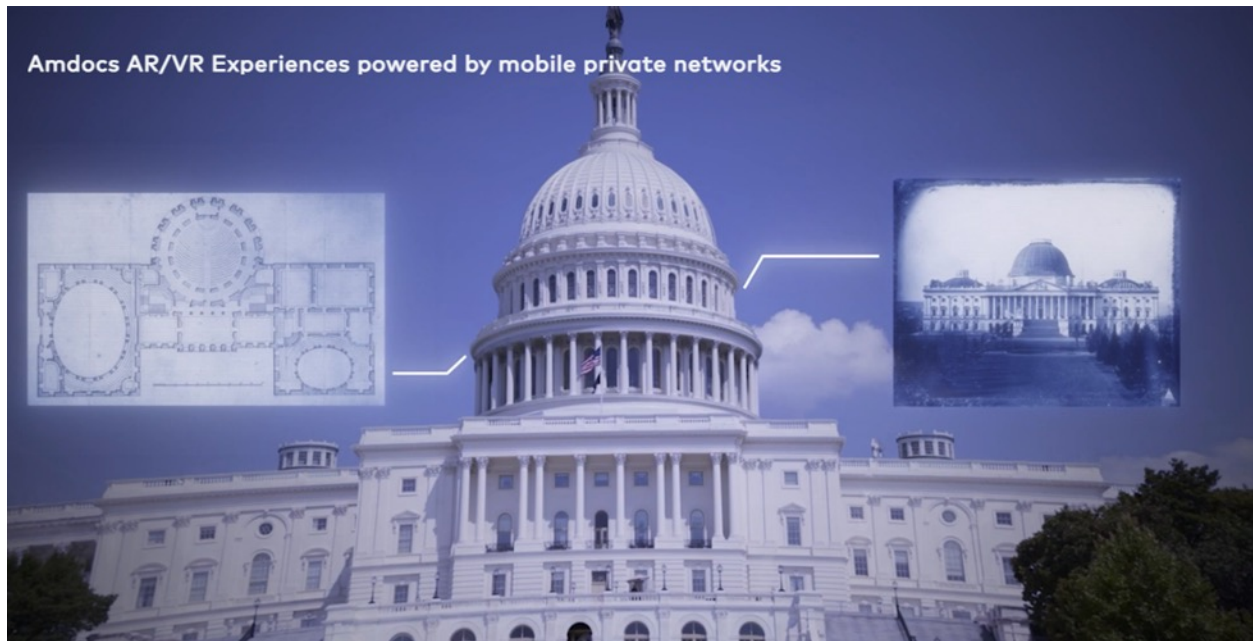# Amdocs AR/VR Solution

"Revenue in the AR & VR market is projected to reach US$31.12bn in 2023. Revenue is expected to show an annual growth rate (CAGR 2023-2027) of 13.72%, resulting in a projected market volume of US$52.05bn by 2027. The largest market is AR Software with a market volume of US$11.58bn in 2023."
Statista

Travel in the digital age has created a demand for AR/VR experiences. Increasingly, these are being fed by smart devices, geolocation and exponentially growing data consumption. For service providers, opportunities abound to enhance the traveler experience with augmented and virtual reality (AR/VR) use cases, making visits to the past or the future feel more real, immediate and immersive.

Amdocs AR/VR Experiences powered by mobile private networks

Mobile private networks leverage high wireless data transfer rates and low latency to enable service providers to generate these experiences and monetize their network investments. But deploying such networks is a complex process, requiring a wide variety of skill sets, network components and technologies.

Amdocs AR/VR Solution offers a comprehensive one-stop shop for AR/VR experiences, encompassing the entire spectrum from design to network monitoring and customer experiences. Working in collaboration with RAN, core and cloud partners, it guarantees low latency, enabling high-speed outdoor wireless connectivity and accelerated content delivery at the edge.

We bring value from the start, leveraging our skills and experience to design effective solutions for AR/VR experiences. This includes maximizing ROI by carefully selecting network equipment and vendor solutions from our partner ecosystem to address both initial requirements and long-term goals. Combined, these capabilities enable us to assess the ideal data management approach, be it on-premises or in the cloud, along with the necessary requirements to support the chosen path.
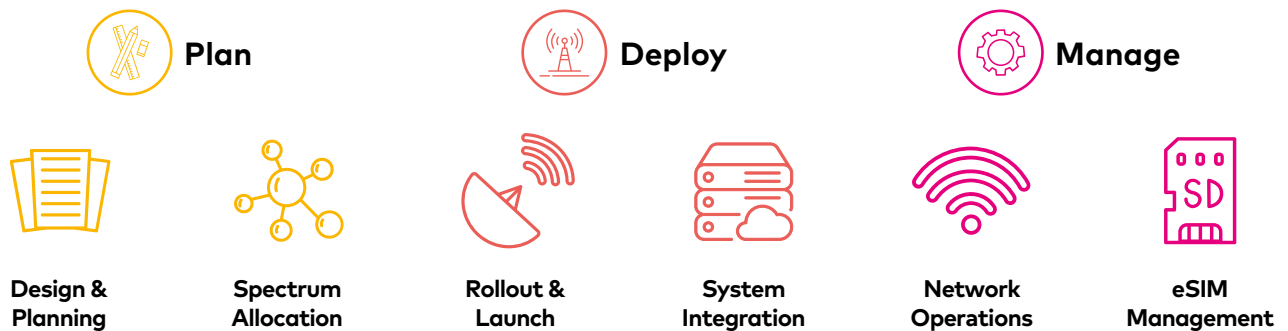
Solution overview

Amdocs AR/VR solution utilizes several network components within a private mobile network setup. These include a 4G or 5G RAN, an LTE or 5G SA core, edge infrastructure responsible for running the AR/VR content, and Amdocs Private Networks Single Pane of Glass (SPOG). The diagram below illustrates the high-level design of these network components.

Amdocs Private Networks Single Pane of Glass Connecting All

Our services encompass network planning, deployment and management.

Plan		Deploy		Manage	
Design & Planning	Spectrum Allocation	Rollout & Launch	System Integration	Network Operations	eSIM Management

End-to-end network and system integration services for planning, deploying and operating a private network with overall accountability

Amdocs Network & System Integration services

- **Network planning:** Leverages Amdocs expertise in specific industry verticals combined with an understanding of the enterprise's AR/VR business goals to determine the appropriate private network solution and technical requirements.

- **Network deployment:** End-to-end engineering services covering planning, design, integration and optimization of components across RAN and core domains, as well as software-powered automation for faster and more efficient rollouts. Amdocs ensures all applications, IT environments, security components, network components, devices and management capabilities are connected and working seamlessly together, while ensuring the overall network and service meets technical and business requirements.

- **Network management:** Amdocs Managed Private Network includes a single pane of glass solution and operations services to secure the reliability of the service according to the agreed service level agreement.

Why Amdocs

Amdocs leverages a deep understanding of existing capabilities and strategies to create tailored AR/VR experience solutions that combine our own assets with those of service providers' enterprise customers. Our holistic solution design approach considers enterprise requirements, use case, future vision, as well as the degree to which the enterprise wishes to manage their own network operations.

Leveraging our vendor experience, flexible solution blueprints and private network deployment experience, we provide a single point of accountability for committed SLAs, while minimizing risks associated with private network implementations. Meanwhile, our global delivery and support organization – spanning RAN, core, cloud, IT, system integration, transport, security and software domains – enables us to manage all the complexities of an end-to-end private network solution.

With our combination of deployment and automation, private network management portal and AI-enabled operations services, we lead the industry in enhancing the customer experience, while improving overall operational efficiencies.

Learn more

To discover how Amdocs' Mobile Private Network solution can help your enterprise customers achieve their AR/VR experience goals, contact
networkmarketing@amdocs.com

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