

Digital Brands & eSIM

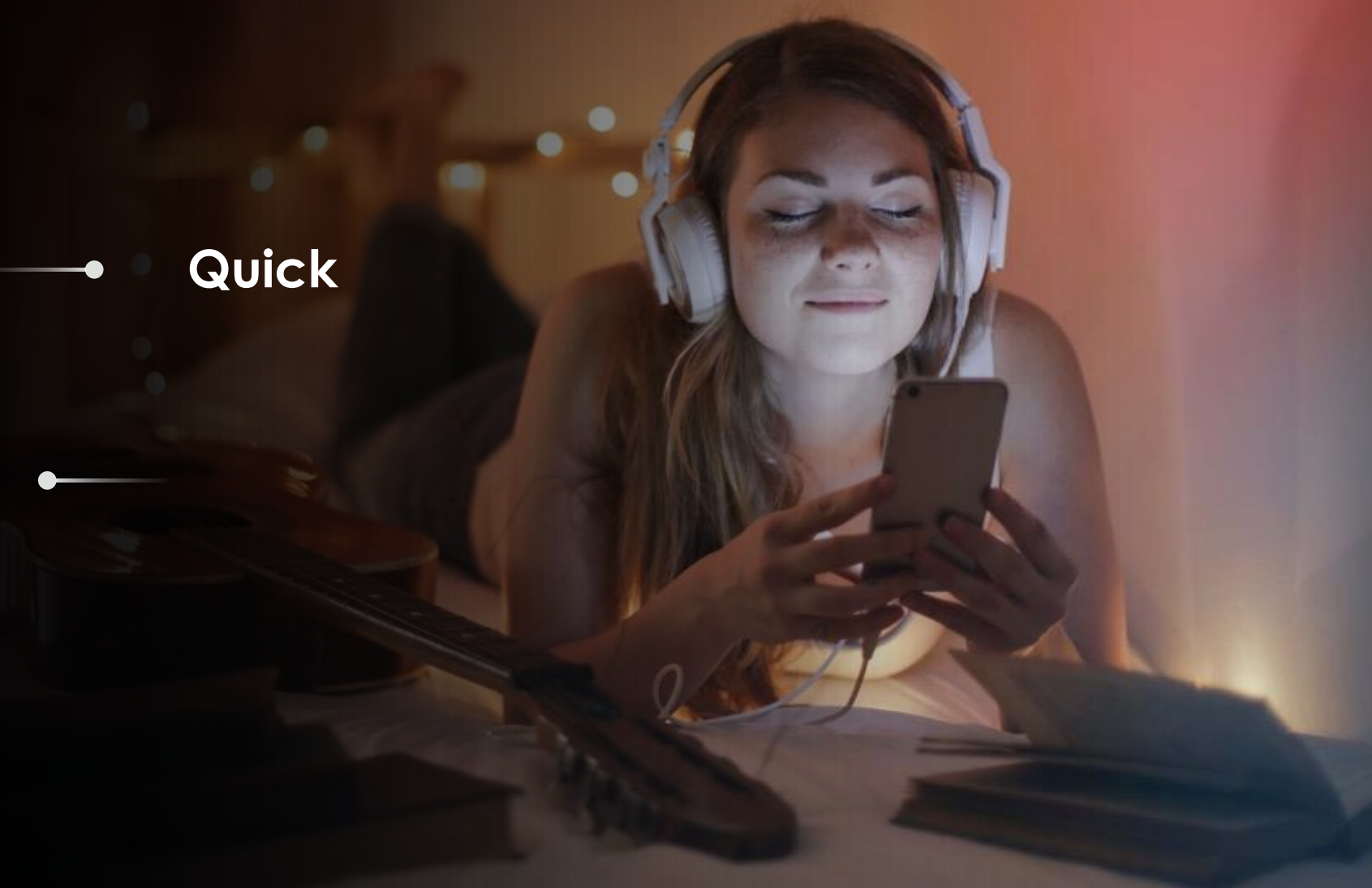
as-a-service

a match made in the Clouds



 amdocs
**make it
amazing**

Consumers expect a fully Digital Experience



That's why digital brands are growing!

OMDIA

212 sub-brands in 2022 (8% YoY growth) 16.4% of operators worldwide use sub-brands (+0.6 p.p.)

The success of digital brands even in saturated market is explained by:

- High customer satisfaction
- Nimble operations
- Innovation – they do things differently
- Digital inside
- Speed is everything

Gartner

Digital brands can help:

- Reach new segments
- Compete with price
- Improve experience
- Develop new verticals and ecosystems

Now Digital Brands & MVNOs can be Digital ALL THE WAY.....with eSIM

“The rise of eSIM as a new opportunity for MVNOs to gain access to high-end devices, a segment, and a territory most MVNOs traditionally need to fight for.”

Dario Talmesio, Senior Analyst, Omdia




Amdocs Digital Brands Suite



Amdocs
Digital
Brands
Suite

All the functionality you need to setup and run a **digital brand / MVNO** fast, easy and efficiently, at any scale and with a subscription model

powered by  aws

 aws
marketplace



“Try & Buy” product
for extremely fast TTM



SaaS “Pay per use”
model



Self managed by
business users



Pre-built customer
journeys



Cloud native,
deployed on AWS



Certified TM Forum
Open APIs,
segregated data

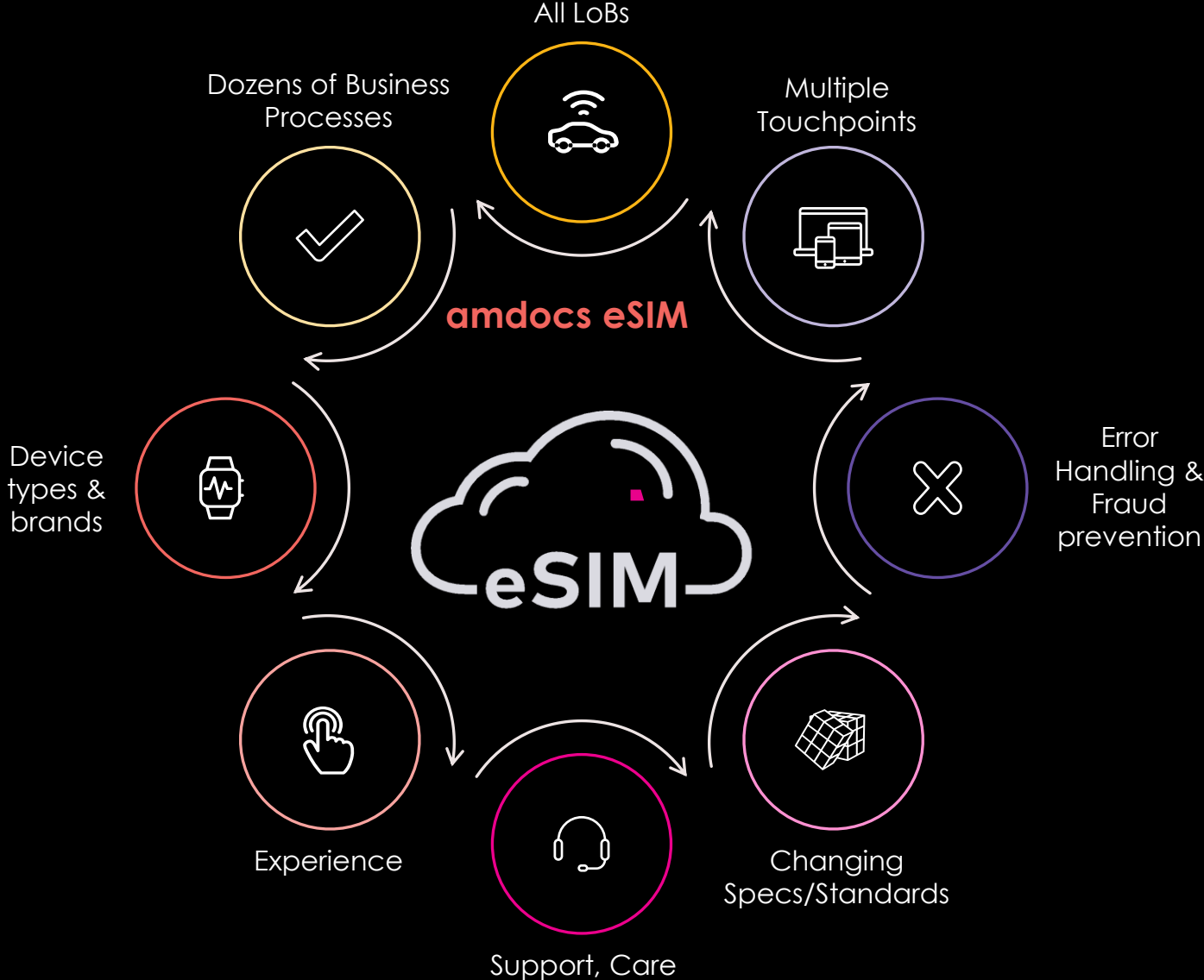


Fully managed
with optional add-
on services



90%+ reduction in
carbon footprint
compared to on-
premises

Amdocs eSIM Cloud



The Amdocs platform also serves MVNEs.

Case study: Melon Digital South Africa



5 mins

Fast business changes
and decision-making
enablement



3 months

On-board, go live



100%

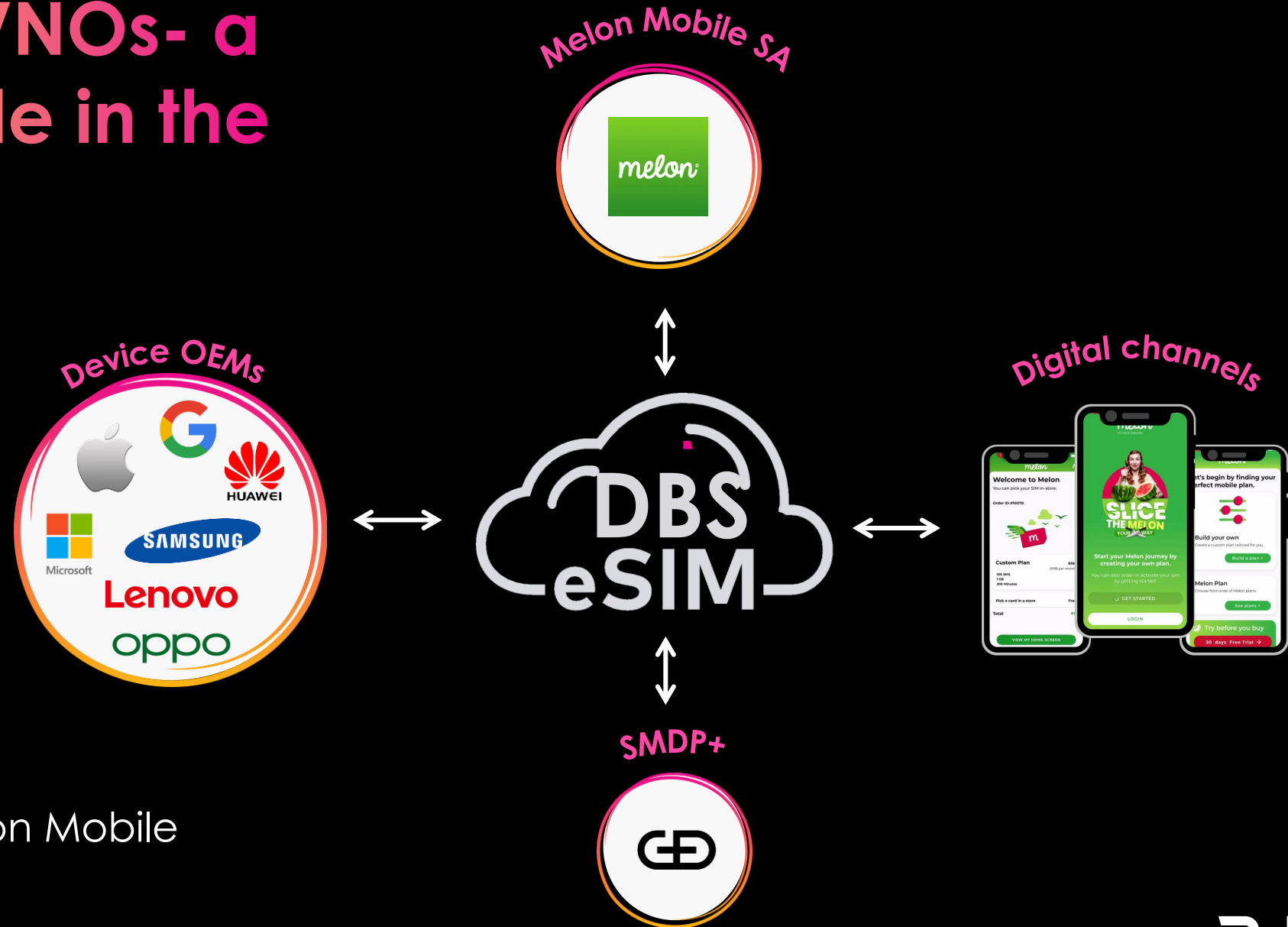
Digital experience



<10

people to manage
& operate

eSIM for MVNOs- a match made in the clouds



Case study: Melon Mobile



Move fast... it's simple with amdocs

Offer your consumers a digital experience... all the way.

To learn more: www.amdocs.com

