



# Enable Unique Customer Experiences and Bill Anything in the New Digital Era.

In the digital renaissance era, where customers reside, engage, and thrive in a metaverse as much as they do in the real world, the buyers' role and expectations have undergone a significant transformation. The new generation of buyers demand versatility, flexibility, personalization and instant gratification, and they want it manifested seamlessly in an omnichannel environment, whether they engage with it virtually or in person.

In light of this new paradigm shift, the Communication Service Providers (CSPs) recognize the unique role they must play to drive innovation and cater to the present-day customer expectations. CSPs are actively exploring new possibilities and ramping up towards an environment that can respond dynamically to serve the new generation of buyers and their evolving expectations.

Additionally, operators have the opportunity to move beyond providing only legacy core communications and deliver unique digital experiences that wow their customers. To succeed with this new vision, CSPs must consider all factors, especially the ones beyond the network and services.

However, the need for agility and customer-centricity doesn't make existing systems compatible overnight. Nor does it render the current users with subscription-based billing irrelevant. CSPs must find a balance between embracing their role as innovators introducing SaaS-based solutions and as trusted service providers delivering consistency and dependability and continuing to serve users still powered efficiently by legacy platforms.



PERIOD: JUN 24, 2022 - JUL 23, 2022

TV Package	
Monthly Fee	\$ 47.30
Local Video Facilities Fee	\$ 30.61
Local Video Service Fee	\$ 4.58
Cable Maintenance Fee	\$ 4.48
State	\$ 11.31
Local Sales Tax	\$ 98.28
Local Benefit	\$ -9.82
<b>Total Cable TV Service Charges:</b>	<b>\$ 88.40</b>

### PACKAGE CONTENTS

BASIC CHANNEL PACKAGE	11
LOCAL CHANNELS PACKAGE	11
INTERNATIONAL	24
MOVIE CHANNELS PACKAGE	11
NEWS CHANNELS PACKAGE	11
SPORTS CHANNELS PACKAGE	11

**TOTAL CHANNELS:** 81

# MOBILE BILL

**BILLING NUMBER:** 123

**BILLING DATE:** AUG 21, 2022



## Amdocs Freestyle Billing

Amdocs spearheads the paradigm shift in the role of billing to help CSPs enable unique customer experience and bill anything in the new digital era with Amdocs Freestyle Billing solution.

**The new, flexible SaaS-based, cloud-native billing solution is powered by machine learning to enable personalized customer experience, facilitate the launch of innovative monetization offerings with agile billing support and create operational efficiencies while mitigating cost risks.**

CSPs can deliver contextualized and personalized billing experiences in real-time to serve today's digital-savvy customers. Allow your customers total flexibility to choose their billing preferences from any combination of billing parameters and still deliver an overall frictionless experience with straightforward, transparent bill options to mitigate churn and improve customer satisfaction.

The Amdocs Freestyle approach enables the CSPs to facilitate a quick and agile launch of immersive experiences, monetize anything cost-efficiently, and bill everything with a 5G-ready converged billing platform backed by novel toolsets.

Move away from legacy, monolithic structures that are cumbersome, overly customized, and static and lack the intelligence to create intuitive and meaningful customer engagement. Modify functionalities and capabilities in real-time and streamline data exchange between applications.

Accommodate efficient workflow automation for improved business processes and reduced TCO on every step of the billing experience with SaaS and cloud-native modular applications powered by real-time data and machine learning, coupled with microservices & APIs for agile, anytime, anywhere access.

## Customer-centricity is Pivotal for Digital Transformation

One-size-fits-all is no longer a viable option. Contextualized and personalized customer experiences are essential to driving meaningful customer engagement.

In telecom speed, network capacity and service quality were the driving factors for purchase decisions. But with the same network standards and an abundance of comparable solutions and services, there is little differentiation from one CSP to the other. So, today and for the foreseeable future, brands will be competing for customers and loyalty based increasingly by delivering differentiated and personalized customer experiences.

CSPs have considerable potential to utilize personalization strategies to attract and retain new customers, reduce churn and drive-up customer loyalty.

Billing is a primary touchpoint in the overall buying journey and a key component for a seamless customer experience.

However, personalization by itself may not be sufficient. Contextualization also plays a critical role when delivering meaningful experiences. The service provider must be aware of the customer's journey in real-time to act on and shape their customer's experience for hyper-personalized engagement and value creation at the critical touchpoint in the buying journey through multiple parameters like demographics, location, day and time, weather, purchasing pattern, etc.

## Contextualized and Personalized Billing Experience in Real-time with Amdocs Freestyle Billing

To enable CSPs to serve a new generation of more engaged and aware market environments, Amdocs delivers a holistic approach for flexible monetization by combining a single universal biller with a real-time billing experience and a designed bill presentation based on the industry-recognized BriteBill Technology.

With Amdocs Freestyle Billing, CSPs can deliver an overall frictionless & personalized billing experience with straightforward, transparent bill options to mitigate churn and improve customer satisfaction.

Be aware of, act on and shape your customers' billing experience in real-time for hyper-personalized engagement and lifetime value creation at the critical touchpoint in the customer's journey.



### Personalized 'Freestyle' Bill Preferences

Allow your customers the total flexibility to personalize their billing preferences for a multitude of diverse parameters.



### Contextualized Billing Experience

Apply AI & ML-Driven to deliver contextualized recommendations for the best invoicing model and delight your customer with a more engaging experience.



### Unparalleled Flexibility

Split across any combination of parameters: invoicing dates, delivery, and presentation.



### Visually Appealing, Interactive Bill Presentation

Design-led bill presentment based on industry-leading technology that also fuels Amdocs Bill Experience for a personalized, visually appealing and engaging experience.



### Real-time Visibility

- Real-time visibility to the "Bill state" along the month – Bill Estimate, Spend View (TMO)
- Bill on Demand, Flexible due date and frequency for each anniversary



### Fully Customizable Dashboard

Operations dashboard leveraging analytics to allow customers to view, monitor & manage their bills. E.g.

- Bill cycle
- View bill run
- Batch level details,
- Approve or reject, reconciliation &
- Semantic check reports

### Monetizing the New 5G

Newer network standards open up new revenue opportunities for the CSPs. They are looking for ways to monetize these opportunities cost-efficiently. Telecoms' futuristic growth depends on being able to support its legacy customers while simultaneously adapting to new markets, business models and competition.

Customer-centric CSPs have shifted their focus to create value for consumers and businesses and are evolving to offer more than just connectivity. They want to leverage new network standards connectivity to build and launch new products, services and bundles with speed and agility. They are modernizing their systems and processes to support broader service ecosystems that embrace partner-enabled opportunities and shared business models suitable for a digital world. The CSPs must be agile enough to shift business strategies, resources and priorities to effectively respond to external factors, such as markets and price settings, and internal factors, such as network capability, quality, and operational challenges. The new system must be scalable, flexible and adaptable to all business environments and respond dynamically to changing external factors while enabling end-to-end control and visibility across the ecosystem.

### Innovation at Scale is Critical in the Digital World

Telecom monetization systems do not exist in a vacuum. With every new line of business comes new system for billing and support. Working across multiple platforms increases complexity and reduces transparency and operation efficiency.

To be truly effective, the billing systems must reach past the individual silo and work seamlessly with other existing business systems, processes, and tools. The lack of integration capability is one of the critical challenges for big and small telecom companies. More telcos are getting pulled down by legacy billing management systems that cannot keep up with advancing technology.

Speed to market with cost-efficiency and agility to quickly scale up or down as needed remains a standing imperative for every CSP.

The ability to have system-wide transparency and real-time access to data is critical to pivot operations according to market conditions.

CSPs need to modernize, but that doesn't mean that the entire existing system is irrelevant and must be ripped and replaced in totality. 5G enables limitless monetization possibilities, but it must be carefully balanced with services and users on legacy platforms.

### Monetize Anything, Bill Everything

Facilitate quick and agile launch of immersive experiences and innovative business solutions cost-efficiently with a single, converged, 5G-ready billing solution.

As a CSP, you can find ways to monetize your new network standards and rest assured that you will be able to bill anything with Amdocs Freestyle billing. Drive accessible innovation and seamless scalability with an agile billing solution.

Amdocs Freestyle Billing can serve all lines of businesses simultaneously by centralizing charges from core telecom service to OTT and combining them on a single bill. It eliminates the need for multiple billing solutions for individual service models.

With Freestyle Billing, CSPs can scale up from consumers to businesses to large organizations and serve all segments, including B2B, B2C and B2B2X, seamlessly.

Empower individual lines of business to function independently and still connect past the legacy silo to work together seamlessly.

Construct new services and offers and add them to the order portal quickly and effortlessly without back-office limitations or costly undertakings.



**5G-Ready Billing Solution**

Easily leverage IoT & 5G monetization opportunities: NaaS/Slice Usage/SLA/QoE.



**Single Converged Platform**

Bill anything from core telecom service to OTT services and serve all segments, including B2B, B2C and B2B2X.



**Innovate At Scale Quickly & Effortlessly**

Value-centric Catalog to construct and launch new products and offerings without back-office limitations & costs.

## Infrastructure Modernization

More and more communications service providers (CSPs) are buying into the connected, transparent vision of digital transformations. But the big question remains – how can they transform their legacy on-premises enterprise applications that are cumbersome, overly customized, and staid into a cloud-native solution with intuitive user interfaces, real-time data and intelligence for agile anytime, anywhere access without a complete overhaul which is costly and risky?

To deliver hyper-personalized engagement and enhanced customer experience, CSPs must deconstruct enterprise applications and move away from monolithic structures and obsolete approaches.

Monolithic structure hinders agility and transparency, especially in a fast-moving, dynamic, customer-driven marketplace. They usually have a dedicated system to serve each line of business - each operating in silos. The whole system must be ripped and replaced or undergo costly updates to modify even a single functionality. Hence, every time the organizations need to be resilient and respond promptly can be counter-intuitive.

But all CSPs undergoing digital transformation have a standing imperative to increase operational efficiency, mitigate risks and reduce TCO.

## Leverage Amdocs Freestyle Billing To Create Operational Efficiencies & Reduce TCO

Drive efficiencies on every step of the billing experience with SaaS and cloud-native modular applications powered by real-time data and machine learning, coupled with microservices & APIs for agile business process management.

Amdocs Freestyle Billing solution is a modular enterprise architecture comprised of multiple independent modules that serve as their own database and can be queried individually. Each of the modular components functions independently and can be implemented, turned off or omitted individually. CSPs can move away from legacy on-premises, monolithic structures that are cumbersome, overly customized, and static. Amdocs Freestyle Billing can help CSPs transform their business by augmenting and extending each modern functionality or workflow autonomously with minimal impact on the rest of the business process for improved efficiency and reduced TCO.

Microservices and APIs are utilized to exchange data between modules and external applications, making it seamless to modify functionalities and capabilities in real-time and streamline data exchange between applications. CSPs can automate workflow efficiently, simplifying data exchange between applications and modify functionalities and capabilities in real-time to respond to the changing market dynamics with agility.

Freestyle Billing operating on engines backed by Artificial Intelligence (AI) and Machine Learning (ML) provides a layer of intelligence that empowers CSPs to create intuitive and meaningful customer engagement and deliver contextual recommendations for the most suitable billing models. Get greater insights across all data, identity and eliminate human errors and improve the organization's overall decision-making abilities.

The entire application is based on a SaaS and Cloud-Native platform to provide CSPs with the flexibility they need for agile, anytime, anywhere access.





### Drive Operational Efficiency

Replace monolithic structures and drive operational efficiency with modular architecture comprised of multiple independent modules that function independently and can be implemented, turned off or omitted individually.



### Create Intuitive & Meaningful Customer Engagements

Leverage AI & ML to create intuitive and meaningful customer engagement and deliver contextual recommendations for the most suitable billing models.



### Reduce TCO & Mitigate Risks

Respond Intelligently to changing market dynamics in real-time with microservices and APIs that allow you to seamlessly modify functionalities and capabilities in real-time for reduced TCO and lowered risks.



### Agility & Flexibility

The entire application is based on a SaaS and Cloud-Native platform to provide CSPs with the flexibility they need for agile, anytime, anywhere access. Adjust your priorities and shift resources to optimize their usage.

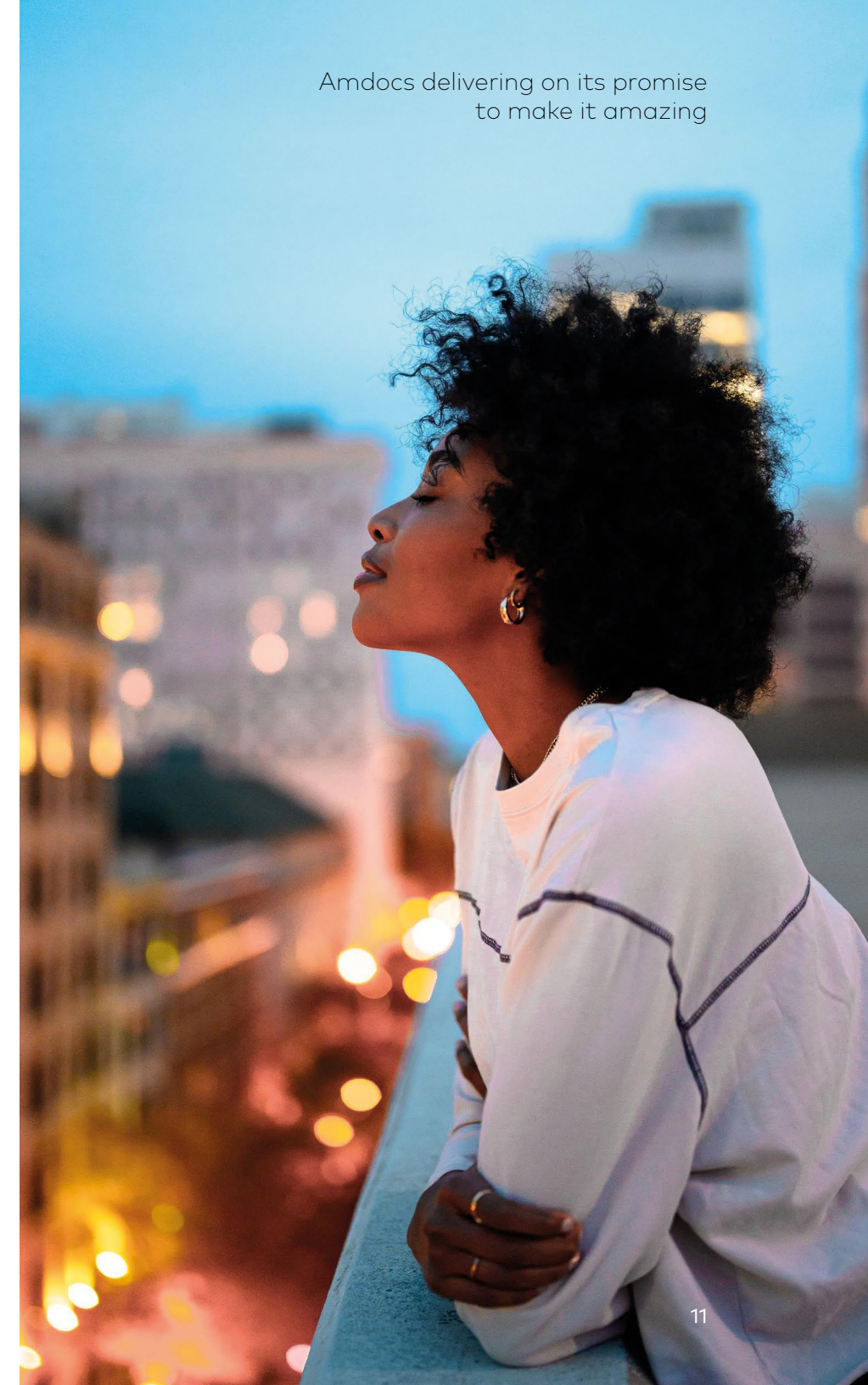
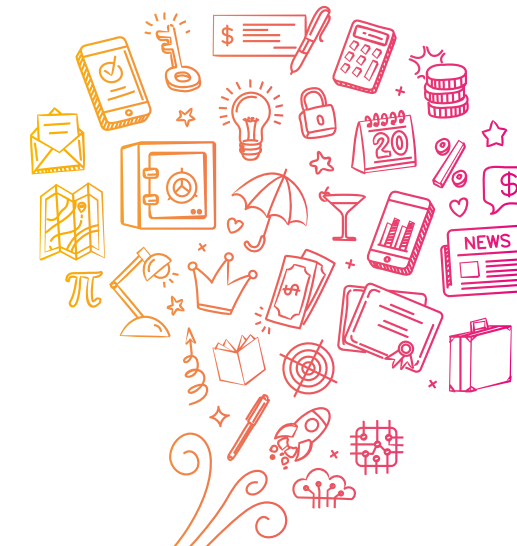
# Amdocs delivering on its promise to help you make it amazing!

## Experience You Need

Amdocs has over 4-decades of experience successfully serving the telecom industry through the swarm of technology changes. We have a deep & unparalleled understanding of the challenges in your world.

## Expertise You Want

Amdocs has seamlessly implemented hundreds of BSS and OSS solutions for telecom organizations of every size. We have the expertise required to lead the paradigm shift in the role of billing.



Amdocs helps those who build the future to make it amazing. With our market-leading portfolio of software products and services, we unlock our customers' innovative potential, empowering them to provide next-generation communication and media experiences for both the individual end user and large enterprise customers. Our 31,000 employees around the globe are here to accelerate service providers' migration to the cloud, enable them to differentiate in the 5G era, and digitalize and automate their operations.

Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$4.3 billion in fiscal 2021.

For more information, visit Amdocs at [www.amdocs.com](http://www.amdocs.com)