Digital MVNO brands:
a secure growth opportunity

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

Innovative and unique

Simple

Fast Growing

Dynamic

Cost-efficient and lean

a. | make.it amazing

MVNOs needs

Business need

Solution

Fast time-to-market

> Packaged customer journeys and business processes; extensive business configurations to empower business users

Business flexibility

> Efficiency of sharing a strong product with rich functionality, driven by business configurations and open APIs instead of code customizations

High scalability (technical and business)

> Extensive use of cloud-native services for high elasticity, telco-grade core for scale
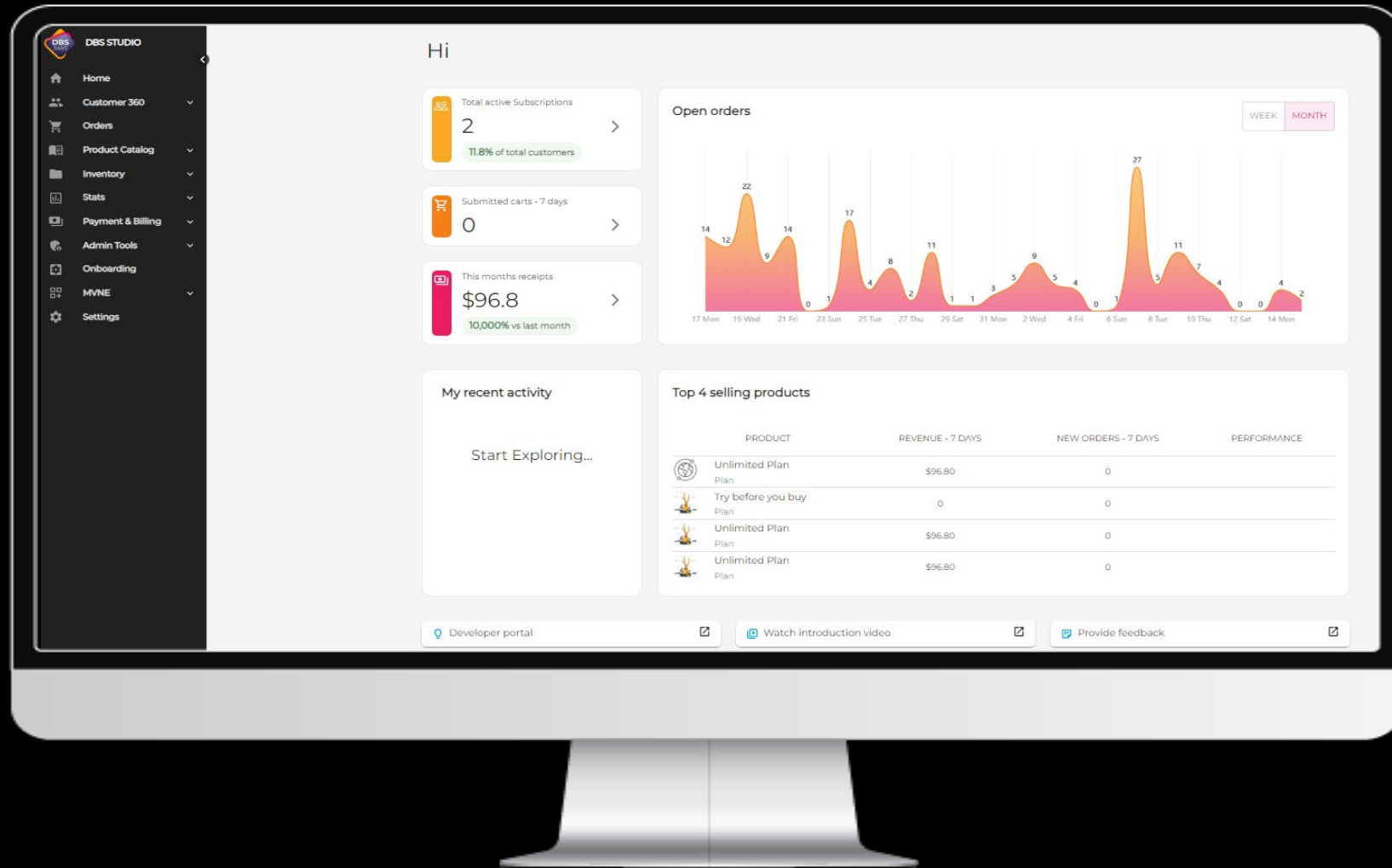
Cost structure to meet the business model

> Low setup fee and pay-as-you-grow model supported by cloud infrastructure

make.it amazing

Introducing the Amdocs
Digital Brands Suite as a Service

A platform covering all your MNVO needs

make.it amazing

Introducing the Amdocs
Digital Brands Suite as a Service

- ✓ Transfer units
- ✓ Omni-Channel Commerce
- ✓ Real-Time Balances
- ✓ Churn Prediction
- ✓ Awards

- ✓ Refunds
- ✓ Receipts
- ✓ Social Media Login
- ✓ Customer 360 ViewCustomer Identity
- ✓ Verification (KYC)

- ✓ Shipment & Logistics
- ✓ Customer Interactions
- ✓ Upsells
- ✓ Mobile Number Portability

- ✓ Next Best Offer / Next Best Action
- ✓ Payments

- ✓ Case & Incident Management
- ✓ Digital Shopping Cart
- ✓ Customer Communications

- ✓ eSIM
- ✓ Data as Currency
- ✓ Online Rating & Charging
- ✓ Groups & Sharing Pools
- ✓ Campaigns & Promotions

- ✓ Loyalty Points
- ✓ Bring a Friend
- ✓ Inventory Management
- ✓ Customer Consent

DBS SaaS

a. | make.it amazing

PLATFORM benefits

Modular architecture

Rich capabilities Manage by configuration

Pre-built customer journeys for quick onboarding

Cloud-native, deployed on AWS

Multi-tenancy

Certified TM Forum Open APIs, segregated data

Fully managed with optional add-on services

Self managed by business users

OPEN API CERTIFIED

tmforum

Certified TM Forum Open APIs, segregated data

aws

make.it amazing

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

a· | make.it amazing

Why choose the Amdocs Digital Brands platform ?

- We're #1 telco operations
- Strategic AWS partner

Operations

Technology

- Cloud-native serverless architecture
- TMF Open APIs (certified)
- Read-made mobile app
- Enhanced security

- Unmatched price/capabilities
- We understand your business
- Rich eco-system

Price effectiveness

Features

- End to end digital experience out of the box
- 5G
- Multi-play, Multi-LoB
- Loyalty, etc.

- >35 years of experience
- We always deliver
- Strong BSS and business know-how

Trust

Experience

- Try&buy
- Complete pre-built processes set
- Self-service for business, dev
- Services support (as needed

a· | make.it amazing

To Join a Free Trial Today

Digitalbrands.amdocs.com

Or scan:

make.it amazing