

Shifting gears:

From connectivity provider to
strategic B2B partner



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Enterprise ICT adoption is no longer constrained by access to technology.

Customers are accelerating their investments in AI, cloud, cybersecurity, automation, edge services and more. But as the technology landscape becomes more complex, the ability to buy, deploy and consume services has become a critical pain point.

As complexity rises, enterprise expectations of communications service providers (CSPs) are changing. Reliability and leadership in connectivity remain important, but no longer guarantee strategic relevance. All too often, CSPs are seen as tactical connectivity partners, rather than strategic digital transformation partners.



Offering a broad portfolio of B2B services is no longer enough. Enterprises are looking for partners who can:



Orchestrate complex ecosystems



Simplify enterprise buying journeys



Ensure accountable delivery



Eliminate lifecycle friction



Provide transparent, trustworthy operations

So to fully capitalize on the beyond connectivity opportunity, CSPs need to evolve from service providers to enterprise orchestrators, enabled by agentic, automated operations that deliver agility, flexibility and reliability across the B2B customer lifecycle.

The future B2B winners will be the CSPs that make enterprise complexity manageable.

Bridging the enterprise confidence gap

In order to support the evolution, CSPs need to bridge the confidence gap that exists with enterprise customers. CSPs aren't losing out to competitors because of a lack of portfolio breadth or capabilities; rather, enterprises do not trust them to coordinate the complexity of enterprise ICT services.

Building trust is underpinned by ownership of a number of operational factors. From being easy to deal with to producing accurate bills, operational excellence is the foundation on which trust is built, creating the confidence on which CSPs can strengthen their enterprise relationships.



Transforming the buying experience

When enterprises find CSPs difficult to deal with, budget is redirected to competitors and more rigid procurement procedures are put in place as “chaos buffers”. In contrast, sales simplicity reduces friction and accelerates trust, making CSPs better placed to grow their share of the enterprise wallet.

Enterprise buying decisions involve business, technical, operational and procurement stakeholders, each with different priorities and approval processes. Slow quoting, inconsistent commercial engagement and fragmented approval flows create friction that directly impacts growth opportunities.

In order to use ease as a sales multiplier, CSPs need to master the process from end-to-end. The core engagement, product selection and configuration, negotiation and technical and commercial approval flows which are at the heart of B2B sales now have to be accompanied by speed, accuracy, transparency and accountability, giving customers a coherent buying experience.

From service provider to enterprise orchestrator

As the ICT landscape becomes more complex, enterprises are looking for partners who can take the lead in delivering, integrating and operating new services, allowing them to unlock value from both new technology and legacy deployments. That means that the role of the service provider shifts to that of solution orchestrator, using delivery consistency and accountability as a competitive differentiator.

This means that CSPs need strong oversight of the operating landscape, leveraging agentic orchestration and assurance to ensure customers can rely on the technology that underpins their business, with proactive issue resolution when there is a problem. This extends across domains, so B2B customers are not faced with a blame game when what they need is accountability.

Orchestration is no longer simply about automating fulfillment – it is about enabling enterprise customers to consume digital services with confidence.

Billing is a trust lever

In the normal course of business, billing is one of the key touchpoints for an enterprise customer. But all too often bills are unclear or contain mistakes, with the resolution process taking too long – going against the ease of doing business and accountability already identified as key to enterprise customer relationships.

Enterprise customers interpret billing quality as an indicator of control.

Looking at billing quality as a key trust metric, it becomes imperative for CSPs to prioritize accuracy and transparency, especially as enterprises look to buy more services and take advantage of a mix of financial models – mixing subscriptions with time or consumption-based models and more. This extends beyond billing on its own, requiring seamless integration with catalog, CPQ and charging systems, to ensure commercial friction is not a barrier to service growth.



The foundation for enterprise confidence

Enterprise customers experience CSPs holistically, not functionally.

For the customer, the buying process, fulfillment experience, operational support and commercial interactions form part of a single continuous lifecycle. Friction in any part of that lifecycle weakens confidence across the relationship.

This is why disconnected operational domains are no longer sufficient. CSPs need coordinated lifecycle orchestration that aligns commercial engagement, service delivery, monetization and assurance into one accountable operating model.

Amdocs B2B Portfolio has been designed to address these very challenges, across the full customer journey from sales and fulfilment, through orchestration, to billing and care. Using a preintegrated, but modular, approach, customers can address specific business needs while deploying software designed with the end-to-end lifecycle in mind.

Amdocs B2B Portfolio is powered by aOS Cognitive Core, a generative AI technology foundation with pre-built telco-specific agent libraries and actionable insights. Using agentic AI across the enterprise lifecycle, CSPs can conquer complexity at scale, orchestrating operations across sales, delivery, monetization, and assurance to enable CSPs to become the accountable enterprise partners.





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