



Case Study - Amdocs Service Activation

Amdocs Service Activation drives Tier-1 CSP's expansion into 5G and new lines of business

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About the customer

The customer is Europe's leading media and entertainment company, and part of a global telecommunications group serving more than 20 million customers across seven countries. The company also operates as an MVNO over a European carrier's national wireless network.

Strategic plan

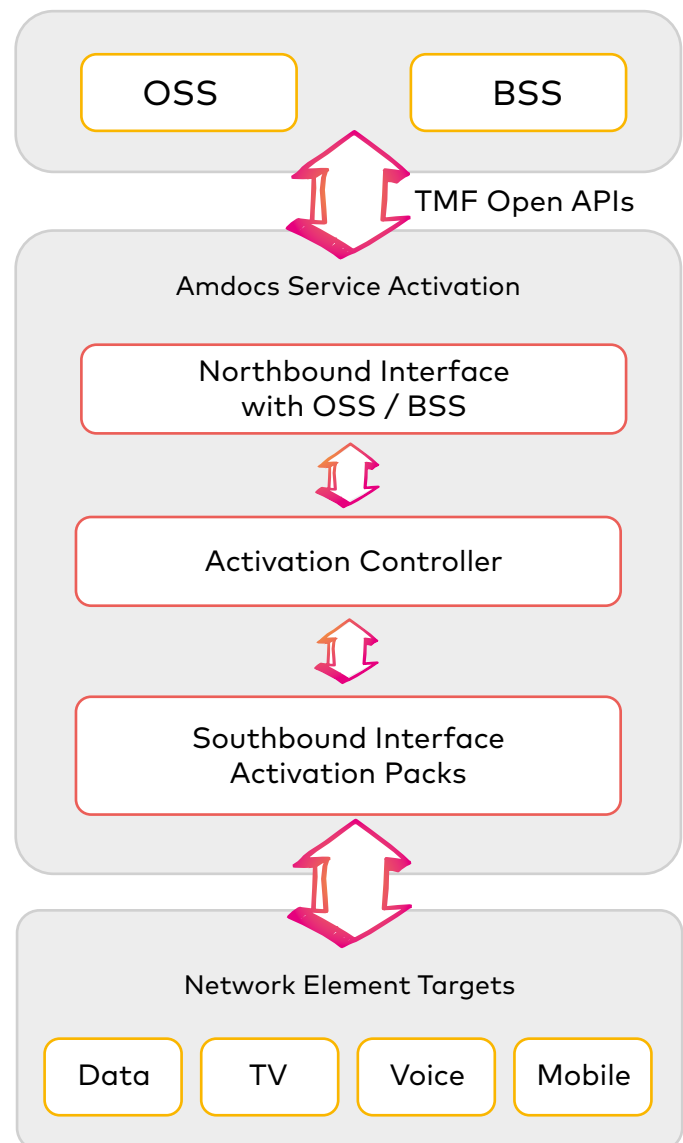
The company was in the midst of implementing a strategic plan to expand into new market segments and strengthen its position in the markets it was already serving. Seeking to penetrate the enterprise segment via a new line of business (LOB), the operator sought to launch broadband enterprise-grade VoIP services. At the same time, they sought to expand its existing presence in the Small Medium Enterprises (SME) segment by deploying multiline B2B/BVoIP services.

Moving into 5G as an MVNO

The customer also sought to move beyond mobile, which was one of its core LOB. Recently, they began offering 5G service over the same infrastructure as its MVNO offerings.

Challenges

To implement its expansion into new market segments and LOBs, the customer needed to scale and deliver service activation to a growing number of new customers. But since the activation infrastructure was neither sufficiently agile to support such services nor built to scale, they first needed to streamline and automate the service activation process.



Amdocs Service Activation

The customer selected Amdocs to provide automated, scalable service activation across all its existing and new lines of business to accelerate revenue and market share, while improving customer satisfaction. In addition, Amdocs was selected to provide a single activation platform on the cloud to serve each line of business and lower operating expenditure.

OSS on the cloud

Modular and cloud-native for inherent scalability and high availability, Amdocs Service Activation's ability to be easily deployed in a cloud environment, enabled the customer to deploy the solution on its own private cloud in a highly redundant configuration across its nodes.

Monetization

Amdocs Monetization Suite's charging functionality replaced the incumbent's online charging system (OCS), while Amdocs Service Activation replaced the same vendor's provisioning gateways in both mobile and fixed residential domains.

TMF compliance eases integration

Amdocs Service Activation's value in easing integration is facilitated by its compliance with TMF standards. Leveraging a TMF 640 interface, the solution determines the OCS upon which a subscriber is residing, and then queries the target OCS for subscriber MACD (Move Add Change Delete) requests from the BSS, as well as balance queries.

Amdocs Service Activation handles activation requests over a TMF 641 interface and communicates with up to eighteen different targets that may need to be activated to turn up, modify, move or delete a particular service. This includes the relevant On-line Charging System (OCS), Policy and Charging Rules Function (PCRF), Multi Media Messaging Service Center (MMSC) and other service platforms.

In total, Amdocs implemented eighteen integrations with network infrastructure across three different LOBs.

Key achievements

- Business segment product successfully launched, offering broadband and multi-line voice to SMEs.
- Amdocs Service Activation replaced existing provisioning gateways in both the mobile and fixed residential domains.
- Amdocs Monetization Suite charging functionality replaced the existing OCS.



Amdocs helps those who build the future to make it amazing. With our market-leading portfolio of software products and services, we unlock our customers' innovative potential, empowering them to provide next-generation communication and media experiences for both the individual end user and enterprise customers. Our 30,000 employees around the globe are here to accelerate service providers' migration to the cloud, enable them to differentiate in the 5G era, and digitalize and automate their operations.

Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$4.3 billion in fiscal 2021.

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