ENABLE A DATA-DRIVEN TELECOM AT SCALE

Amdocs Provides Embedded Intelligence and Business Ready Data & Insights

INDUSTRY-LED PLATFORM—ENABLING A DATA-DRIVEN TELECOM

Leveraging Snowflake, Amdocs delivers AI/BI-based solutions which improve strategic, operational decisioning, customer experiences, billing operations, revenue assurance, and network operations including NWDAF for the telecom field.

Utilizing Snowflake's capabilities, our platform architecturally scales compute separate from storage to deliver a truly elastic, performant, and flexible solution resulting in a superior customer experience.

SOLVING TELECOM CHALLENGES USING AI & ML

By Snowflake pre-integrated with Amdocs portfolio, our open AI & Data Platform includes ready-to-use, industry-specific AI use cases spanning engagement to network domains, low-code modeling tools and business-led data management capabilities.

BEST IN CLASS OPERATION & ANALYTICAL DATA STORE

Amdocs AI and Data Platform provides real time, easy-to-use, business-ready, and reliable data from multiple BSS applications for enterprise specific use-cases with enhanced BI & analytics.

TO North American Operator –

- **Improve First Call Resolution and Net Promoter Score**
- **Reduce average handling time around billing issues**
- **Real time ODS with data latency of under a minute (95 percentile) to drive a highly contextual use-case**

REAL-TIME DATA TRANSFORMATION
Support near real-time use cases of data transformation and unification with quality. Provide a single source of truth across the telecom BSS-OSS-NW data ecosystem.

ANALYTICAL LAYER WITH TELECOM-SPECIFIC INSIGHTS
Analytical data product calculates measures and insights relating to specific business entities (customer, product, etc.) with the ability to serve them per use-case needs (i.e., batch/online). Defines measures calculated across various domains via simple implementation handling large volumes seamlessly.

ENRICHED & CONSISTENT DATA
Closed-loops of feedback and insights break the silos for consistent cross-domain, business-ready data serving multi-organizational needs.
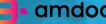
SUPERIOR CUSTOMER EXPERIENCE
Built-in, ready-to-use, industry-specific AI use cases for real-time insights and recommendations enables a personalized, contextual, and proactive customer experience.

DATA RECOMMENDATIONS BOOSTS REVENUE
Increase sales and drive growth with business-led recommendations that optimize promotion performance and enable you to tailor offers to meet your customers' specific needs.

One of the world's largest telecom providers managing multiple challenging objectives simultaneously improved their customer experience and drove more efficient BSS-OSS-NW operations while handling a data migration from a large merger. The customer relied on Amdocs being integrated with Snowflake to promote a solution that included

- Real time ODS
- Business critical dashboards relying on data served by Snowflake
- Billing highlights to drive optimal customer experience and operations
- Access to Snowflake data used to train ML models

ABOUT SNOWFLAKE

Snowflake enables every organization to mobilize their data with Snowflake's Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies. Thousands of customers across many industries, including 543 of the 2022 Forbes Global 2000 (G2K) as of October 31, 2022, use Snowflake Data Cloud to power their businesses. Learn more at snowflake.com.

ABOUT AMDOCS

In an era where new technologies are born every minute and the demand for meaningful digital experiences has never been so intense, we unlock our customers' innovative potential, empower them to transform their boldest ideas into reality, and make billions of people feel like VIPs.
Our 27,000 employees around the globe are here to accelerate our customers' migration to the cloud, harness their data, differentiate in the 5G era, digitalize and automate their operations, and provide end users with the next-generation communication and media experiences that make the world say wow.