



Amdocs: monetisation platforms



Michelle Lam

Amdocs: strategy overview

Amdocs is a leading provider of software products and services in the telecoms, media and entertainment industries.

Amdocs has positioned itself as an established player for BSS/OSS, network and media function offerings. It develops, implements and manages proprietary and third-party software and professional services to support the entire customer lifecycle.

Amdocs's offerings are designed to help customers to meet the operational challenges related to rolling out 5G. Amdocs's 5G value plane cloud-native solution includes a 5G-native monetisation suite, along with policy and charging control integrated with Amdocs's Catalog, NWDAF, NEF and end-to-end orchestration functions.

Amdocs recently launched the Amdocs Freestyle Billing solution to offer CSPs an agile approach for monetising 5G. This allows CSPs to minimise complexities for customers and to optimise their billing systems across different services in order to deliver a smooth monetisation experience and to support partner management across B2B2X ecosystems.

Amdocs's Digital Brands Suite is a digital, cloud-native SaaS BSS with pre-built customer journeys for care, commerce, ordering, billing and charging for digital brands, low-tier CSPs and MVNOs. It provides TMF-compliant open APIs and supports single or multi-play for all lines of business (B2C, B2B, wholesale, MVNx, convergent and non-telecoms) and services (5G mobile, fixed, broadband, TV and OTT).

This document is for Analysys Mason's subscription service customers only. Usage is subject to the terms and conditions in our copyright notice.

Figure 1: Key data

Company details	<ul style="list-style-type: none"> ▪ Founded in Israel in 1982 ▪ Headquartered in Chesterfield, Missouri, USA ▪ 29 000 employees in 30 countries ▪ Operations in over 85 countries
Revenue	<ul style="list-style-type: none"> ▪ Total revenue in 2021: USD4.3 billion (+2.9% year-on-year) ▪ Total revenue by region: 65.1% North America, 14.5% Europe and 20.4% rest of the world ▪ Total revenue by vertical: 59% managed services and 41% other
Key customers	Over 350 communications and media providers including AT&T, Altice, Comcast, Dish, Globe, Lumen, Rogers, Singtel, T-Mobile, Telefónica, TELUS, Verizon and Vodafone
Partnerships	AWS, Camunda, Commbbox, Creatio, Google Cloud, KMS Lighthouse, Lightico, MCE and Microsoft
Professional services, products and solutions	Amdocs Bill Experience, Amdocs MarketONE, Amdocs Partner Management, Amdocs Policy, Amdocs Convergent Charging, Amdocs Catalog, Amdocs Real-Time Billing, Amdocs Digital Brands Suite as a Service

Source: Analysys Mason

Amdocs: analysis

Amdocs's monetisation suite enables CSPs to offer flexible billing and monetisation options to support customers' needs and preferences based on different service models.

Amdocs is a leader in the monetisation platforms segment, and monetisation account for well over 50% of its revenue. Its cloud-native monetisation suite includes solutions for charging, billing, policy and revenue management for various industry verticals such as IoT, media, gaming and enterprise.

Amdocs plans to position its monetisation suite as the extensive, all-inclusive option for leading-edge CSPs with large operations, as well as for smaller providers. It will position its Digital Brands Suite as an alternative for Tier-3–5 CSPs and MVNO/Es, especially in emerging markets. Amdocs has extended its billing capabilities to include real-time billing, flexible monetisation models in one universal biller and an interactive bill experience for customers. Users can also transparently monitor various payments in real time.

Amdocs has over 300 CSP customers worldwide. The top 10 customers account for 65% of Amdocs's revenue, which highlights the vendor's role in the Tier-1 CSP segment, especially in developed regions. Several Tier-1 CSPs in North America have integrated Amdocs Freestyle Billing to improve their customer experience and drive operational billing efficiency.

Figure 2: Key strengths and weaknesses

Strength	Description
Global footprint	Amdocs serves over 350 communications, pay-TV, entertainment and media industry service providers across 85 countries. It has a strong base in North America, where it has deployed its portfolio across all major CSPs.
Technological capabilities	Amdocs has evolved its portfolio to be a fully cloud-native, 5G-compliant, open and modular microservices-based platform. It will continue to enhance its product and service offerings with low-/no-code tooling and AI/ML capabilities to support business-led agility.
Broad portfolio of services	Amdocs has a diverse customer base supported by a broad portfolio of product offerings and solid professional services.
Weakness	Description
Low market penetration for SaaS offering	CSPs may view new market entrants that have higher market penetration for their SaaS-based offerings as more transformational.

Source: Analysys Mason

About the author



Michelle Lam (Research Analyst) is a member of the Applications practice within the Telecoms Software and Networks research team in London. She holds a BSc in physics and an MSc in quantum technologies from University College London (UCL), where she was an academic representative to the Students' Union and assisted with research at the UCL Centre for Blockchain Technologies. She has also worked as a data analyst in machine learning and experimental physics, and has undertaken quantum computing research at the London Centre for Nanotechnology.

Global leaders in TMT management consulting



analysismason.com/what-we-do





Analysys Mason is the world's leading management consultancy focused on TMT, a critical enabler of economic, environmental and social transformation.

We bring together unparalleled commercial and technical understanding to deliver bespoke consultancy on strategy, transaction support, transformation, regulation and policy, further strengthened by globally respected research.

Our clients value our advice which combines deep domain knowledge with global reach and local insight into markets to help them achieve meaningful business results.

We are committed to our clients, employees and communities – contributing to a world where technology delivers for all.

Our research programmes

- 
Consumer Services programmes
 - Fixed Broadband Services
 - Mobile Services
 - Fixed-Mobile Convergence
 - Smart Devices
 - Future Comms
 - Video, Gaming and Entertainment
 - Digital Services
- 
Networks programmes
 - Next-Generation Wireless Networks
 - Wireless Infrastructure Strategies
 - Fibre Infrastructure Strategies
 - Operator Investment Strategies
 - Telecoms Strategy and Forecast
- 
Applications programmes
 - Network Automation and Orchestration
 - Customer Engagement
 - Monetisation Platforms
 - Digital Experience
 - Automated Assurance
 - Service Design and Orchestration
 - Telecoms Software Market Shares
- 
Cloud programmes
 - Cloud Infrastructure Strategies
 - Data, AI and Development Platforms
 - Edge and Media Platforms



- 
Operator Business Services and IoT programmes
 - Enterprise Services
 - SME Services
 - IoT Services
 - Private Networks
- 
SMB IT Channels and Forecasts programmes
 - Cyber Security
- 
Regional Markets programmes
 - Global Telecoms Data and Financial KPIs
 - Americas
 - Asia-Pacific
 - Middle East and Africa
 - European Core Forecasts
 - European Telecoms Market Matrix
 - European Country Reports
- 
DataHub
 - ~2800 forecast and 280+ historical metrics
 - Regional results and worldwide totals
 - Operator historical data

analysismason.com/what-we-do/practices/research

Our areas of expertise



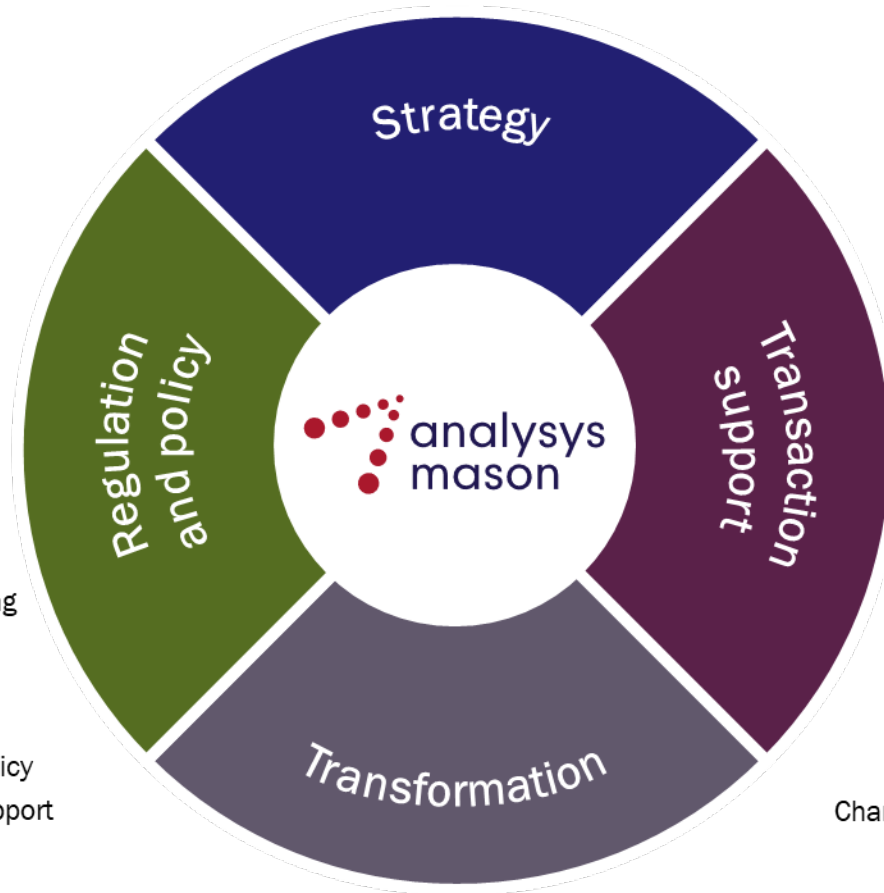
Strategy

- Corporate growth strategy
- Business unit strategy
- Infrastructure strategy



Regulation and policy

- Network and platform
- Public sector broadband intervention
- Accelerating digital transformation of society
- Price controls and cost modelling
- Regulatory accounting
- Regulatory benchmarking and analysis
- Spectrum management and policy
- Expert witness and litigation support
- Postal regulation and policy



Transaction support

- Commercial due diligence and market review
- Technical due diligence
- Post-merger integration
- Periodical business monitoring and loan technical advisory
- Opportunity scouting and pre-deal support



Transformation

- Business transformation
- Digitalisation
- Operational excellence
- Data, BI, steering and insights
- Change and programme management
- Sustainability



analysismason.com/what-we-do/practices



PUBLISHED BY ANALYSYS MASON LIMITED IN **AUGUST 2022**

Analysys Mason Limited. Registered in England and Wales with company number 05177472. Registered office: North West Wing Bush House, Aldwych, London, England, WC2B 4PJ.

We have used reasonable care and skill to prepare this publication and are not responsible for any errors or omissions, or for the results obtained from the use of this publication. The opinions expressed are those of the authors only. All information is provided “as is”, with no guarantee of completeness or accuracy, and without warranty of any kind, express or implied, including, but not limited to warranties of performance, merchantability and fitness for a particular purpose. In no event will we be liable to you or any third party for any decision made or action taken in reliance on the information, including but not limited to investment decisions, or for any loss (including consequential, special or similar losses), even if advised of the possibility of such losses.

We reserve the rights to all intellectual property in this publication. This publication, or any part of it, may not be reproduced, redistributed or republished without our prior written consent, nor may any reference be made to Analysys Mason in a regulatory statement or prospectus on the basis of this publication without our prior written consent.

© Analysys Mason Limited and/or its group companies 2022.