

manage the
lifecycle of every
digital user



User Lifecycle Management®

**The evolution of
digital identity**

 **amdocs**

behind every digital interaction is a user

As enterprises enter the digital era, they are finding user and identity management a complex domain. This is especially true for operators intent on digital transformation. Supporting new business models, unifying disparate user and identity silos, and driving personalization above legacy BSS/OSS is a challenge that must be overcome.

Amdocs' User Lifecycle Management (ULM) platform is the evolution of digital identity for operators. ULM overlays legacy systems to enable digital access for every user, across core and new cloud services, while powering lifecycle processes necessary to redefine the digital user experience.



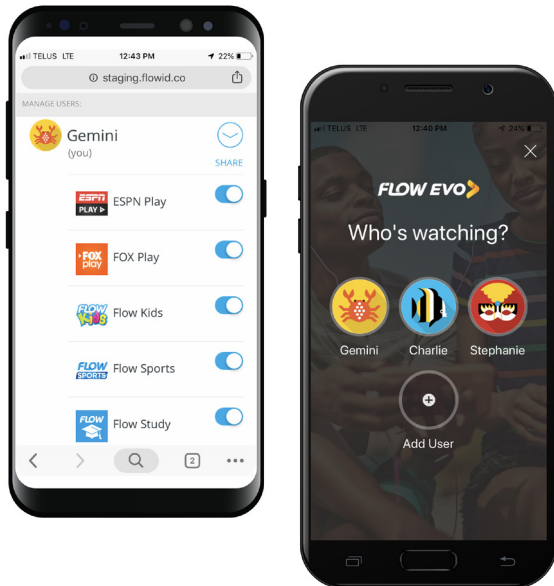
LIBERTY GLOBAL

"User Lifecycle Management enables our goal of delivering personalized experiences through an innovative platform purpose built for managing digital user relationships."

Veenod Kurup, Managing Director & Group CIO, Liberty Global

internet players have made identity a strategic service...

...and operators should view identity as a strategic imperative



Robust Identity: Managing User Relationships

No longer is it enough to contemplate a single user interacting with a digital service. Instead, digital services need to support groups of users interacting in the context of each other. Internet-age identity must seamlessly support concepts such as group, role, invitation, revocation and delegation.

User Lifecycle Management enables best-in-class user and group functionality for multiple profiles and personalization, multi-user services and fine grain control over sharing of accounts, services and features.





User Lifecycle Management



User engagement



User access and entitlements

enabling new business opportunities for the digital operator:

1. Digital ID and User Entitlements

- De-coupling of the user lifecycle from legacy BSS/OSS
- Federation of disparate accounts, services under one ID
- OOB processes: onboarding, access, personalization
- UXDR® – User Experience Data Records

2. Premium Digital Services

- Full integration of the digital service lifecycle
- Individual user entitlements across all services
- Simple 'federation' or deep-integration via Service Gateway
- Multiprotocol support (OIDC, SAML, SCIM)

3. Seamless, Personal TV

- SSO and federation to core, OTT and premium apps
- Profiles: personalization, favorites, recommendations
- Pre-integration to common video platforms
- New business models including trial, guest, freemium

4. User Managed Privacy

- Digital control over personal data for every user
- Roles-based relationships for parental consent of minors
- Service gateway for integration to external systems
- Privacy API to update permissions and consent

5. Connected Home

- Household groups: invitation, delegation, revocation
- Fine grain API control over sharing, devices, features
- Real time notifications, audit and logging for security
- Extensive set of integrations with leading vendors

6. Enterprise Solutions (B2B, MDU)

- Full digital user management for enterprise customers
- Flexible role management for multiple user types
- Multilevel hierarchy view, groups and departments
- Support for MDU, SMB and Large Business

User Lifecycle Management

powering the digital user lifecycle



**User sharing
and control**



**User
personalization**



**User
privacy**

Why User Lifecycle Management?

- ✓ Provide a single, consistent, standards-compliant Digital Identity Platform across all services and silos within the modern enterprise
- ✓ Engage any user to create lasting one-to-one relationships with flexible user acquisition and engagement models
- ✓ Deploy a best practice library of user management processes designed to embrace existing legacy and new cloud/OTT services across the lifecycle of individual users
- ✓ Embrace the digital home, with the ability to manage individual user relationships, group/family management, provide sharing, delegation, revocation, personalization and more
- ✓ Enable new business models like Try & Buy, Freemium, Transient Use, and more, while also enabling more flexible payment options
- ✓ Provide a personalized user experience across services, while capturing historical user data for future monetization
- ✓ Provide individual user privacy dashboards for syndicated user management of privacy and consent settings

User Lifecycle Management

best practices for digital transformation



1. Onboard

A comprehensive and configurable set of business processes to identify and onboard users based on context (device, network, group, account)

2. Authenticate

Optimized processes to verify the user's unique identity through various aliases and context provided by the user, explicitly or implicitly

3. Entitle

An account, subscription and feature map function to manage a set of discrete entitlements for each and every user

4. Authorize

Processes to grant users access to services based on underlying entitlements in their subscription and feature mapping

5. Unify

Processes to enable the flexible and frictionless association and dissociation of accounts, services and features to users

6. Personalize

Management of users' profile, privacy and preferences via deep-linking users to third party core and cloud services

7. Group

Business processes to enable the creation and management of digital households or groups including invitation, roles, and administration

8. Share

Processes that allow the real time sharing of accounts, services and features via delegation and revocation workflows

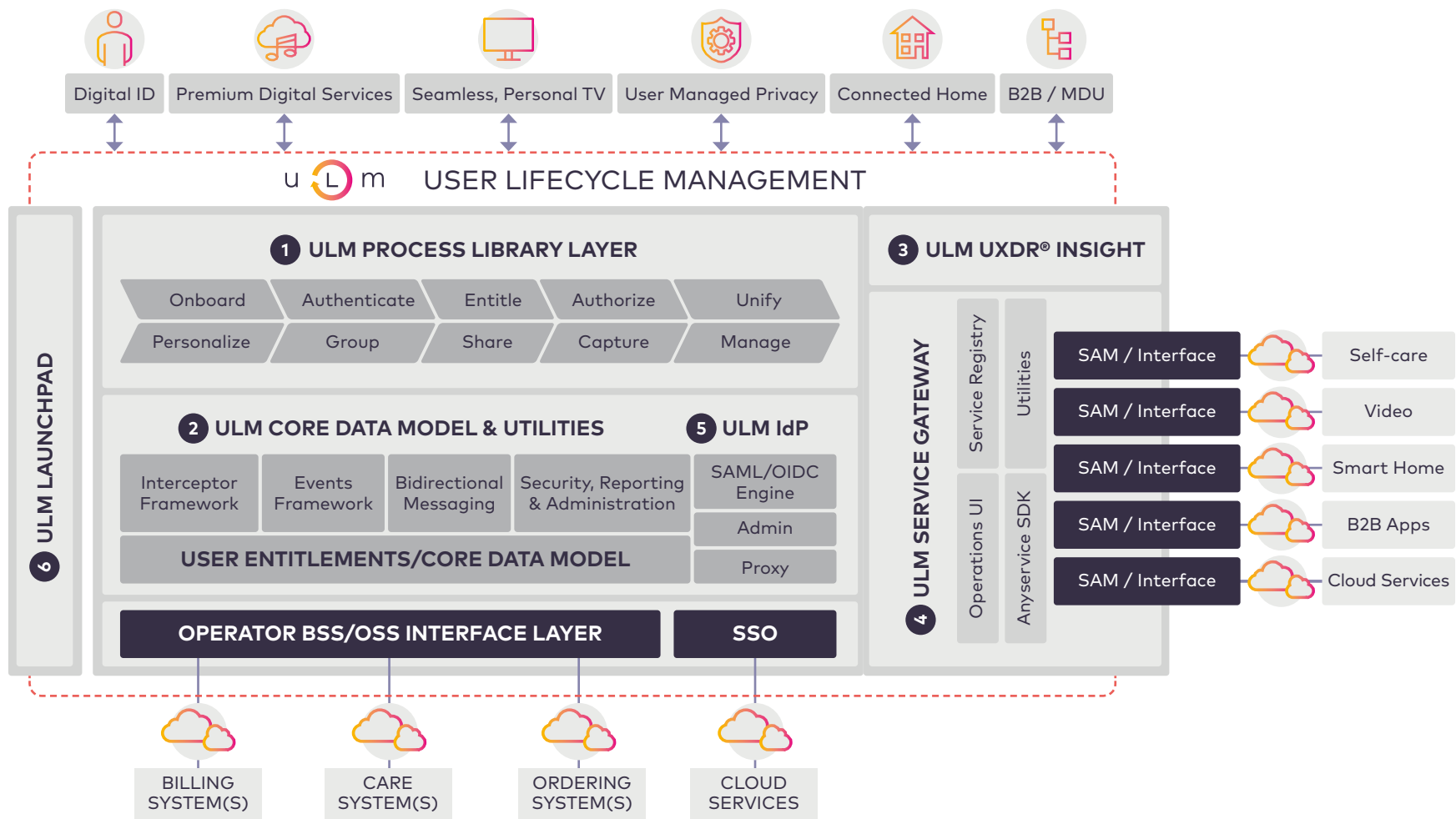
9. Capture

A powerful data capture facility that captures a standard usage record for every user interaction on the platform

10. Manage

Full administrative capabilities for CSR and Sys Admin management of users and the ULM platform itself

platform architecture, key modules and interfaces



- 1 ULM Process Layer**
Enables all application logic for new user journeys
- 2 ULM Data and Utilities Layer**
Manages core data and user associations
- 3 UXDR® Insight**
User activity data capture
- 4 ULM Service Gateway**
Integration layer to allow 3rd parties to leverage ULM
- 5 ULM IdP**
Standards Based Identity Management Engine
- 6 ULM Launchpad**
ULM Reference Implementation for Rapid Deployment

amdocs' User Lifecycle Management is the leading platform for empowering digital user relationships

Amdocs is the leader in powering digital identity for modern enterprises. The User Lifecycle Management® (ULM) platform powers digital identity as a strategic service as companies transform to a seamless, digital world of entertainment, communications, and connected life services. ULM technology is the foundation of digital transformation for companies like Liberty Global, Vodafone, Cable & Wireless, Telia and Maxis, using digital identity as a focal point for managing the digital user. ULM processes enable entitlements, group management, delegation, revocation, roles and sharing, user insight, privacy and more, all as part of an end to end business process framework. Amdocs' ULM Platform innovates above existing legacy systems to transform the user experience, getting enterprises to digital services faster and more economically.

For more information, please visit www.amdocs.com



about amdocs

Amdocs' purpose is to enrich lives and progress society, using creativity and technology to build a better connected world. Amdocs and its 25,000 employees partner with the leading players in the communications and media industry, enabling next-generation experiences in 85 countries. Our cloud-native, open and dynamic portfolio of digital solutions, platforms and services brings greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform and take their business to the cloud. Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$4.1 billion in fiscal 2019. For more information, visit Amdocs at www.amdocs.com.



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