

Improve the customer experience to drive revenue



Information Management software



IBM and Amdocs:
A joint solution for managing customer and product data



Rapid growth in the global communications market over the past decade has created a highly competitive and dynamic environment for communications service providers. With more competition and more subscribers, service providers can no longer differentiate themselves simply by cutting operational costs and pursuing technology innovations; they must seek out other effective ways to attract and retain customers. Many are focusing on dramatically improving the customer experience as a means to drive revenue and prevent customers from defecting to the competition.

However, communications service providers are finding that to overhaul the processes that affect customer experience, they must also improve their information management practices. Customer and product data is often dispersed across the enterprise in information silos owned and maintained by different channel and line-of-business teams, leaving the enterprise unable to build a consolidated view of all enterprise information for business intelligence or cross-functional processes.

In addition, many of the customer-facing processes that service providers wish to improve require enterprise-wide consolidation and the integration and delivery of trusted customer and product data, which a siloed system landscape does not allow.

To meet these challenges, service providers need an IT solution that enables them to locate information across disparate sources, integrate it and deliver it whenever and wherever it's needed. IBM and Amdocs offer a joint solution for service providers that can deliver those capabilities.

Using an integrated solution that combines IBM® InfoSphere™ Information Server and IBM InfoSphere Master Data Management (MDM) Server with the Amdocs portfolio of Customer Experience Systems (CES) applications, communications providers can manage data more effectively to obtain a single view of the customer and product, differentiate themselves from competitors and drive profitable growth.

Amdocs helps manage core customer-related business operations

An industry leader, the Amdocs CES portfolio helps service providers manage core business operations spanning the business support systems (BSS) and operational support systems (OSS) space, including customer service, billing, ordering, digital commerce, advertising, service fulfillment and service and resource management. CES enables service providers to deliver personalized, timely services that are relevant and valuable—anytime, anywhere and on any network. The customer-focused CES application suite helps companies transform from utility service providers to purveyors of digital services that express and expand customers' lifestyles.

Creating attractive bundles and offers across lines of business and rolling them out quickly requires centralized access to product and service information. However, that data is usually held in multiple product catalogs embedded within individual applications, each with its own product creation process.

Amdocs Enterprise Product Catalog (EPC) addresses service providers' need for integrated product information by providing a central product data repository to help

manage and maintain product-related information and help deliver real business value:

- Agile product strategies and faster, low-cost time to market
- Improved ability to align market offers and customer needs
- Fewer technology and process barriers to innovation

Amdocs Enterprise Customer Hub (ECH) is a customer data-integration Service Oriented Architecture (SOA) solution, specifically built for service providers, that consolidates customer information from all systems and lines of business across the enterprise. Pre-integrated with the Amdocs CES portfolio, ECH provides service providers with a single version of truth for all customer information and enables a single comprehensive view of the customer.

ECH combines Amdocs' communications industry expertise with IBM's leadership in MDM and SOA. An innovative approach that helps increase the effectiveness of targeted marketing initiatives with a consolidated view of the customer, products and services, ECH facilitates marketing of service bundles across lines of business. Deploying ECH can help service providers ensure operational efficiency and reduce risk, help increase revenues by improving wallet share and uptake of new customers and promote customer loyalty and retention.



IBM InfoSphere platform delivers information you can trust

IBM InfoSphere Information Server is a software platform that helps companies derive more value from the complex, heterogeneous information spread across their systems. It enables an organization to integrate disparate data and deliver trusted information wherever and whenever it's needed, in line and in context, to specific people, applications and processes. It helps business and IT personnel collaborate to understand the meaning, structure and content of any information across any source.

IBM InfoSphere MDM Server manages the master data entities that drive the important business processes within an organization—those related to customers, accounts and products. With InfoSphere MDM Server, communication service providers can centralize critical data into a single trusted source, helping them to identify their most valuable customers, increase revenues and reduce costs. This capability enables service providers to create a single view of their data to improve customer satisfaction and reach new markets more quickly.

IBM and Amdocs joint solution supports customer-centric initiatives

Amdocs is now pre-integrating IBM Information Management products into its CES portfolio. In addition to ECH, IBM and Amdocs have integrated Amdocs EPC with InfoSphere Information Server. Combining

the Amdocs Service Provider Information Management portfolio with IBM Information On Demand middleware products enables new, integrated solutions for the wireline, mobile, cable and satellite services industries. The IBM-Amdocs partnership creates information management solutions that help service providers become more customer-centric and deliver an improved customer experience. IBM provides critical information management and data integration technologies that help deliver consistent, complete and trusted data to people, systems and processes across the enterprise. With 25 years of experience in managing customer and product data for service providers around the globe, Amdocs provides solutions and applications that enable providers to improve customer interactions, differentiate their brand and deliver a superior customer experience.

- *For customer information*, Amdocs embeds IBM InfoSphere MDM Server into its ECH offering. Clients receive an operational MDM system for managing customer data and obtaining a single view of the customer across the service provider enterprise, regardless of the channel or the line of business.
- *For product information*, Amdocs will offer IBM InfoSphere Information Server as part of its EPC solution to achieve a single version of the truth for all product information. InfoSphere Information Server will integrate enterprise information to manage the flow of trusted data into and out of Amdocs EPC.



Personalizing the customer experience

The joint IBM-Amdocs solution helps service providers improve the customer experience by making it possible for them to engineer personalized, valuable and profitable interactions that are consistent at every touchpoint—store, Web site and call center—every time they interact

with the customer. Amdocs ECH and EPC solutions with integrated IBM Information On Demand software provide a platform to enable business transformation for service providers seeking to reduce costs, accelerate growth, deliver the digital lifestyle and enhance the overall customer experience.



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To learn more about the IBM and Amdocs solution for managing customer and product data, please contact your IBM marketing representative or IBM Business Partner, or visit:

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TAKE BACK CONTROL WITH **Information Management**



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