

The Digital Dozen

B2B Monetization Use Cases

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A Confluence of Change Agents

Why B2B digital use cases? Why now? Whether it's infusing digital value into existing use cases or creating new, innovative offerings, three key agents of change are driving the need:

1

The dash for growth

With consumer markets flat or low growth, telco shareholder and C-level spotlights are expectantly shining on enterprise lines of business for revenue AND margin growth.

2

The drive to digital

The acceleration of digital adoption is as real in B2B as it is in B2C environments. Digital is now the primary, default option for B2B ICT service delivery.

3

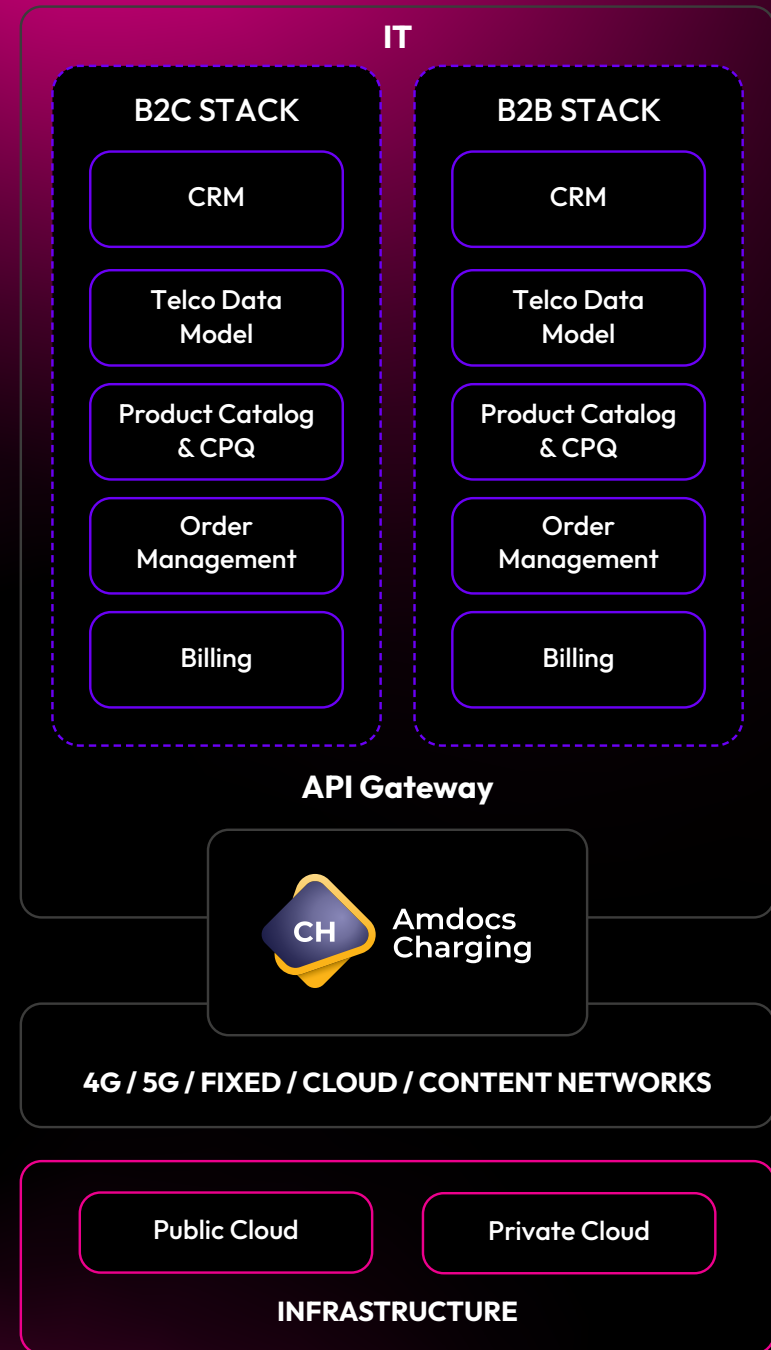
Dynamic monetization @scale

Delivering feature rich, real-time digital monetization is now achievable at enterprise wide scale and resiliency.

Dynamic Monetization @Scale

Move over legacy, real-time enterprise monetization is here!

Dynamic monetization @scale is the unique benefit of the Amdocs Charging and monetization solution, delivering a rich array of customer and go-to-market capabilities across business segments and payment models. Those capabilities enable it to take the role of the real-time monetization engine at the heart of the enterprise BSS stack, serving all enterprise segments and use cases and becoming the anchor for service delivery via a real-time digital marketplace.



Business Models and Pricing Schemes

The current monetization model for telco enterprise ICT services, based on post-paid, regular bill cycles, has peaked in terms of its effectiveness in an increasingly competitive and dynamic market. Static revenue collection models offer zero market differentiation and will hold telcos back from delivering sustainable growth.

Dynamic monetization delivers flexible and adaptable revenue generating models that can be instantiated in hours, not months.

Competitiveness addressed.

Time-to-market challenges solved.

FIXED/MOBILE CONVERGENCE

BLOCK LIST / ALLOW LIST

NHN REVENUE SHARE

PRIVATE SLICE SLA

OUTCOME/SLA

API CALLS

ROAMING

QOS

DYNAMIC RATING AND CHARGING

GROUP SHARING

B2B2X

APPLICATION UTILIZATION

CLOUD BROKERAGE

EDGE UTILIZATION

NETWORK SLICE UTILIZATION

NETWORK LOADING

SPEED TIERING

LOCATION ID

DATA VOLUME

INFRASTRUCTURE UTILIZATION

SPONSORED DATA

DEVICE CAPACITY

DYNAMIC RATING & CHARGING

REVENUE SHARING & SETTLEMENT

WHOLESALE/MVNO FACTORIES

Game-Changing Experience

The value of a dynamic monetization approach:

THE VALUE FOR ENTERPRISES

Informed business decision making

- Enabled by commercial transparency, accuracy and self-help control
- Exercised through real-time spend control, real-time utilization management and flexible payment terms, including third-party offers
- Delivered across the entire portfolio of fixed, mobile, cloud and content services

THE VALUE FOR TELCOS

Breakthrough portfolio economics

- Increased service lifecycle spend
- Massively reduced cost-to-serve
- Improved cash flow and reduced bad debt risk

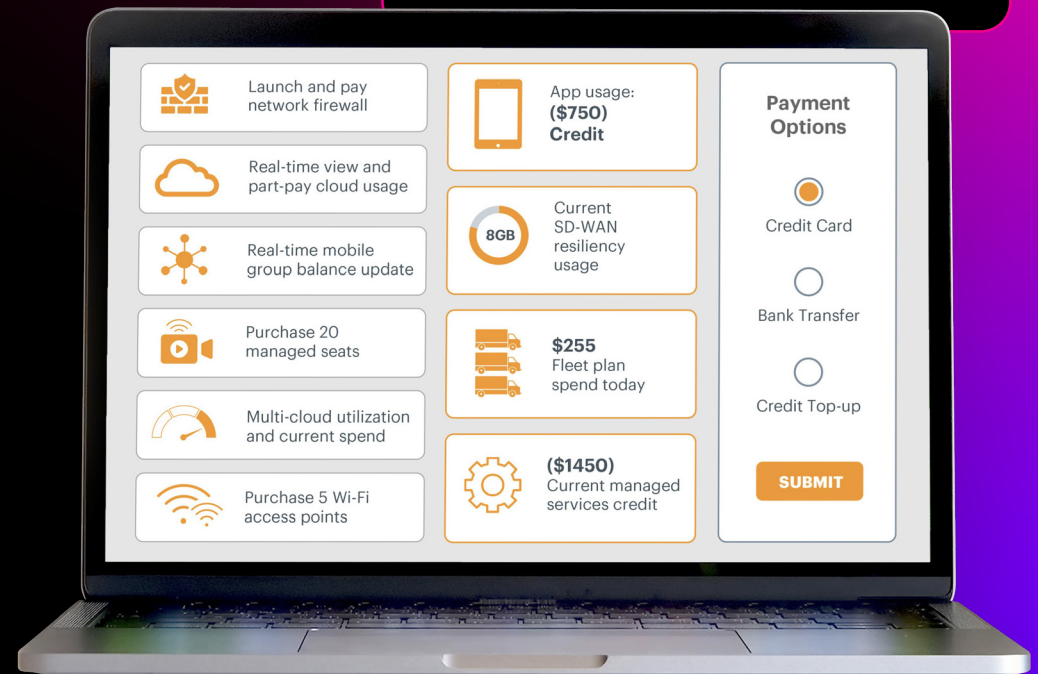
REAL-TIME SPEND CONTROL

FLEXIBLE PAYMENTS

PARTNERED CONTENT

TRANSPARENCY AND ACCURACY

REAL-TIME UTILIZATION MANAGEMENT



THE DIGITAL MARKETPLACE: A true experience game-changer for enterprises of all sizes.

USE CASES

Small Medium Enterprise (SME)

“A huge market with growing spend. Fortunately there’s plenty of untapped potential in the SMB market, which represents the biggest opportunity for CSPs to go beyond connectivity – particularly, in providing digital and IT services.”

SOURCE: ACCENTURE



Dynamic Bundling and Outcome-Based Pricing

Traditional bundling approaches are margin dilutive and an example of static revenue collection. Combining “build your own bundle” approaches with outcome-based pricing offers a more dynamic, transparent, revenue generating opportunity. Outcome-based pricing removes the complexity of technology positioning and introduces offers based on business outcomes, such as improved productivity, compliance and hybrid working guarantees.

The digital marketplace is the key point of integration for delivering that differentiated combination of real-time monetization, outcome-based pricing and user self-help.



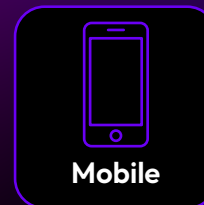
Margins



Revenues



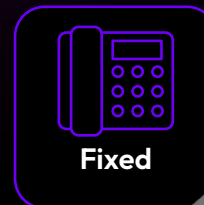
Cloud



Mobile



Applications



Fixed

ASSURED OUTCOME BASED INSIGHTS
DIY BUNDLE CREATION AND ADDITIONS

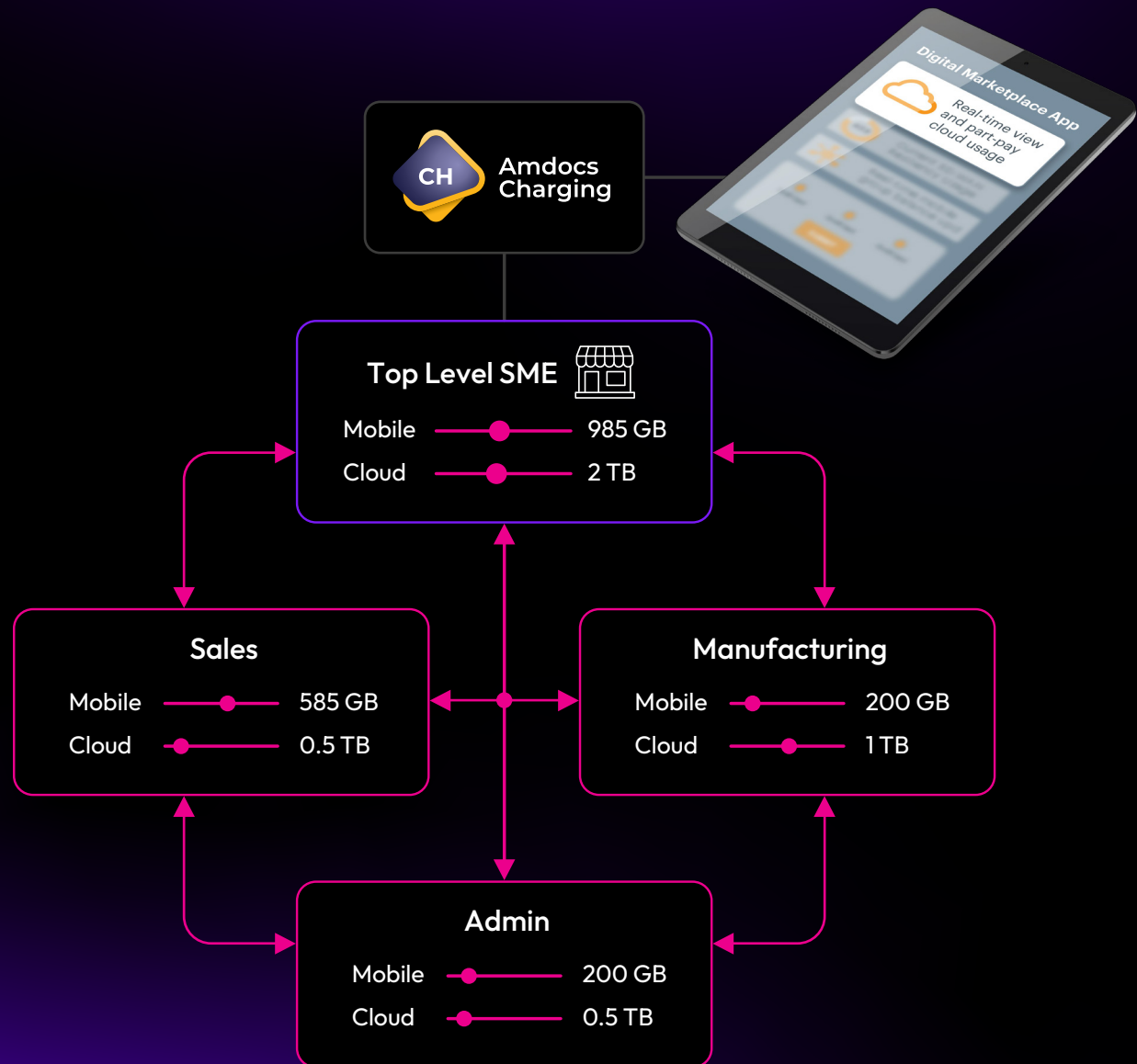
SELF-HELP EXPERIENCE
REAL-TIME SPEND ANALYSIS AND CONTROL



Enterprise Group Sharing

Self-help, real-time control and management of service spend and utilization lies at the heart of a game-changing enterprise experience.

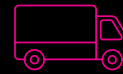
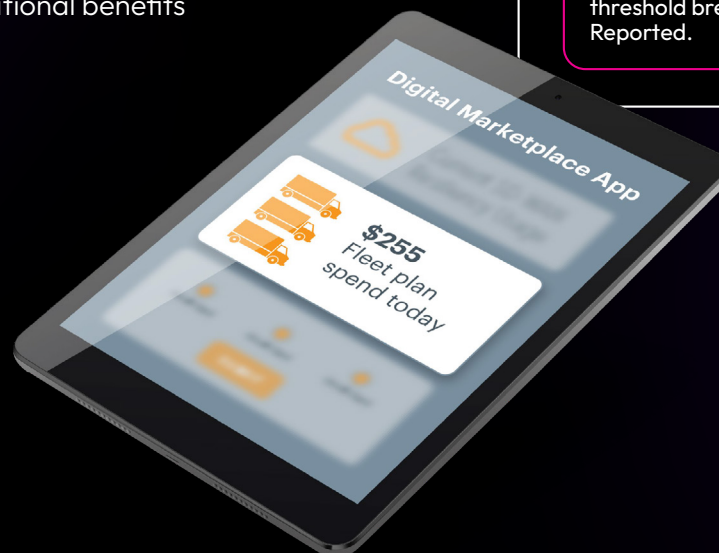
Enabling informed business decision making by providing real-time control of spend levels and utilization for mobile, fixed broadband and SD-WAN, voice, cloud storage and software application services is highly value accretive. Self-help enabling the sharing or pooling of quota and spend across the enterprise structure and hierarchy is the foundation for trust, advocacy and increased lifecycle spend.



Real-Time IoT Utilization

IoT devices are business-critical for a growing number of SMEs, particularly in the transportation, agricultural and manufacturing industries.

Delivering accurate, up-to-the-moment insights on spend, utilization, performance and geo-location across a scalable and geographically diverse set of things ensures a combination of commercial efficiency and accuracy, delivering key operational benefits to both the SME and telco.



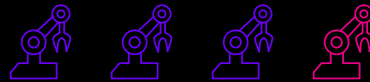
Real-Time Fleet Monitoring

Data Rate	Cell ID	Policy
0-500 KB	Known	Allow
500-1024 KB	Known	Monitor
1024-2048 KB	Known	Report
>2048 KB	Known	Overage
Any	Unknown	Deny

Geofenced Service Restriction



Real-Time Production Line SLA Adherence



Robot D throughput threshold breached. Reported.

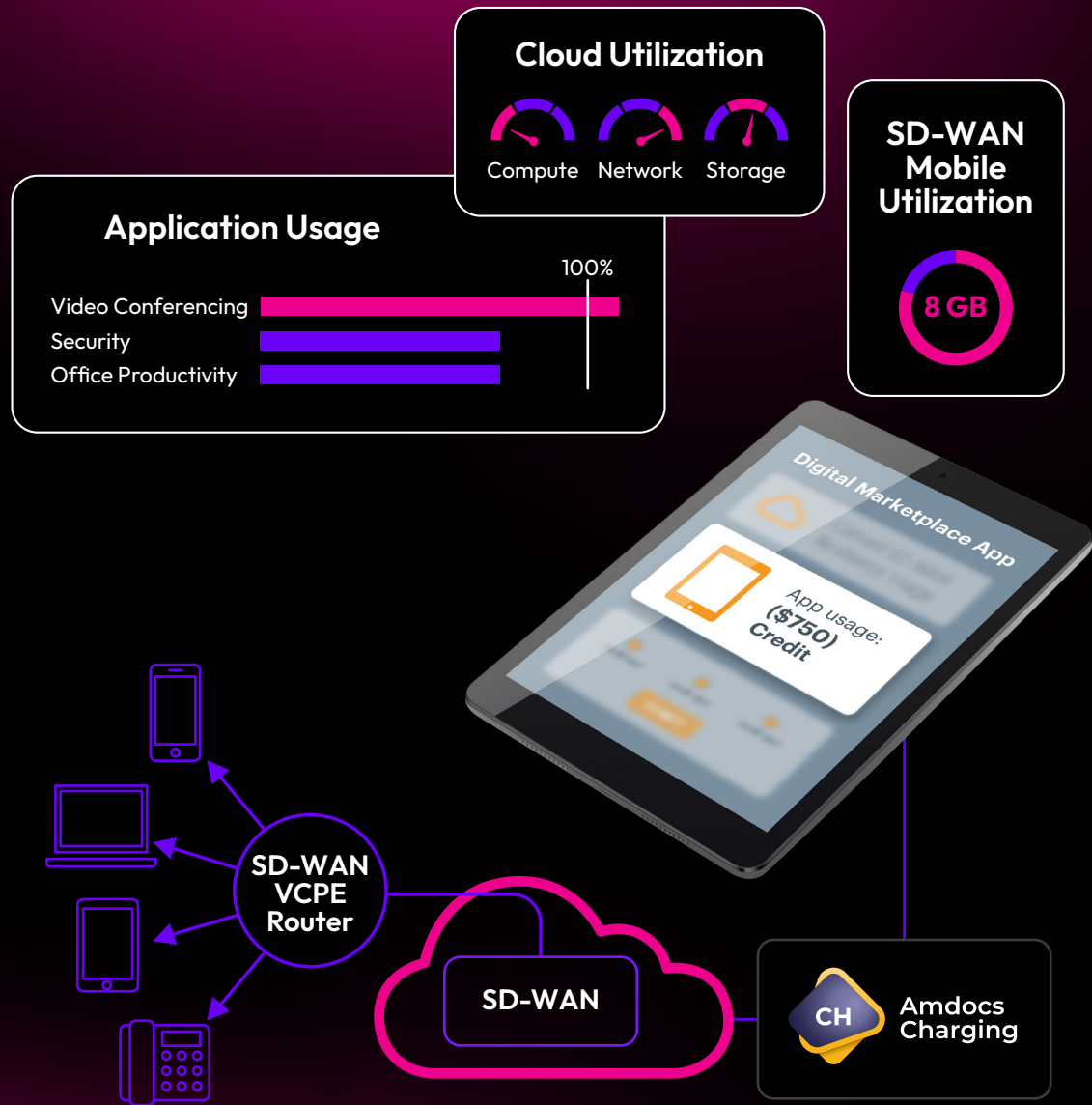


Throughput	Policy Result
0-20 Mbps	Normal
20-40 Mbps	Alert
>40 Mbps	Report

Dynamic Insights Into Fixed Networks

Broadband and SD-WAN VPN are foundational SME portfolio offerings.

Whether it's providing real-time application utilization insights, monitoring and monetizing the delivery of QoS policy for those applications, combining cloud storage and compute utilization or mobile backup monitoring and spend control, enhancing the digital marketplace offering through integrating fixed network spend and utilization control is critical.

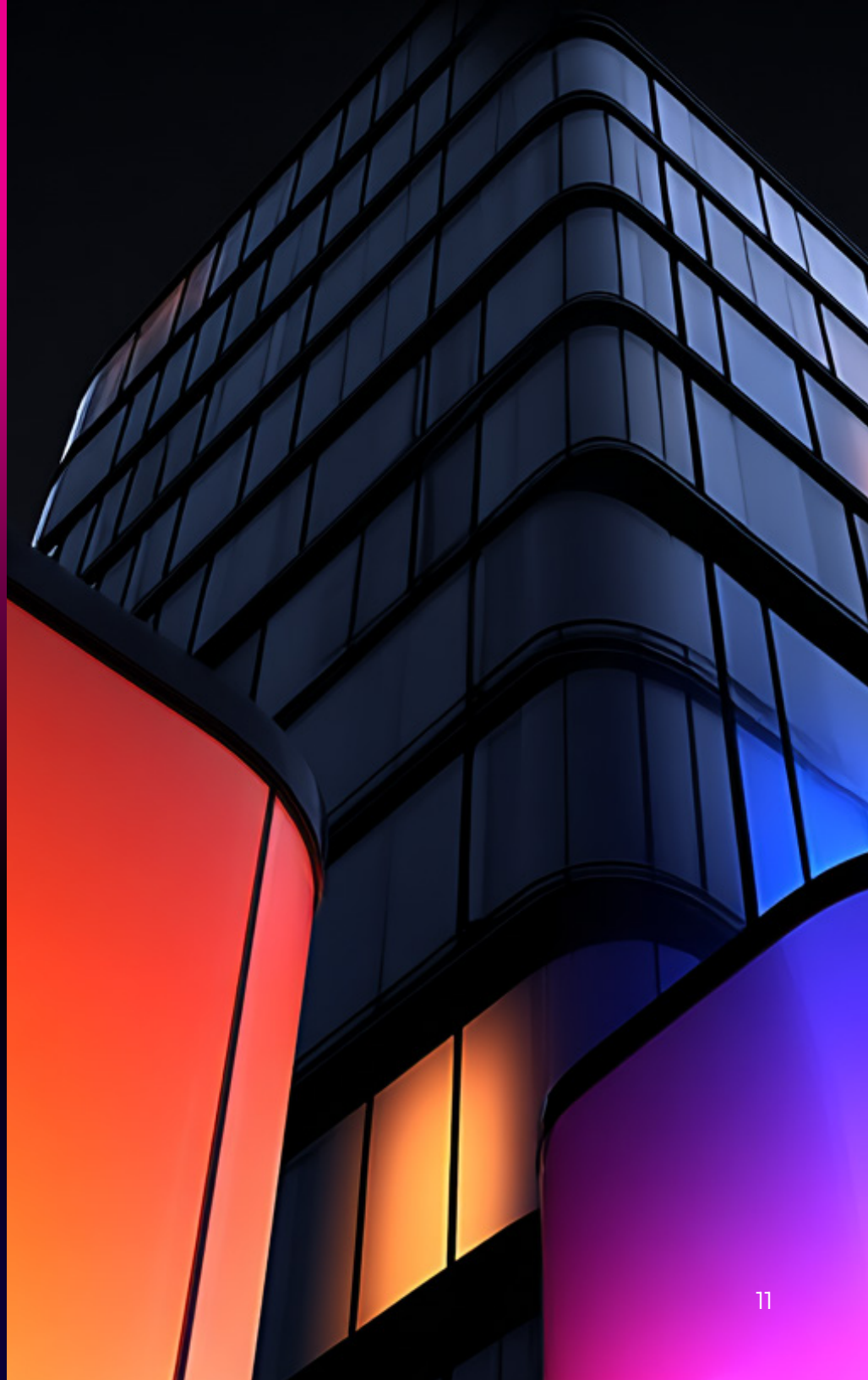


USE CASES

Large Enterprise

“CSPs will need to embrace an agile architecture-centric design for future systems that emphasises flexible, scalable, configurable and extendible frameworks to support dynamic commercial models and as yet unseen use cases.”

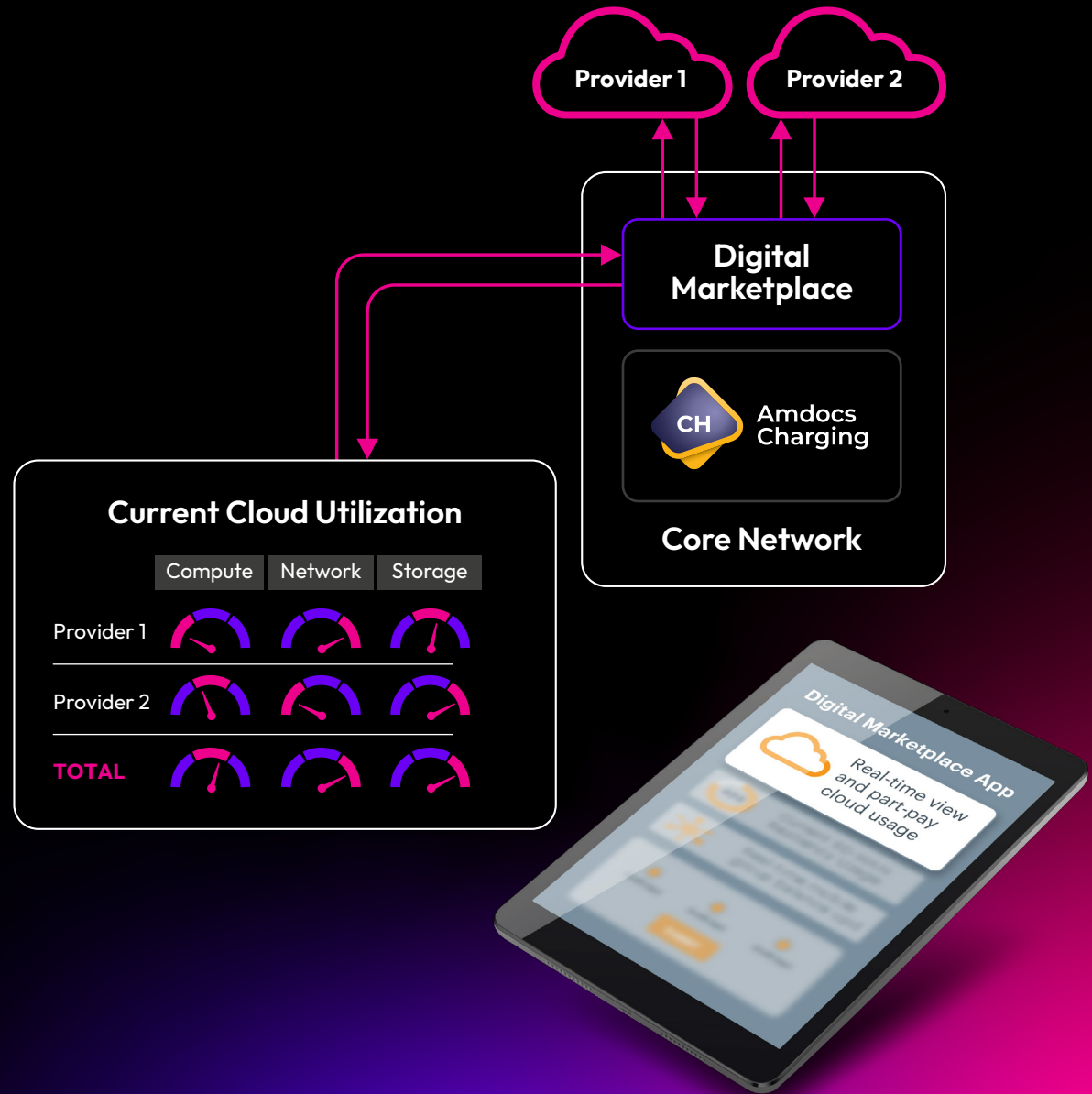
SOURCE: ANALYSYS MASON



Multi-Cloud Brokerage

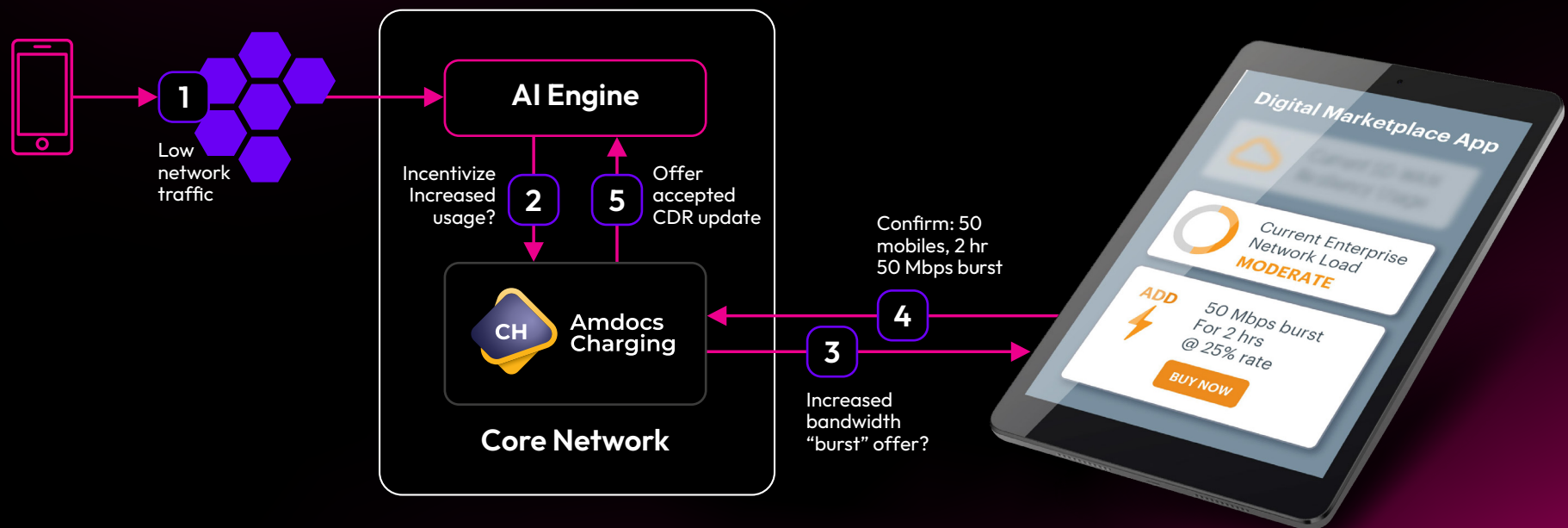
Even in today's pay-as-you-use, consumption-oriented cloud model, bill shock for enterprises remains a real challenge.

Delivering up-to-the-second, accurate spend and utilization insights across cloud storage, compute and network utilization – whether for an in-house cloud service or a third-party multi-cloud brokerage offering, not only adds significant value to the digital marketplace offering, it removes a key pain point for enterprises.



Dynamic Bandwidth-On-Demand

Offering enhanced throughput or dynamic burst capabilities, charged at lower rates than the normal traffic profile and offered at times of available network capacity, is a key example of an AI-assisted use case. Delivering transparent evidence and proof of that via the digital marketplace closes the service level agreement compliance loop. All in real-time.



Edge Branch Offload

Edge computing services are becoming a key offering within the managed service portfolio, where a need for lower latency, privacy or traffic offload is required.

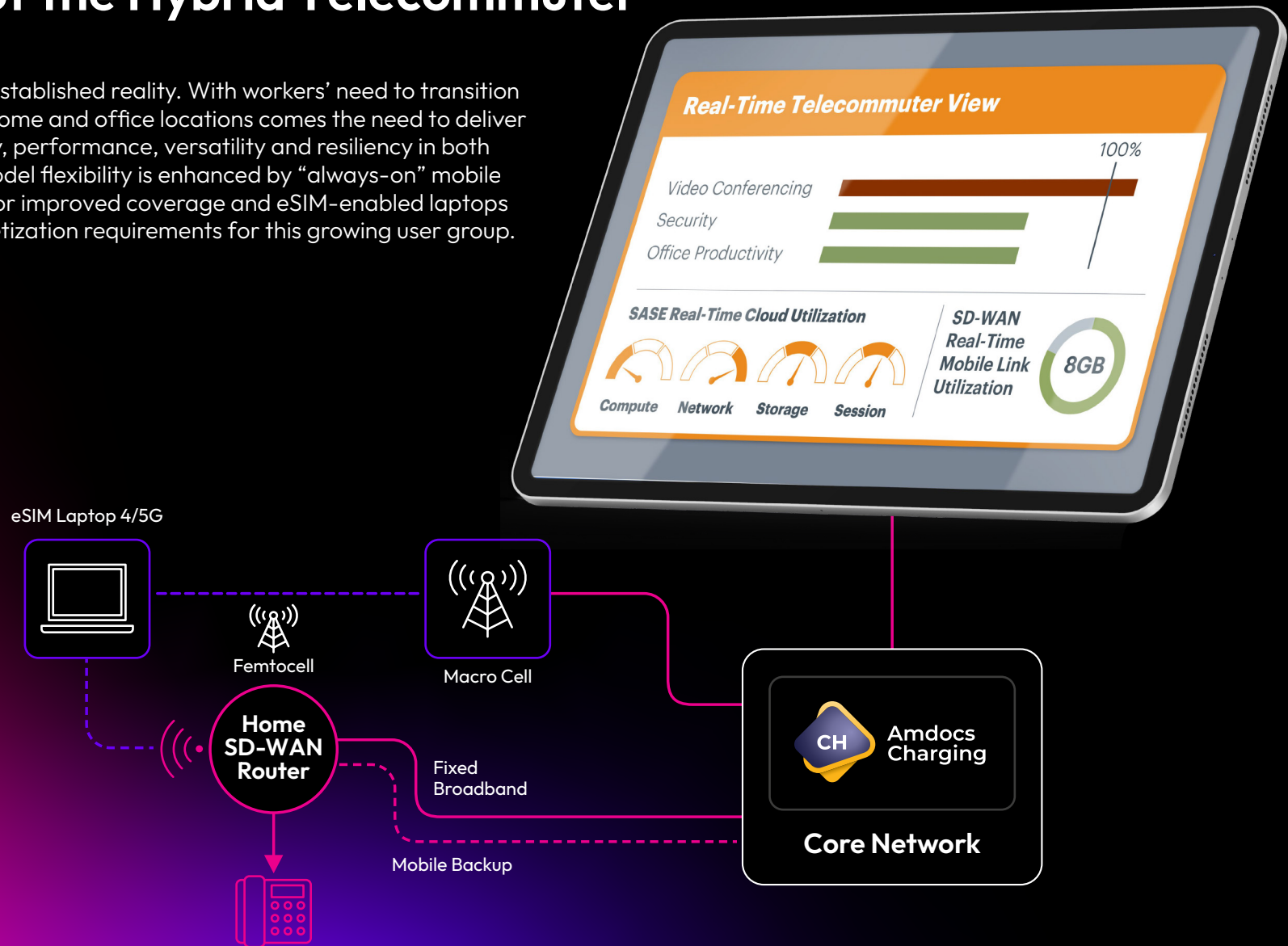
Competition from hyper scalers and private network players is fierce. Control of the edge is control of a large percentage of future enterprise spend.

The ability to flexibly monetize the underlying compute and storage infrastructure, application level utilization, API calls, slice utilization or time of day usage, exemplify the dynamic nature of this developing environment.



The Rise of the Hybrid Telecommuter

Hybrid working is an established reality. With workers' need to transition seamlessly between home and office locations comes the need to deliver the same functionality, performance, versatility and resiliency in both locations. Business model flexibility is enhanced by "always-on" mobile back-up, femtocells for improved coverage and eSIM-enabled laptops that create new monetization requirements for this growing user group.



USE CASES

5G

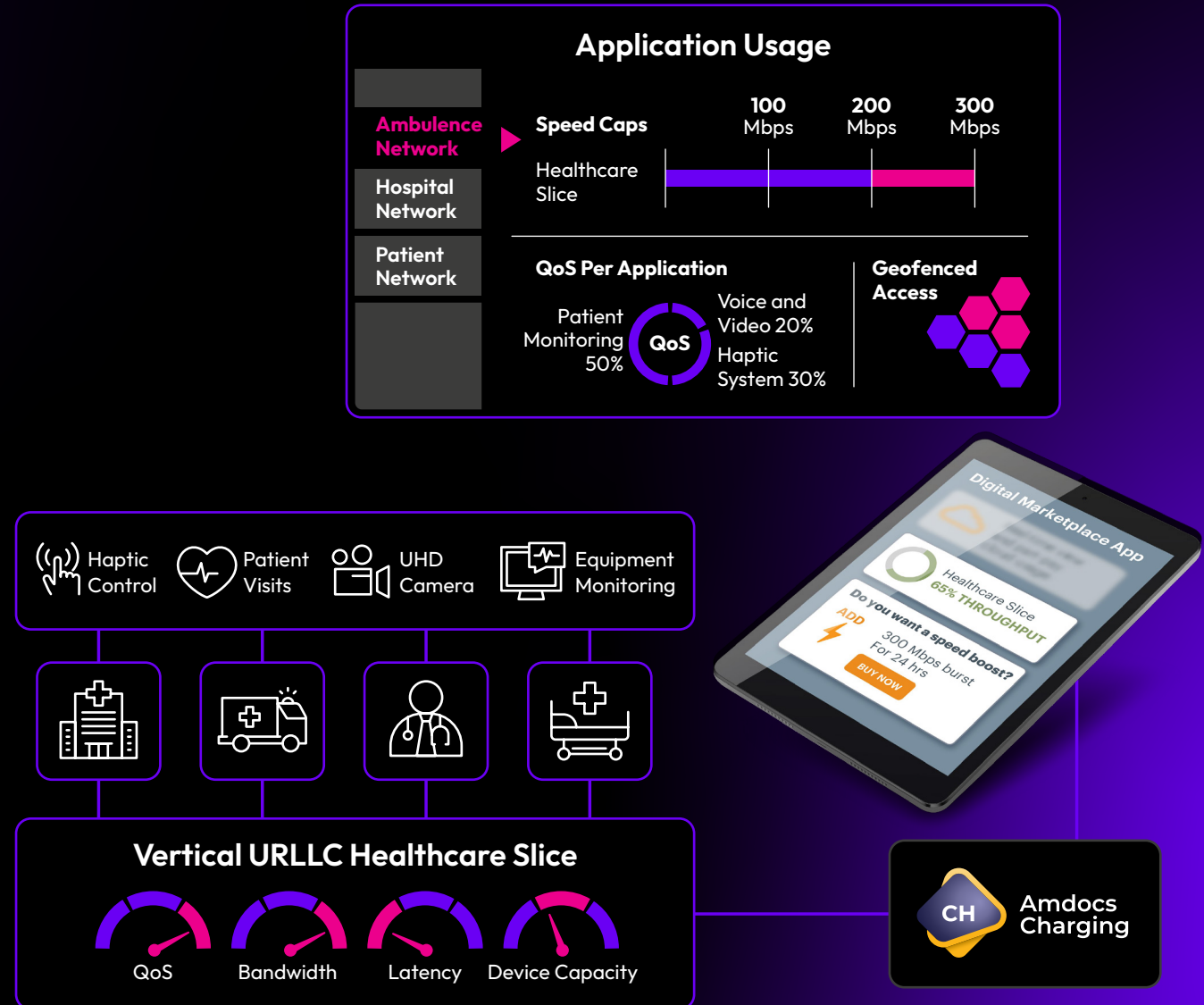
“Business customers need 5G. Many see it as a critical enabler for their own digital transformation. In other words, the hype extends beyond the telecoms industry – it’s now a global political and business issue. But are communications service providers (CSPs) ready to seize the opportunity?”

SOURCE: TM FORUM



5G Healthcare

5G's rich monetization levers make it an ideal mobile transport technology for a wide range of industry use cases. A prime example is healthcare. Within hospitals, a key driver will be devices that can operate securely and deterministically in a mobile context, making 5G and slicing critical. Within the ambulance network, being able to deliver reliable, secure high bandwidth, QoS-enabled services for patient monitoring and video or haptic engagement, will become a key part of the service offering. Finally, remote patient care capabilities again require similar high bandwidth, QoS-oriented service elements, monetized through speed tiering, data volume, sessions, devices, location and QoS SLAs.



Multi-Mode Mobile VPN

Extending the enterprise portfolio with flexible mobile VPN services that can operate either in standalone mode or integrated with the fixed VPN network is a key incremental value add. 5G is unique in its ability to support multi-layered encapsulation, each with their own unique monetization needs.



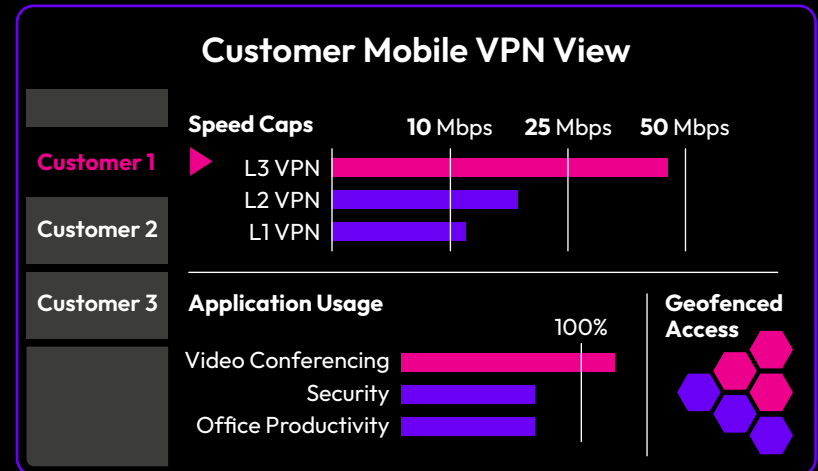
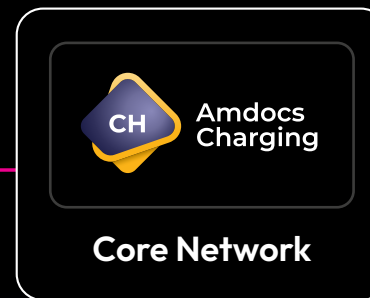
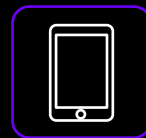
LAYER 3 – Encapsulation for generic IP application deployment pan vertical. Monetized by application utilization.



LAYER 2 – Encapsulation for non-IP devices and transparent LAN services, such as encryption. Monetized through QoS, Speed Tiers or Volume usage.

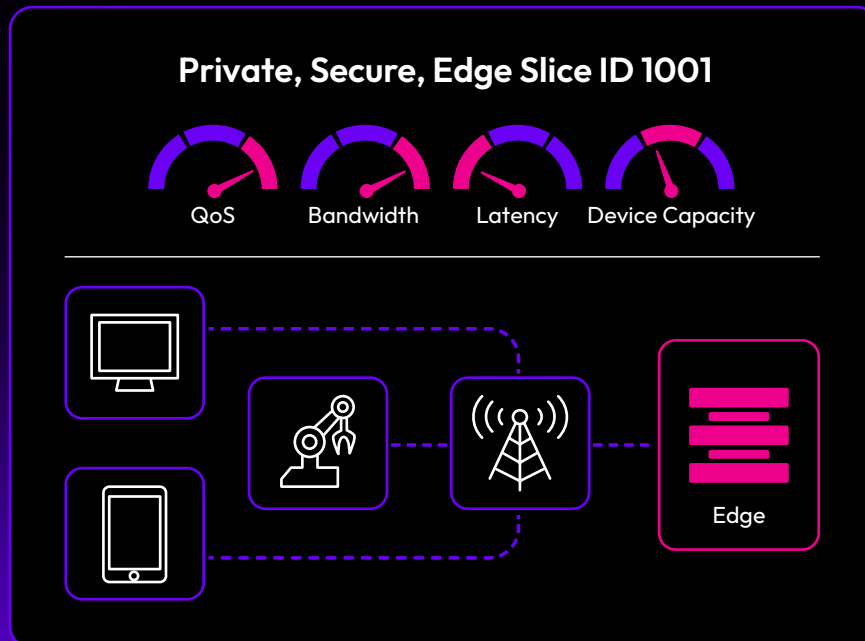
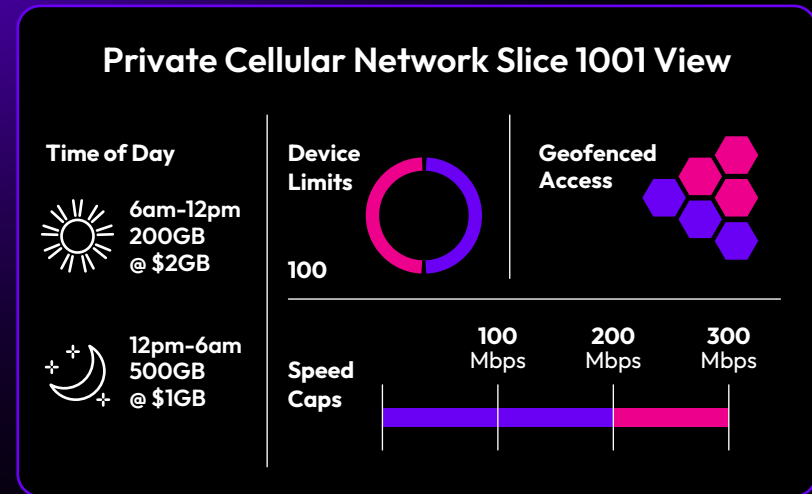


LAYER 1 – Encapsulation targeting media and TV networks where the transportation of 'raw' unformatted video from live location to production suite is key. Monetized by geo-location and data volume.



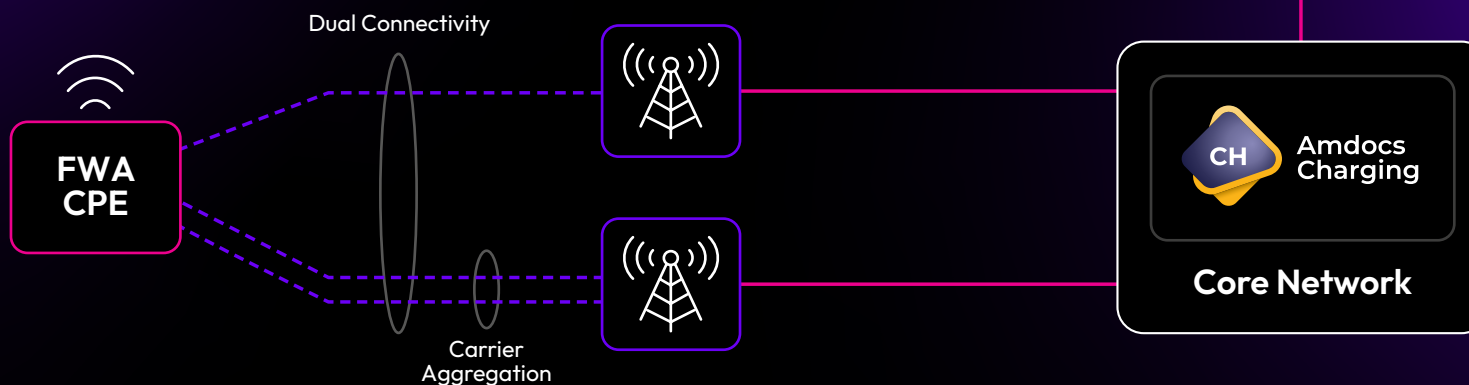
Private Cellular Networks

Whether via the use of private spectrum such as the CBRS band in the US or via network slices off the public land mobile network, private cellular networking is increasingly a significant contributor to overall revenue. Monetizing by slice instantiation and usage, geo-location, QoS and throughput, API calls plus integration with edge architectures such as Multi-Access Edge Computing (MEC) will be typical of this deployment. It is important to note that PCNs will not operate in isolation. In many cases, they will need to be integrated into existing fixed, Wi-Fi, SD-WAN or other network types. Having the flexibility to monetize multiple segment offers in one platform at scale is key to delivering a holistic, real-time digital portfolio offer via the digital marketplace.



Fixed Wireless Access

5G fixed wireless access will be a key element of service deployment for broadband-on-demand sites or those fixed locations out of commercial reach of copper or fiber broadband. Geo-location restrictions are key on the Fixed Wireless Access Customer Premises Equipment to prevent its usage as a generic mobile device. QoS utilization and monitoring for specific apps, speed tier monetization or overall data volume utilization, all integrated into a holistic digital marketplace view, provide the complete enterprise-wide view of the services in their commercial plan.





Amdocs helps the world's leading communications and media companies deliver exceptional customer experiences through reliable, efficient, and secure operations at scale. We provide software products and services that embed intelligence into how work runs across business, IT, and network domains – delivering measurable outcomes in customer experience, network performance, cloud modernization, and revenue growth. With our talented people, and more than 40 years of experience running mission-critical systems around the globe, Amdocs runs billions of transactions daily. Our technology is relied on every day, connecting people worldwide and advancing a more inclusive, connected world. Together, we help those who shape the future to make it amazing.

Amdocs is listed on the NASDAQ Global Select Market (NASDAQ: DOX) and reported revenue of \$4.53 billion in fiscal 2025.

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