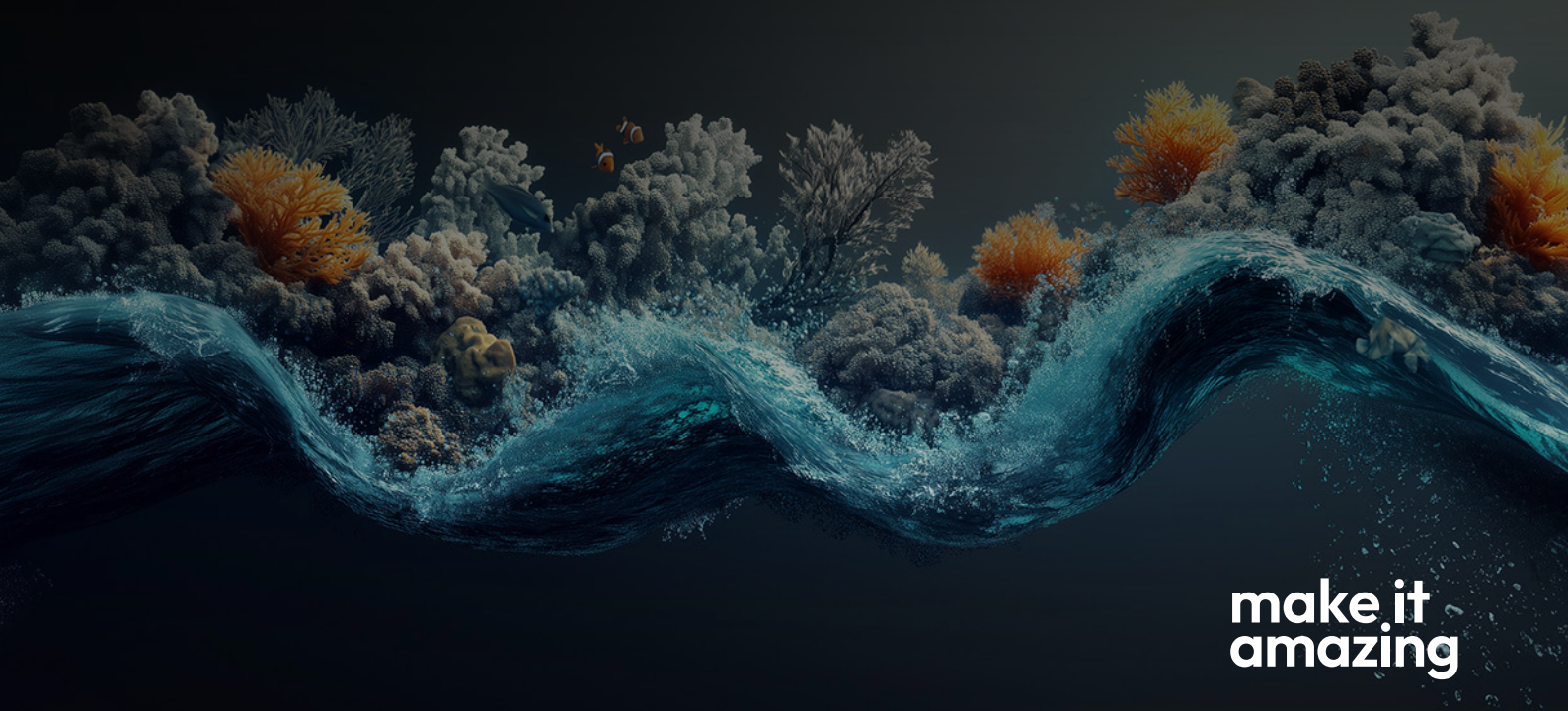
Market research supports a move toward zero-touch operations:

- **Gartner, Top 10 Strategic Technology Trends 2025: Agentic AI is emerging as a defining trend in enterprise IT and operations ([gartner.com](https://www.gartner.com)).**
- **Gartner, ServiceOps and ITSM Convergence, 2024–2025: Event-driven, autonomous operations reduce reliance on manual ticket-based workflows ([gartner.com](https://www.gartner.com)).**

In this model, tickets exist only as optional artifacts; incidents are anticipated, resolved proactively, and continuously optimized by the operational fabric.

“**Tickets are a relic of past operational models; agentic systems operate proactively and continuously.**

(Gartner, Top 10 Strategic Technology Trends for 2025)



Outcome-Oriented Operations and Business Value

In software-defined managed services, success is defined by outcomes:

- **Customer experience continuity**

Services operate seamlessly, without disruptions.

- **Agility**

Rapid adaptation to business changes.

- **Operational resilience**

Proactive problem resolution and self-healing.

- **Cost efficiency**

Reduced manual intervention, optimized resource utilization.

Amdocs implementations demonstrate measurable benefits: faster incident resolution, reduced TCO, and accelerated innovation cycles.

“The new measure of success is not tasks completed – it’s value delivered continuously.

(Gartner, Top 10 Strategic Technology Trends for 2025)

Strategic Implications for Telcos and MSPs

The shift to Managed Services as Software entails significant organizational and strategic impact:

- **For telcos**

Operations become proactive, adaptive, and aligned with business outcomes.

- **For human operators**

Focus shifts from task execution to orchestration, innovation, and governance.

- **For MSPs**

IP-driven intelligence and autonomous service execution define competitive advantage.

This paradigm fundamentally redefines how services are measured, executed, and evolved.

Roadmap to Software-Defined Services

Telcos and MSPs can progress through four stages:



01

Automation Expansion

Eliminate repetitive
manual work

02

Cognitive Integration

Embed analytics and
AI-assisted
decision-making

03

Agentic Execution

Deploy autonomous
agents for continuous
service orchestration

04

Live Operations Fabric

Achieve fully
software-defined,
continuous, adaptive
services where
tickets are optional

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Conclusion

Managed Services as Software is the strategic evolution telcos must embrace to operate at scale, resilience, and agility. By embedding intelligence, enabling continuous flow, and measuring outcomes instead of tasks, telcos can unlock operational efficiency and innovation.

Tickets, once central, become illustrative of a past era: in a live, software-defined execution fabric, continuous value delivery is the standard.

“**In the era of agentic intelligence, managed services are software. The ticket is a relic; continuous value is the standard**”

(Gartner & Amdocs, 2025)

References

1. Gartner, Top 10 Strategic Technology Trends for 2025 – Agentic AI ([gartner.com](https://www.gartner.com))
2. Gartner, Magic Quadrant for AI Applications in ITSM, 2025 – Zero-touch service desks ([usehalo.com](https://www.usehalo.com))