

**GROWTH
OPPORTUNITIES IN
5G: AMDOCS
INTRODUCES THE 5G
VALUE PLANE**

**Next-generation Content,
Communication, and
Collaboration Services
Accelerate Growth in 5G**

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INTRODUCTION

Amdocs recently introduced the 5G Value Plane¹, an integrated set of charging and policy functions managed by a central catalog designed to act as a centralized “5G brain” across the business, IT, and network. It consists of Openet cloud-native Converged Policy Control & Charging (PCC) and integrates CatalogONE across business support system and operations support system (BSS-OSS) layers using a distributed architecture that enables policy, charging, and analytics at the edge. It also offers in-depth network analytics via Network Data Analytics Function (NWDAF) and application programming interface (API) exposure through the 5G Network Exposure Function (NEF). The 5G Value Plane is part of the Amdocs CES21 customer experience suite, which is a modular, pre-integrated portfolio of cloud-native BSS-OSS solutions designed to help CSPs drive new 5G revenues, services, and experiences.

Amdocs’s 5G Value Plane is a unique offering that allows communication service providers (CSPs) to become strong enablers of premium 5G service offerings instead of working as background connectivity providers.

STRATEGIC IMPERATIVE FOR THE 5G INDUSTRY

In the earlier days of the mobile data revolution, CSPs created walled content gardens where consumers could access premium content for a fee. As network speeds and coverage improved and as smartphone proliferation increased, mobile users gained direct access to high-fidelity content from over-the-top (OTT) providers and could bypass premium CSP offerings. The mobile OTT ecosystem has grown to be worth hundreds of billions of dollars within a decade, while CSPs have been demoted to connectivity providers that continue to face pricing compression and lose revenue. 5G deployment can change this.

5G offers a range of unique network features that enable next-generation content, communication, and collaboration experiences across the consumer, enterprise, and IoT markets. For example, high network speeds with low latency can support autonomous robots in a manufacturing facility. Additionally, high bandwidth, low latency applications supported by edge computing can enable camera vision applications for workplace monitoring. Frost & Sullivan believes that CSPs should adopt new ways of doing business by monetizing the access and use of these features (sometimes also referred to as 5G currencies) for high impact and exclusive 5G services. They must focus on achieving high levels of coordination and integrations between the 5G network, the CSPs IT and business partners, cloud providers, and enterprise customers for effective 5G service lifecycle management. This integration must be maintained at every service lifecycle stage, including service definition, engagement, monetization, and analytics.

The world has rapidly moved to an era of limitless communication, where constantly changing communication requirements are the norm. Network and operational agility are critical requirements for CSPs to support the dynamic communication needs of digital societies. No matter how complex resource allocation or service enablement processes are, service delivery and customization speed must meet customer demand. This is where high levels of automation become critical.

¹ Amdocs 5G Value Plane: <https://www.amdocs.com/5g-value-plane>

GROWTH ENVIRONMENT

How Can CSPs Use the 5G Value Plane

CSPs can use the 5G Value Plane to become indispensable, integrated enablers of premium 5G offerings

The new 5G standalone technical architecture offers powerful network, edge, and cloud assets. With the Amdocs 5G Value Plane, CSPs can dynamically leverage these assets and tailor them to specific application requirements of partners, enterprise customers, and end users with innovative pricing and real-time exposure. The ability to identify the critical 5G assets specific to services that are delivered, dynamically provision them, monitor their use through the service lifecycle, and monetize their use is the essence of successful 5G operations.

CSPs must clearly identify the 5G assets that can be monetized

5G network assets that CSPs and their partners can monetize for differentiated services include latency, speed, network slices, edge resources, reliability, data analytics, API access, and virtual/cloud native network functions. With 5G, CSPs can support network-embedded services (NES) that need specific network performance or assets to work. For example, a cloud gaming service needs low latency network service to drive an optimum customer experience. Likewise, an AR/VR-based workforce training application needs high bandwidth and low latency edge services.

CSPs must support NES because it is the future of 5G

Frost & Sullivan strongly recommends that CSPs adopt an outward-looking platform approach to drive customer- and partner-enabled NES service innovation. With the help of the 5G Value Plane, CSPs can adopt a platform-centric approach. They can support a marketplace of partner-enabled B2B2X solutions that use network-as-a-service (NaaS) or slice-as-a-service (SLaaS) to serve the diverse communication needs of different industry verticals and generate incremental revenue. While CSPs can and will work with a range of business models in 5G, their biggest opportunity is to become solution enablers and make it easy for providers to offer 5G-integrated, vertical-specific solutions that leverage their network and its various 5G currencies. They can do this with the 5G Value Plane.

GROWTH OPPORTUNITIES

5G will create completely new markets, and CSPs that are prepared will see dramatic revenue increases. A successful 5G strategy includes 4 steps: implement the right network, spectrum, and IT and cloud building blocks for 5G enablement; adopt a cohesive, organization-wide platform-centric 5G strategy; enable a partner ecosystem that can leverage the 5G network for service and business model innovation; and evaluate, adopt, and scale new monetization mechanisms based on the value delivered by 5G currencies.

THE LAST WORD

With Amdocs's 5G Value Plane, CSPs can offer unique network capabilities that support 5G applications and monetize 5G based on the value of the connection. In addition to the 5G Value Plane, the Amdocs CES21 customer experience suite for CSPs addresses a host of essential 5G functions to deliver 5G as a true platform.

GROWTH PIPELINE ENGINE™



Frost & Sullivan's Growth Pipeline Engine™ supports clients through all 5 phases of growth: from developing, evaluating, and prioritizing opportunities to building and implementing go-to-market strategies and optimizing opportunities. The objective of this study is to be a client's first step on a growth journey.

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