



the operator
B2B opportunity
a digital identity solution brief

 amdocs



executive summary

To maintain market leadership, just as operators need to digitally transform their consumer business, the same holds true for commercial (B2B) business. B2B operations require the ability to manage every user's (employee's) complete lifecycle, whether it's a small-medium business (SMB) or a larger enterprise. In fact, most operators view B2B service offerings as an important and growing component of their overall business, one that has become even more strategic in light of the slowing or lagging growth seen in core residential service markets.

Amdocs' User Lifecycle Management® solution closes this gap, directly addressing many of the B2B management issues that have limited its digital transformation in this era of the internet economy.

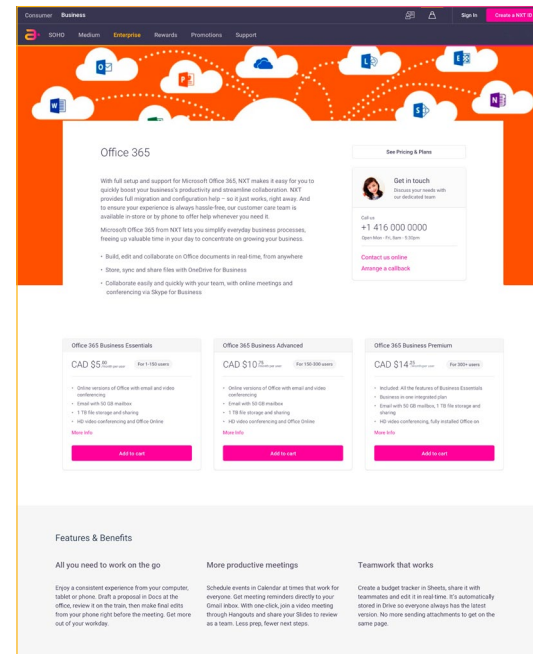
An operator's B2B operations face a number of business challenges as they plan for their digital transformation:

- Most B2B offerings have been tailored for specific buyers and have not focused on how to manage the hundred or thousands of employees that will access the services
- Most B2B product portfolios are growing, and include a mix of core and cloud-based service offerings, resulting in:
 - Clumsy, multi-step onboarding that varies from service to service, and from customer to customer
 - Multiple user identities across different service silos
 - Limited company self-management capabilities across the service portfolio
 - The requirement for high-touch customer management
 - Long lead times to launch new service offerings
 - Custom offerings are not scalable for digital management, especially SMB
- Account management between the operator and the B2B customer is time-consuming, manual and non-digital, resulting in service offerings that are cost-prohibitive to smaller businesses

User Lifecycle Management (ULM[®]) provides an enablement layer integrating with existing B2B back-end systems, abstracting the complexity and limitation, and providing each B2B customer with a seamless experience in the way their employees onboard and consume services:

- Streamlines delivery of core operator services and third-party cloud services, enabling operators to deliver a uniform user experience for their B2B customers and employees
- Enables B2B users to engage with services digitally, from digital company signup, to modifying service selections and onboarding and managing employees
- Provides a unified service experience for B2B users across core and cloud services through a single user ID across all departments and geographies

For a variety of reasons, operators have found themselves with a B2B product portfolio that is non-uniform, heavily customized, and relies on multiple technology solutions that were customized together over time. This makes digital transformation a complex, time-consuming, and expensive endeavor.



ULM for business

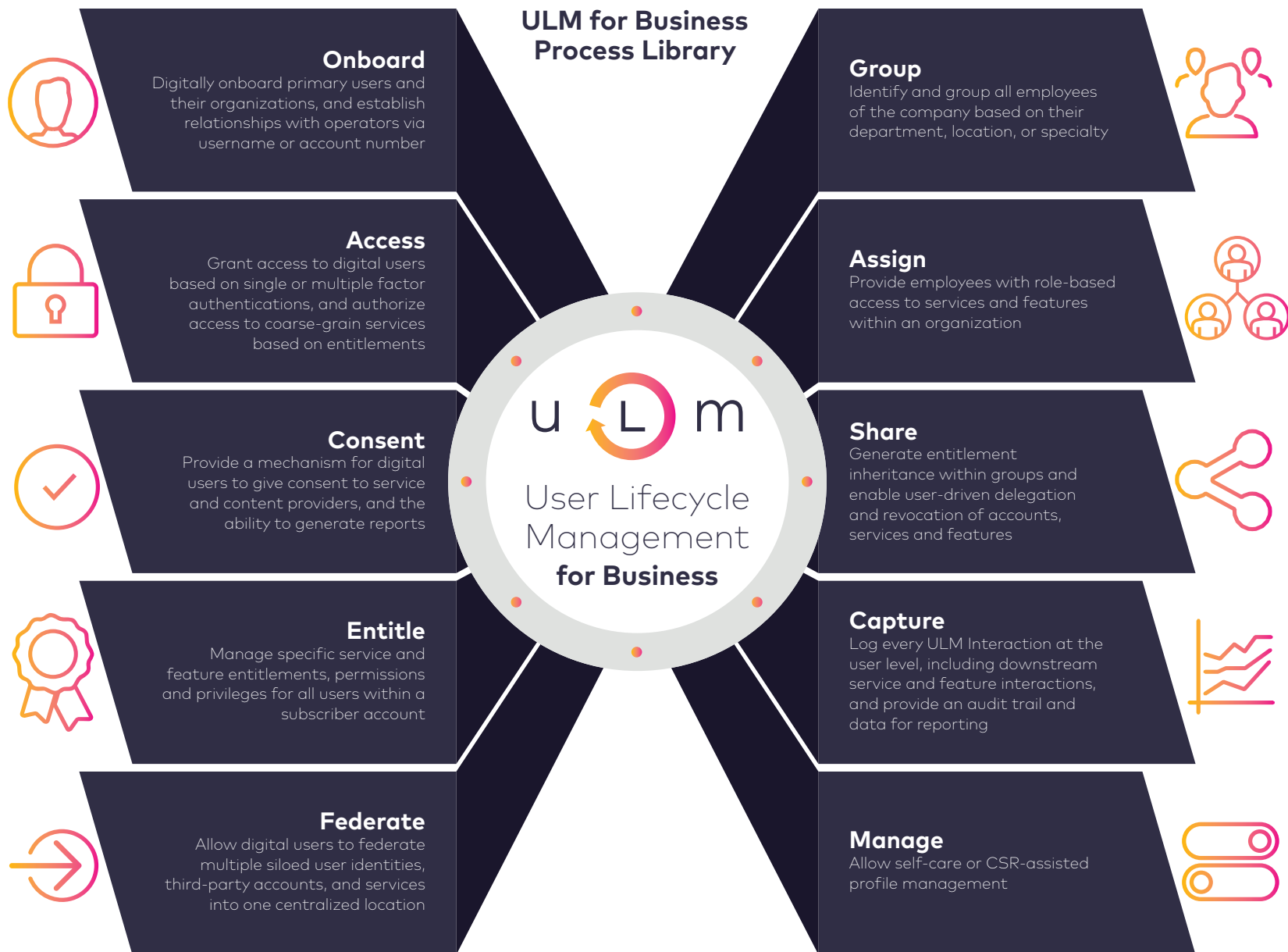
ULM's Business Process Library

The User Lifecycle Management's process library has become a staple for operators in the midst of digitally transforming their consumer businesses. The process library that is pre-integrated in the ULM for Business solution is very similar to the consumer version, but has been tailored for the B2B marketplace.

ULM's Business Process Library is a source of best practices:

- Streamlined and digital onboarding of companies and their employees
- Unified authorization/authentication for all core and cloud services
- Adaptive access management to support multiple levels of authentication across core and cloud services
- Simplified and intuitive authorization of service entitlements
- User-level consent and privacy management
- User federation across multi-accounts and from core and cloud services
- Ability to assign admin privileges and permissions to employees based on role, location and department
- Historical user activity data that can be used for user-level analytics, recommendations, upsell and more
- CSR-assisted profile management for tier 2 support

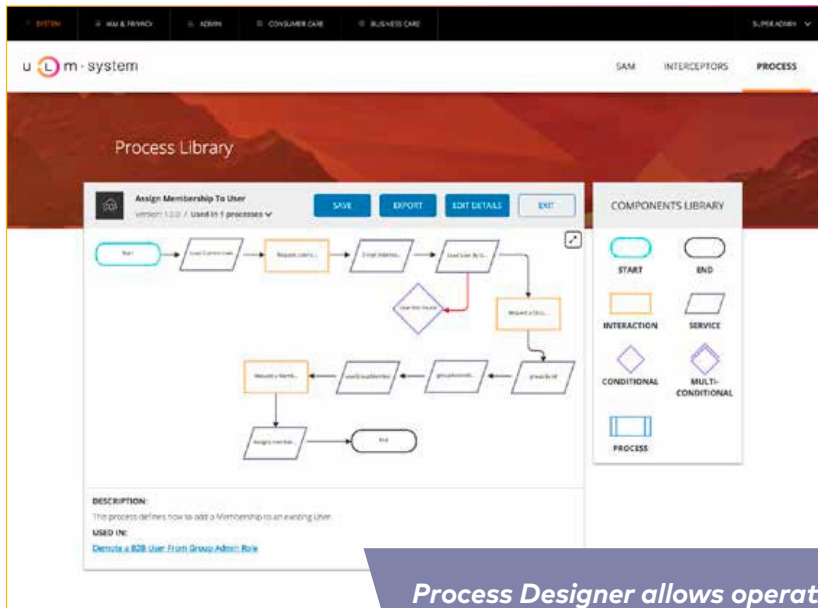




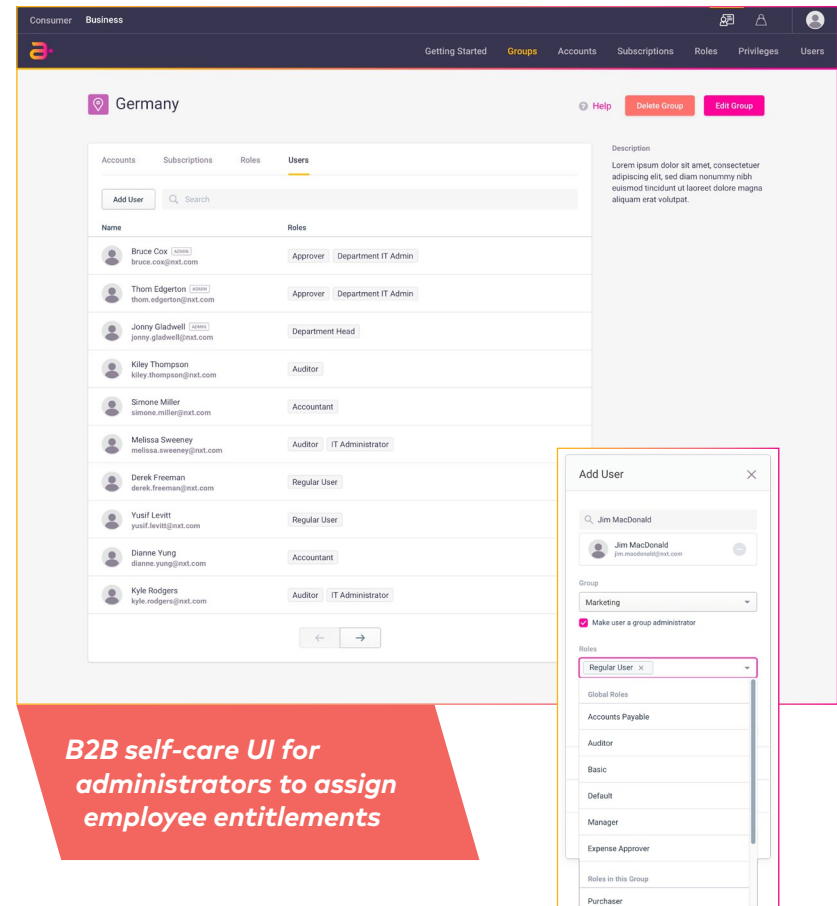
The ULM for Business Process Library includes pre-designed, best-practice processes, to ensure the deployment of completely digital user experiences for any of the operator's B2B customer administrators.


process designer

With ULM's graphical process designer, operators can take any of these processes and modify them to suit a specific service requirement. Over time, this enables operators to build their own unique processes that they can depend on as they roll out more services or make changes to existing ones. Analyst firm Gartner points out that creating and managing these user processes is where a significant amount of transformation effort resides. ULM's process library was designed to dramatically streamline this component of an operator's transformation, thereby accelerating the digital transformation.



Process Designer allows operators to graphically model user journeys





ULM: bridging the digital gap for operator B2B services

ULM for Business was designed to enable truly digital user experiences for B2B users. As such, the platform promotes easy company self-management over expensive call center dependencies, utilizes ULM's proven advanced authentication capabilities, and supports a mix of existing core operator services and new cloud/OTT/third-party services. This flexibility enables operators to package more turnkey offerings that are tailored to meet business customer needs.

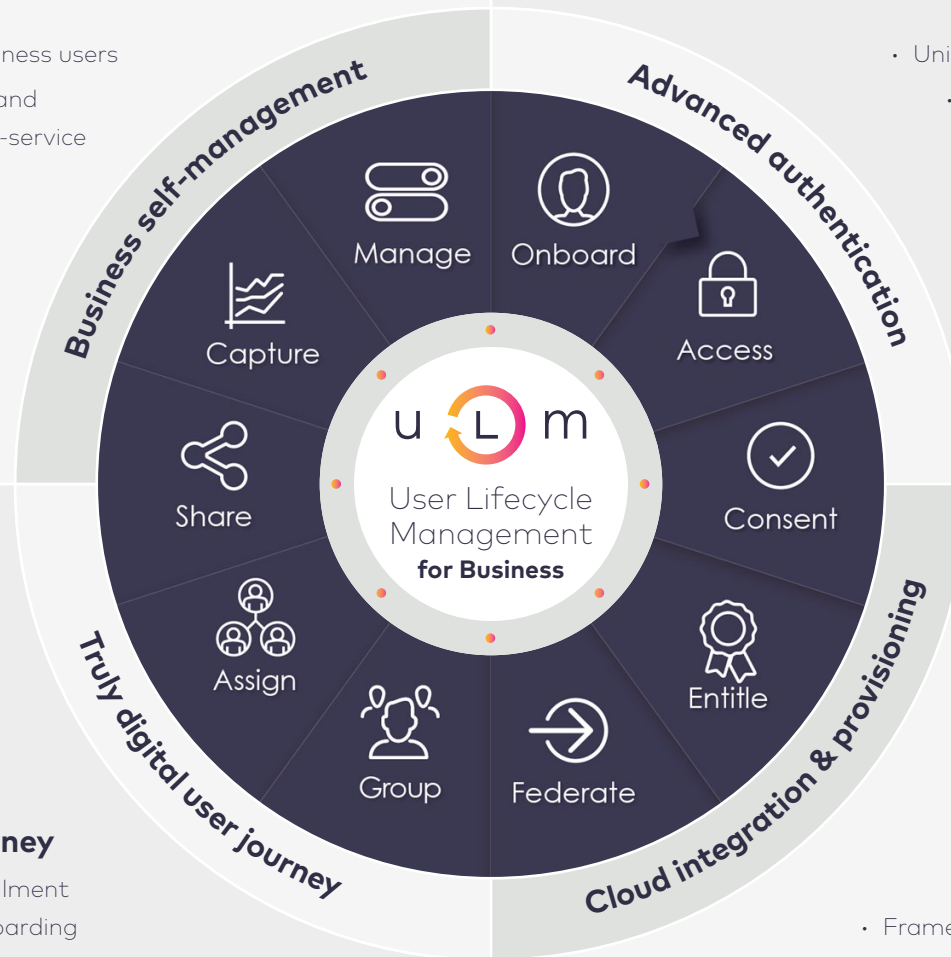
The platform anticipates that no two companies are the same. Flexibility has been built in from the ground up to recognize the multiple types of employee groupings that may be necessary, and that often play a role in the types of services to offer a given employee. This includes feature-level dependencies that grouping may imply.

Business self-management

- Employee administration and permission management
- ULM Care UI to assist business users
- Pre-integrated processes and REST API for operator self-service UI integration

Advanced authentication

- Multi-protocol identity management stack (SAML/OIDC)
- Unified user ID across cloud & core
 - Configurable adaptive access management
 - SSO across all services
 - Business social media log-in



Truly digital user journey

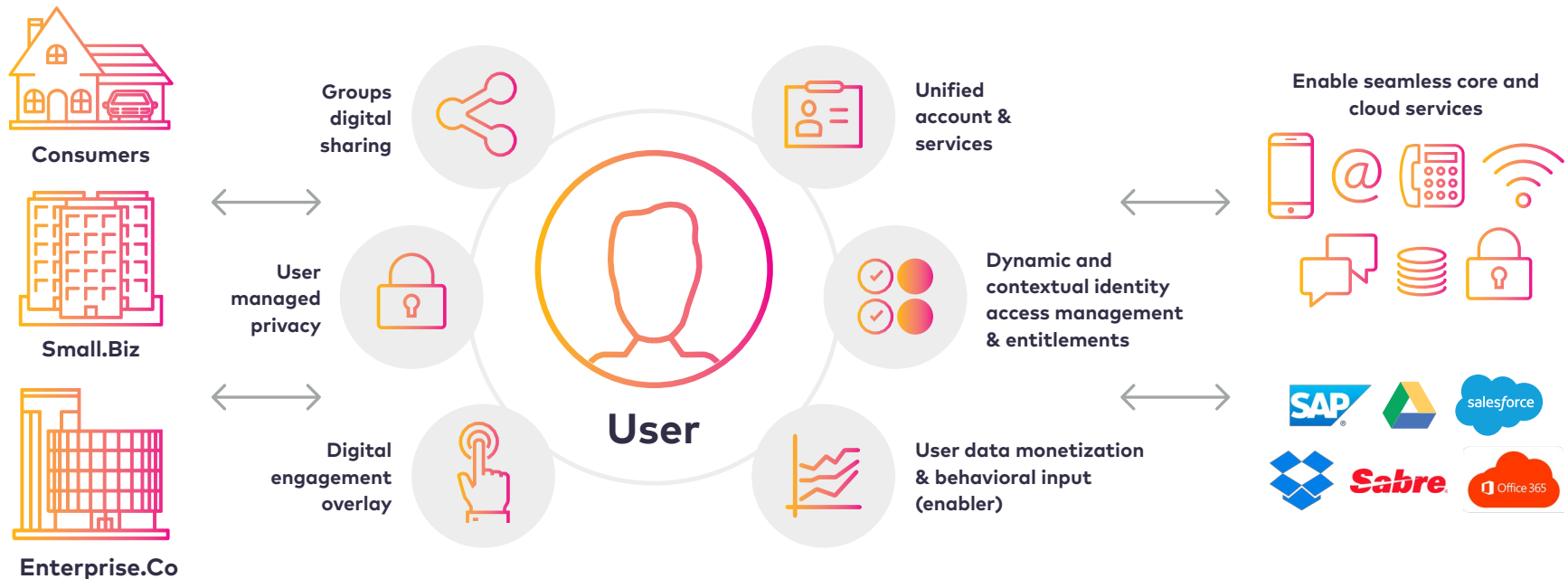
- Fully digital company enrollment and streamlined user onboarding
- Centralized access control of internal and cloud services
- Flexible group and role management for admins, departments, employees and contractors

Cloud integration & provisioning

- Framework-based product extension
 - Cloud service provisioning
- Rapid integration to core and cloud via abstraction layer

business group & department group

An operator's B2B customer has user requirements that are different to their consumer counterpart. ULM recognizes the need for users to be a part of different types of organizational groups at the same time, and automatically enables service offerings and processes that are in alignment with each user's unique organizational scenario.



An enhanced B2B data model that utilizes entities, where each entity is represented within the business self-care UI for easy management:



Groups

- See all the groups' and sub-groups' setup for a given company
- Deep dive into a specific group to view all assigned accounts, subscriptions, users and roles and permissions



Privileges

- The Privileges tab displays all available privileges that can be set on a role
- Reference to create various roles for the company
- Can reflect various entitlements for associated third-party applications
- Administrative privileges related to granular admin control can be given to the administrative user



Roles

- Can be pre-loaded on company setup to alleviate setup effort by company admins
- Available and accessible from all groups and sub-groups
- Can be globally accessible or customized to a specific department



Users

- A holistic view of all the users
- Shows the various groups user is in and the roles assigned to them
- Filter between administrators and regular users
- 360-degree view of all user groups, assigned and accessible accounts, and subscriptions
- Individuals can utilize dashboard to view and manage permissions, with quick access to specific services



Accounts

- Consolidated view of all billing and purchased account setups in the company or cost center
- Streamlined authorization for assigning an account to a given department or subgroup
- Detailed account view shows all groups a given account is in, as well as users who have access



Subscriptions

- Consolidated view of all subscription setups
- Streamlined access for assigning a subscription to a given department or subgroup
- Detailed account view shows all groups a given subscription is in, as well as users who have access

Group management enables operators to provide their B2B customers with a user experience that uniquely mirrors their own company's structure

The result is flexible and self-managed distribution of IT core and cloud services to the employees of B2B customers, which is easily customizable based on the needs of each user, group and role. The key is to ensure a completely digital user experience from initial onboarding of services to ongoing change management and service end-of-life as needed.

This is a dramatic change from the current employee experience of managing the company's growing list of corporate IT services.

		Corporate	HR group	Role			
Departments	HR		Business Services	Manager	Controller	Analyst	Recruiter
			Wifi Access		✓	✓	✓
			Business Mobile	✓			
	Sales		VPN		✓	✓	✓
			Taleo			✓	
	Finance		Suti HR		✓		
			Office 365 – Basic			✓	✓
			Office 365 – Premium		✓		
	Manufacturing		Replicon – Admin	✓			
			Replicon – User		✓	✓	✓
		SutiExpense – User		✓		✓	
		SutiExpense – Approver	✓				
Marketing		SutiExpense – Auditor			✓		
		<Add Service>					

Employees



summary

For any operator in the midst of transforming their B2B business, it is critical to consider the benefits of adopting a user-centric approach and provide a simplified digital engagement by delivering a uniform user experience for their B2B customers and employees.



The largest operators in the world depend on Amdocs' User Lifecycle Management platform to deliver digital transformation capabilities for their consumer and B2B businesses, keeping them at the forefront of leading user experiences. Our solution-based implementations leverage decades of industry expertise to ensure integration with any existing vendor-specific interfaces.

By combining an enterprise-class user management platform that enables operators to manage a single digital ID across any number of services, using a service gateway that allows deep-API integration to cloud services, operators can reclaim their strategic role at the center of the identity economy.

about Amdocs

Amdocs offers the industry's most extensive and complete portfolio for B2B and enterprise, with the capability to deliver B2B digitalization as part of a risk-contained modular approach. Our offering is telecom-focused, connects BSS and OSS products, and provides a full range of services capabilities that are crucial for success in this complex domain. Our strong delivery DNA plays a major role in this very promising and important market.

Amdocs is a leading software and services provider to the world's most successful communications and media companies. As our customers reinvent themselves, we enable their digital and network transformation through innovative solutions, delivery expertise and intelligent operations.

Amdocs and its 25,000 employees serve customers in over 85 countries. Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$3.9 billion in fiscal 2017.



Read more at our website:

www.amdocs.com