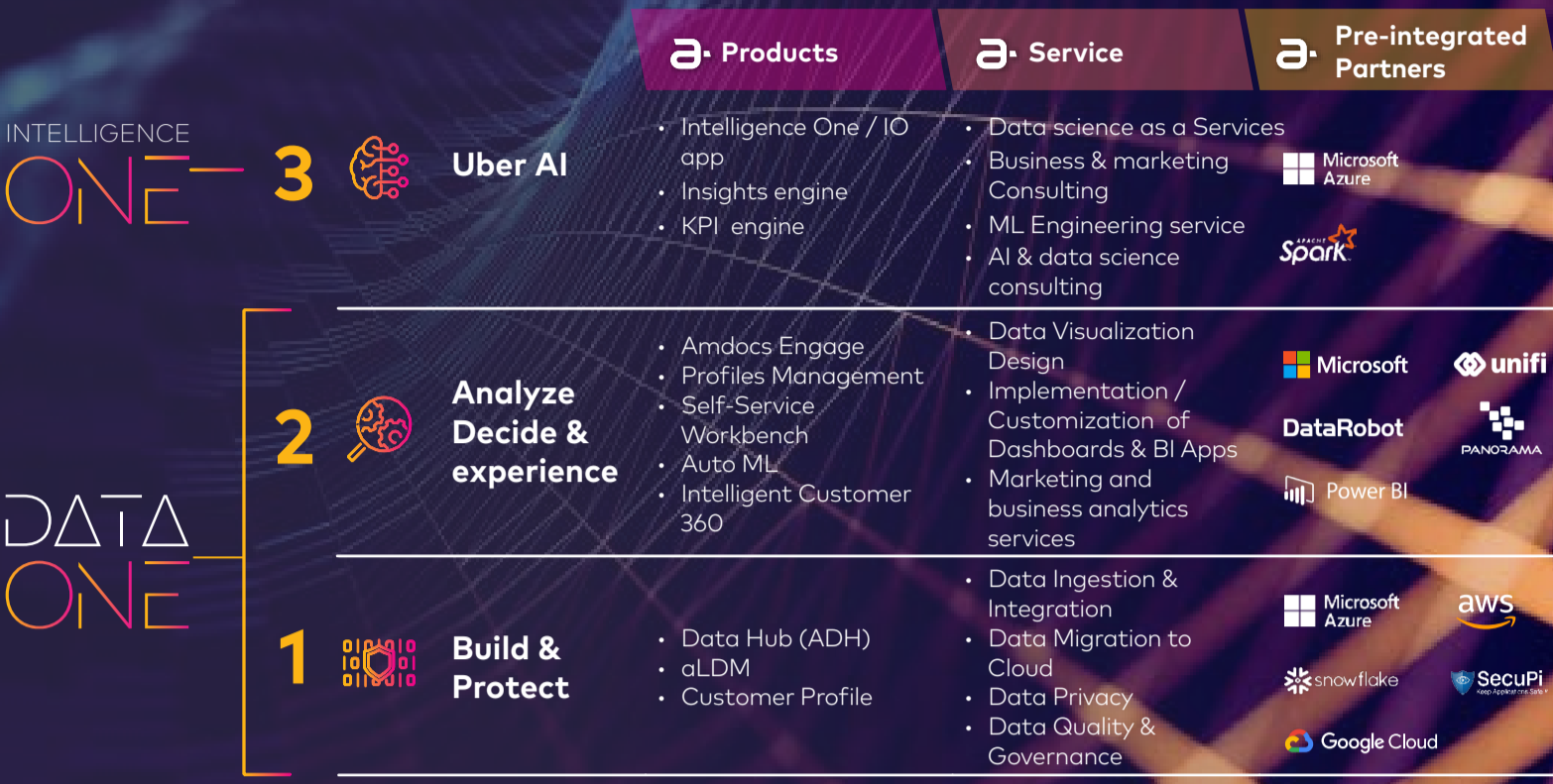


amdocs data intelligence

By 2025, artificial intelligence (AI)-driven data and analytics will have become the dominant tool for monitoring and managing business. Indeed, emerging technology market research firm Tractica predicts that by this time, "companies are expected to invest \$36.7B annually in AI & analytics".

To fully leverage the power of this technology – and maintain pace with competitors – communications and media service providers require industry-specific tools that can also cater to the unique needs of their own organization, spanning their business, IT, operations and customers.

data Intelligence Modular Offering



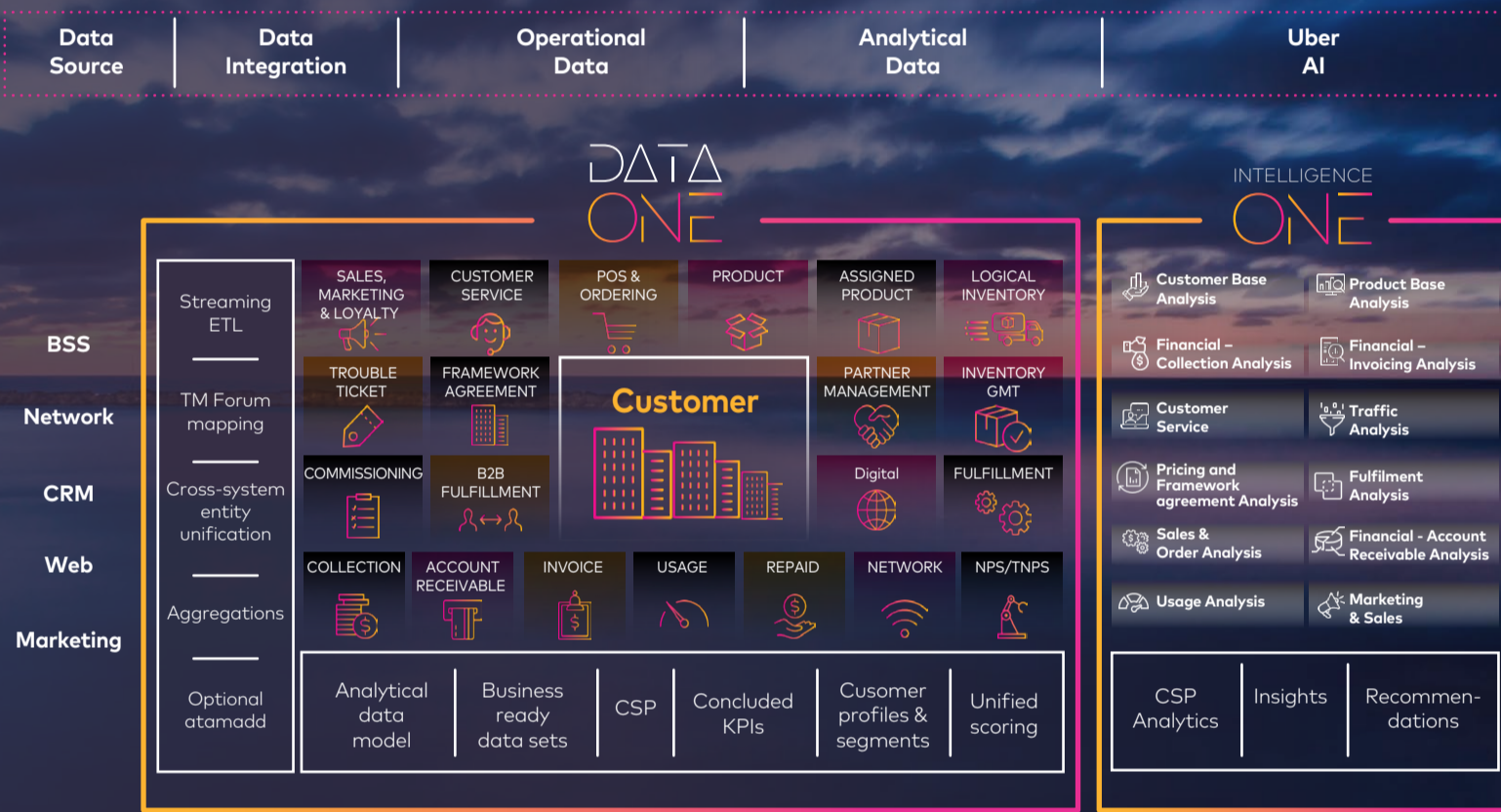
introducing amdocs DataONE & IntelligenceONE

Amdocs DataONE and IntelligenceONE are tightly integrated offerings, which combined, form an advanced solution to manage data and extract actionable insights. Together, they span every aspect of the service provider's business, with detailed use cases and best practices covering network, customer, product, care, sales and finance.

DATA ONE serves as a next-gen data warehouse that can serve the entire organization's data needs, efficiently unifying and organizing operational and analytical data and making it easily accessible. With its cloud-ready design and live data-streaming architecture, the offering was designed to collect and organize data from any source, thereby supporting the most demanding data projects. DataONE is supported by Amdocs' industry leading aLDM data model, which integrates with both operational and analytical systems, while providing real-time updates and enterprise-grade security.

INTELLIGENCE ONE is comprehensive analytics offering that enables service providers to drive their business using data. It provides industry-centric analytics that produce concise, effective and actionable insights that match the operator's business processes and displays them via customizable, user-friendly dashboards and reports.

solution - data flow



from raw data to AI-driven business



newly architected data integration platform automatically connects to BSS and OSS systems – both Amdocs and external – and collects system events in real time. It aggregates the data, calculates business metrics and KPIs, generates individual customer profiles and enriches it with external data sources such as behavioral data. Extracted data is organized within the aLDM data model using dozens of industry-specific entities and attributes, and then stored in an operational data warehouse. Operational applications can then live-monitor the systems and immediately respond to any event, while reports are generated to provide continuous feedback.



was built around dozens of common industry use cases (e.g. line activation, customer monetization, network prioritization, campaign optimization, cost rationalization), compiled over years of experience working with service providers around the globe. These are continually updated and refined as a result of ongoing customer input. Unlike generic analytics solutions, IntelligenceONE is also pre-integrated with hundreds of industry-specific KPIs and dozens of machine learning algorithms tuned to typical service provider data patterns.

users can easily customize:



Users can also simulate "what-if" scenarios and test how AI based recommendations will impact their business.

Working in tandem, DataONE and IntelligenceONE comprise a powerful BI analytics solution: DataONE efficiently organizes the data and makes it easily accessible. Then, IntelligenceONE utilizes advanced AI and business intelligence (BI) technologies to analyze the data residing in DataONE, providing visibility to the user via up-to-date dashboards and reports, business-critical KPIs, automated insights and optimization recommendations.

The result is a powerful analytical service that can be used by every person in the organization – from executives, to analysts, to operational teams – to gain the necessary insights for their specific role and responsibilities.

built for partnership

DataONE and Intelligence One's many industry-specific capabilities, are paired with service offerings that are customer-centric, ensuring each customer's unique needs are fully met.

future-proof architecture

DataONE and IntelligenceONE are built on today's most advanced platforms and technologies, utilizing development techniques such as microservices to provide high scalability and lower costs. Both offerings are offered as a cloud service, while DataONE is also available on-prem. The offerings are designed to allow easy integration with existing or future environments, and to enable self-service customization by administrators and users alike. Security and governance are also integral, with controls ensuring users are prevented from accessing data they are not authorized to view. To promote collaboration, the system encourages users to share insights with their colleagues.

amdocs data intelligence

Amdocs data intelligence the provider a comprehensive suite of tightly-integrated products, services and pre integrated partners Together, these combine to form the "IntelligenceONE" and The "DataONE" offerings which are advanced solutions for managing data and gaining actionable insights.

To learn more about what Amdocs Data intelligence can do to help you accelerate your organization modernization journey, reach out to Amdocs Data Intelligence at www.amdocs.com.