

# Digital Brands Suite as-a-Service

Redefine your digital business

 amdocs  
**make it amazing**

powered by 



## Who is this relevant for?

### Digital brands, sub-brands and MVNOs who compete through a fully digital service:

- Start small with a lean & agile operation: fast TTM, rapid innovation cycles
- Provide a simple and seamless mobile-first digital experience
- High scalability with rich functionality for growth
- Empower business teams without the burden of IT and operations
- Subscription-based cost structure to meet the business needs

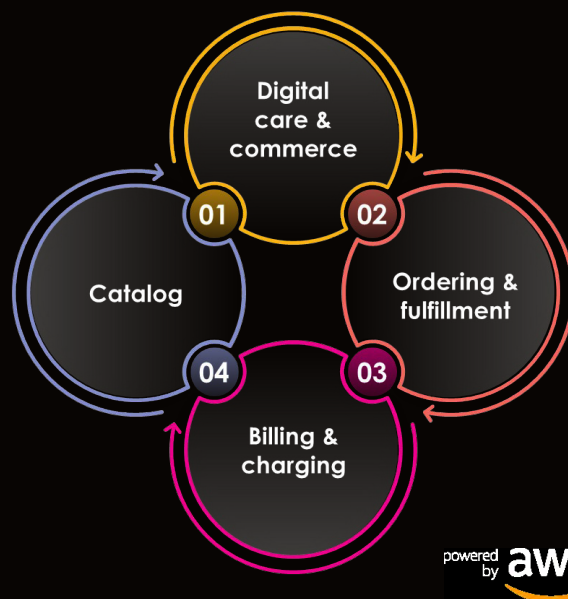
## What we offer

**Full BSS provided as-a-service,** covering all the needs of digital brands, agility and simplicity without compromising support for bundles, 5G, convergent services / product lines and more

**Simple & fast:** immediate tenant setup, full on-boarding typically within 4-6 weeks, launching a new product in mere hours

**Ready-for-use packages of customer journeys and business processes for Digital Brands:** we leverage 35+ years of Amdocs telco experience to provide an almost "plug&play" experience, coupled with TM Forum-compliant open APIs

**SaaS model:** pay as you grow and spread your investment with low initial cost, pay as you grow and economies of scale of native cloud services. And it's not just a business model: being both a product and services company, our SaaS solution is highly reliable



## Ready to use

- Care, commerce, ordering and monetization customer journeys
- Mobile app & selfcare, agent care
- Business catalog
- Campaigns & loyalty (add-on)
- Reporting
- Interactive customer journeys and business processes documentation

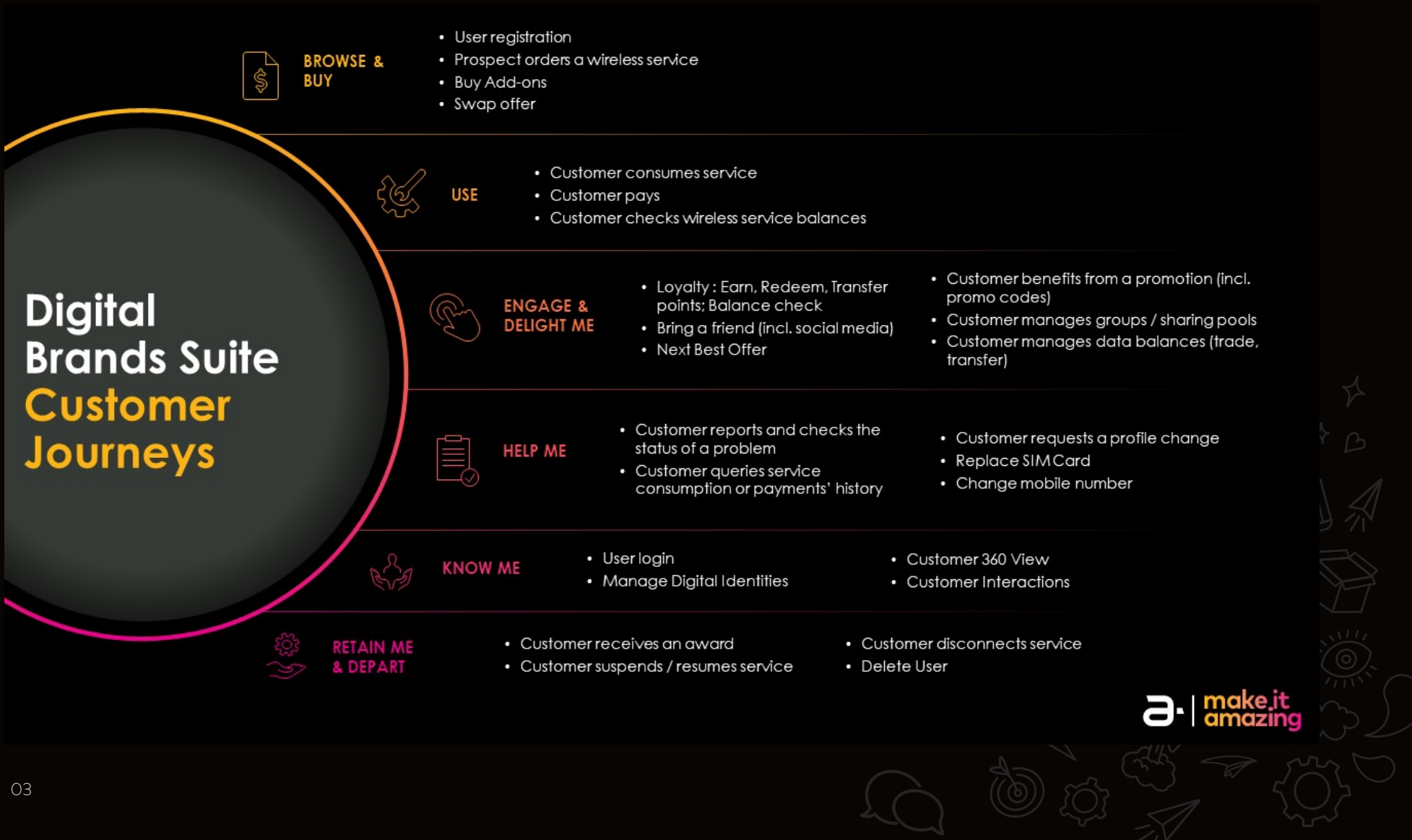
## Built on solid technology

The technology powering Amdocs Digital Brands SaaS Suite already serves more than a Billion subscribers with dozens of customers in 6 continents



# Pre-built customer journeys

Each package contains ready-to-use customer journeys and business processes to manage the full lifecycle of digital brands:



# Open cloud-native platform

- Built using cloud-native serverless AWS functions for top security, extreme scalability, performance and business flexibility
- TM Forum open APIs compliant to accelerate and simplify integrations

## Multi-tenant platform powered by aws

- Customer Management
- Product Catalog
- Order Capture
- Charging
- Account Management
- Service Activation
- Financials
- Others...



**Services Oriented Architecture**  
organized by business domains  
exposed through **tmforum** open APIs

Scalable

Shared multi-tenant platform

Security

Resilient

Global reach

Flexible business functionality

Developers-friendly

Zero-touch operations

Sustainable



To request a demo visit:  
[digitalbrands.amdocs.com](https://digitalbrands.amdocs.com)

Amdocs' purpose is to enrich lives and progress society, using creativity and technology to build a better connected world. Amdocs and its 27,000 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 \$4.2 billion in fiscal 2020.

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