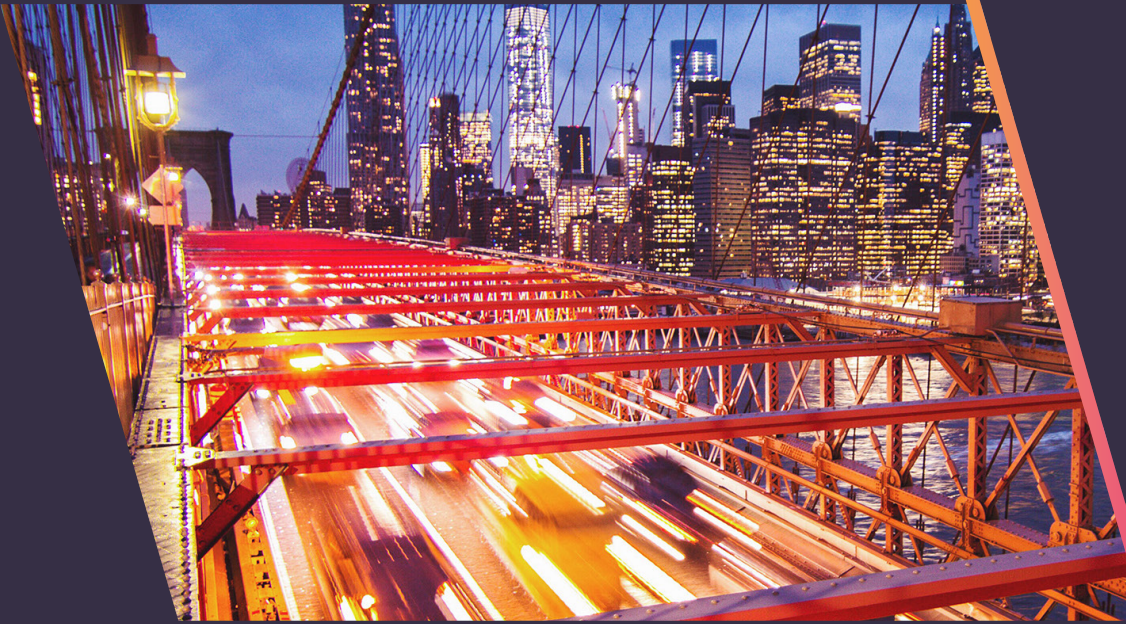


case study



Altice US accelerates
modernization with
Amdocs Data Intelligence
on Google Cloud Platform



Intro

The Mobile (MVNO) arm of Altice USA has gone live on Google Cloud Platform with Amdocs Data Intelligence systems (a joint initiative of Amdocs and Google) to inject better intelligence into core operations and deliver enhanced customer insights and experiences. At the same time, Altice USA is leveraging the companies' new, comprehensive analytics solution, which will allow them to use the power of data to improve service reliability.

The need

The solution, which is based on Amdocs DataONE, was chosen based on Amdocs' industry-leading logical data model (aLDM), cloud-ready design and live data-streaming architecture.

Leveraging aLDM, Amdocs implemented Amdocs Data Hub on Google Cloud Platform to build a data lake on Google's BigQuery. Together with Amdocs' cloud-native, open and dynamic portfolio, the solution will enable Altice to gain business agility and accelerate its pace of modernization.

Today, the solution provides a real-time data stream to the Altice USA's data warehouse, enabling users to acquire real-time insights, while supporting use cases in the areas of customer, product, ordering, assign products, customer service, invoicing, accounts receivable and collection.

About the customer

Altice USA is a leading North American service provider with approximately five million subscribers. Their offerings include high-speed broadband, video, telephony and wireless.

Customer needs

- Establish elasticity to scale up compute storage, with reduced costs to lower capex
- Extract data from operational stack and transform it for use in analytical platforms to optimize revenue and generate business insights
- Gain ability to leverage Google Cloud AI & BI applicabilities

The solution:

Amdocs Data Hub on Google Cloud Platform

Amdocs Data Hub on Google Cloud Platform is a productized solution for operational data store, based on a TM Forum-certified leading telecom data model. Leveraging open-source components and a data management platform, the solution ensures consistent, high-quality data. It seamlessly collects, processes and integrates diverse data from multiple sources, while enabling real-time and batch data processing – both upstream and downstream. A self-service reporting tool and semantic layer also form part of the solution.

Implementation scope

- Deploy Amdocs Data Hub on Google Cloud Platform
- Enable real-time data streamlining to Google Cloud Platform data warehouse
- aLDM subject areas: customer, product, ordering, assign products, invoicing, accounts receivable and collections

Main business objectives

- Provide near real-time data hub operational and analytical reporting based on Amdocs Optima source
- Integrate data hub with Google's BigQuery integration layer for all reporting and analytics
- Support data requirements for billing generation, collection, fraud and sales extracts directly from Amdocs Data Hub
- 50% capex reduction compared to full deployment on-premise
- Transformation of data to SID-certified logical data model, to reduce modelling and mapping effort

Solution highlights

- **Transformation of data** to SID-certified logical data model, saving effort in modelling and mapping across all lines of business
- **Ensuring completeness and consistency** of source to SID target, eliminating overhead of monitoring, reconciliation and maintenance
- **SID Kafka** as the next generation and highly scalable pub-/sub-consumption endpoint, adapted to Altice/Google Cloud Platform standards
- **SID-modelled system of record** for "all assurance" and "real only" needs, enabling in-house assurance with Infosys
- **Amdocs Data Hub as foundational tool**, capable of ingesting additional data sources, such as Altice Labs, Assurant and Experian to ensure consistency in ingestion

Project highlights

- 1st Google Cloud Platform (GCP) project in Amdocs
- 1st full Amdocs Optima-based aLDM implementation
- Innovate and change architecture using Kafka mirroring to stream rather than extract data by Amdocs Data Hub's pre-integrated collectors, in order to overcome security concerns
- Delivery to UAT in six months from project kick-off and 8 months to production
- Data quality > 99.5% and data latency < 1 hr end-to-end

Key takeaways

With their data efficiently organized and easily accessible, Altice is now ready to take their cloud journey a step further by acquiring the unmatched analytical capabilities of Amdocs IntelligenceONE, a powerful analytical service designed to be used by every person in the organization – from executives and analysts to operational teams.

Amdocs Data Intelligence is the provider a comprehensive suite of tightly-integrated products, services and pre-integrated partners. Together, these combine to form Amdocs IntelligenceONE and Amdocs DataONE offerings – our advanced solutions for managing data and extracting actionable insights.

about amdocs

Amdocs' purpose is to enrich lives and progress society, using creativity and technology to build a better connected world. Amdocs and its 25,000 employees partner with the leading players in the communications and media industry, enabling next-generation experiences in 85 countries. Our cloud-native, open and dynamic portfolio of digital solutions, platforms and services brings greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform and take their business to the cloud. Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$4.1 billion in fiscal 2019. For more information, visit Amdocs at www.amdocs.com.

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