

 amdocs

**make it
amazing**

ConnectX & eSIM

as-a-service

a match made in the Clouds

Shahar Yaacobi

June 2023

connect



Consumers expect a fully Digital Experience



That's why digital brands are growing!

AMDOCS

181 sub-brands in 2021 (13%),
17% increase from 2020

The success of digital brands even in saturated market is explained by:

- High customer satisfaction
- Nimble operations
- Innovation – they do things differently
- Digital inside
- Speed is everything

Gartner

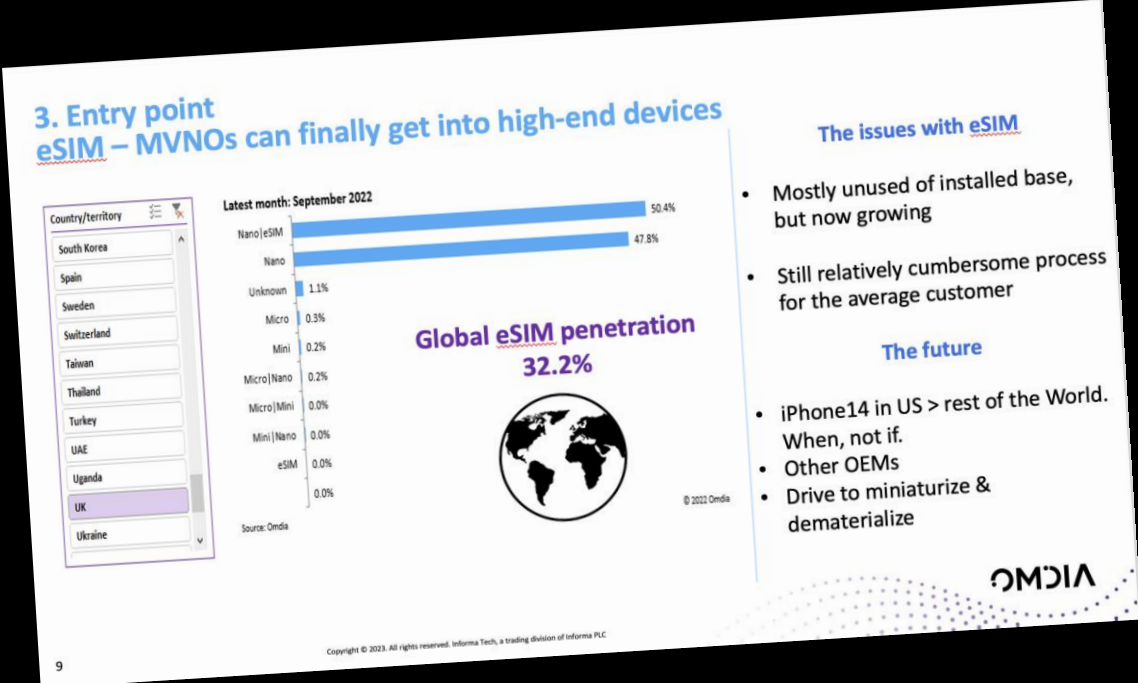
Digital brands can help:

- Reach new segments
- Compete with price
- Improve experience
- Develop new verticals and ecosystems

Now Digital Brands & MVNOs can be Digital ALL THE WAY.....with eSIM

“The rise of eSIM as a new opportunity for MVNOs to gain access to high-end devices, a segment, and a territory most MVNOs traditionally need to fight for.”

Dario Talmesio, Senior Analyst, Omdia



And the best way to do it, is with SaaS

Business need

SaaS benefit

Fast time-to-market

Packaged customer journeys and business processes

Business flexibility

A strong product with rich functionality, driven by business configurations and open APIs

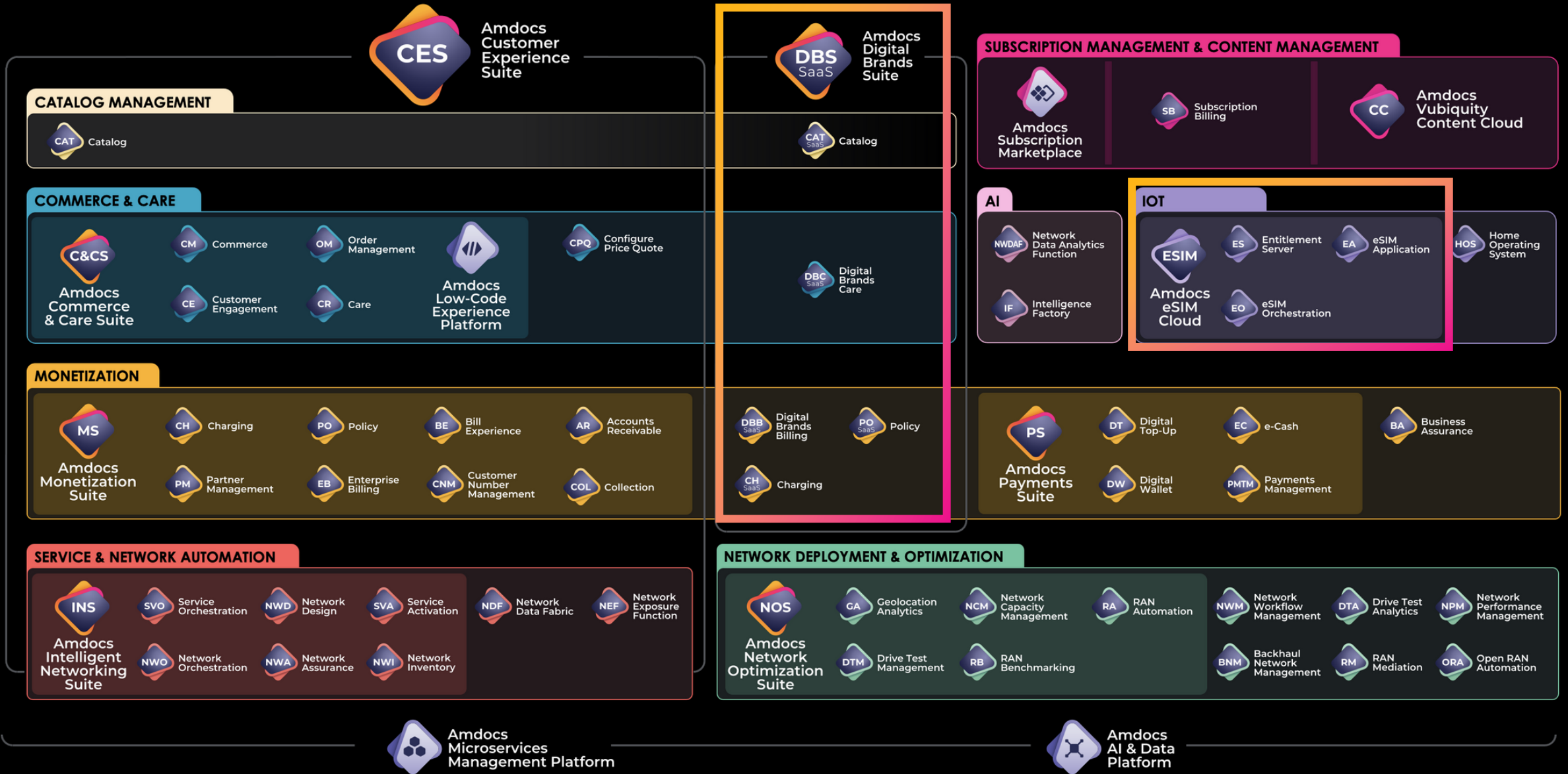
High scalability
(technical and business)

Extensive use of cloud-native services for high elasticity, telco-grade core for scale

Cost structure to meet the business model

Low setup fee and pay-as-you-grow model supported by cloud infrastructure


Amdocs ConnectX & eSIM Cloud



Amdocs ConnectX



All the functionality you need to setup and run a **digital brand / MVNO** fast, easy and efficiently, at any scale and with a subscription model

powered by 

 **aws**
marketplace



“Try & Buy” product for extremely fast TTM



SaaS “Pay per use” model



Self managed by business users



Pre-built customer journeys



Cloud native, deployed on AWS



Certified TM Forum Open APIs, segregated data



Fully managed with optional add-on services

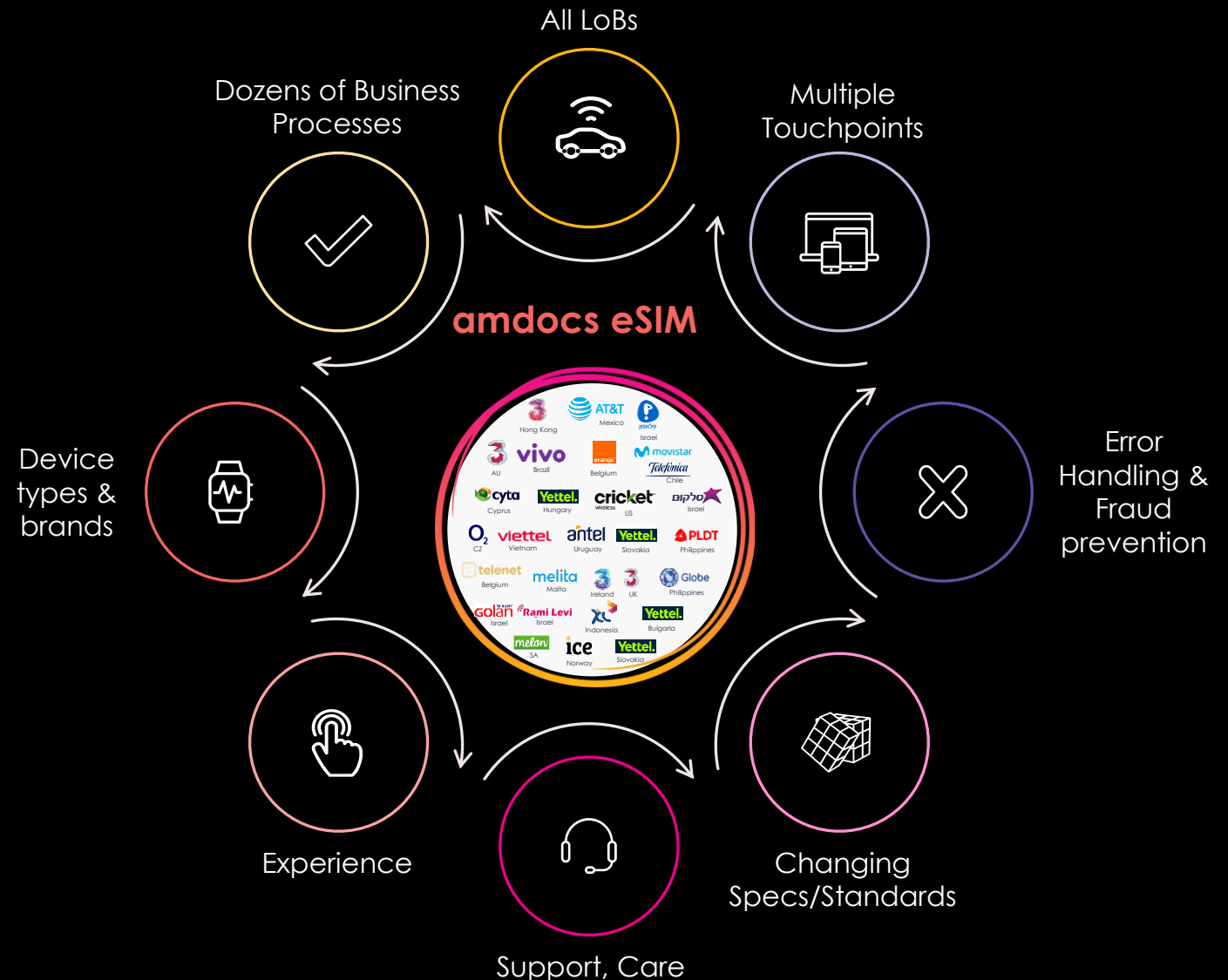


90%+ reduction in carbon footprint compared to on-premises

Amdocs eSIM Cloud

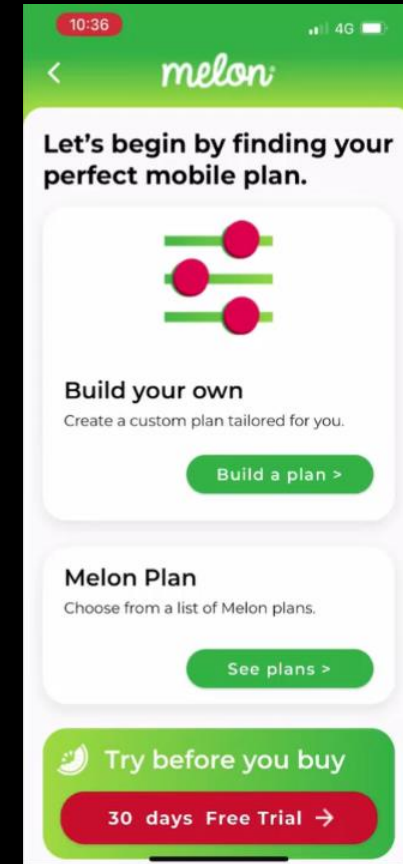


- All methods & technologies
- All brands & device types
- Entitlements & Eligibility
- Errors & Fraud
- Support
- Troubleshooting
- Ecosystem alignment

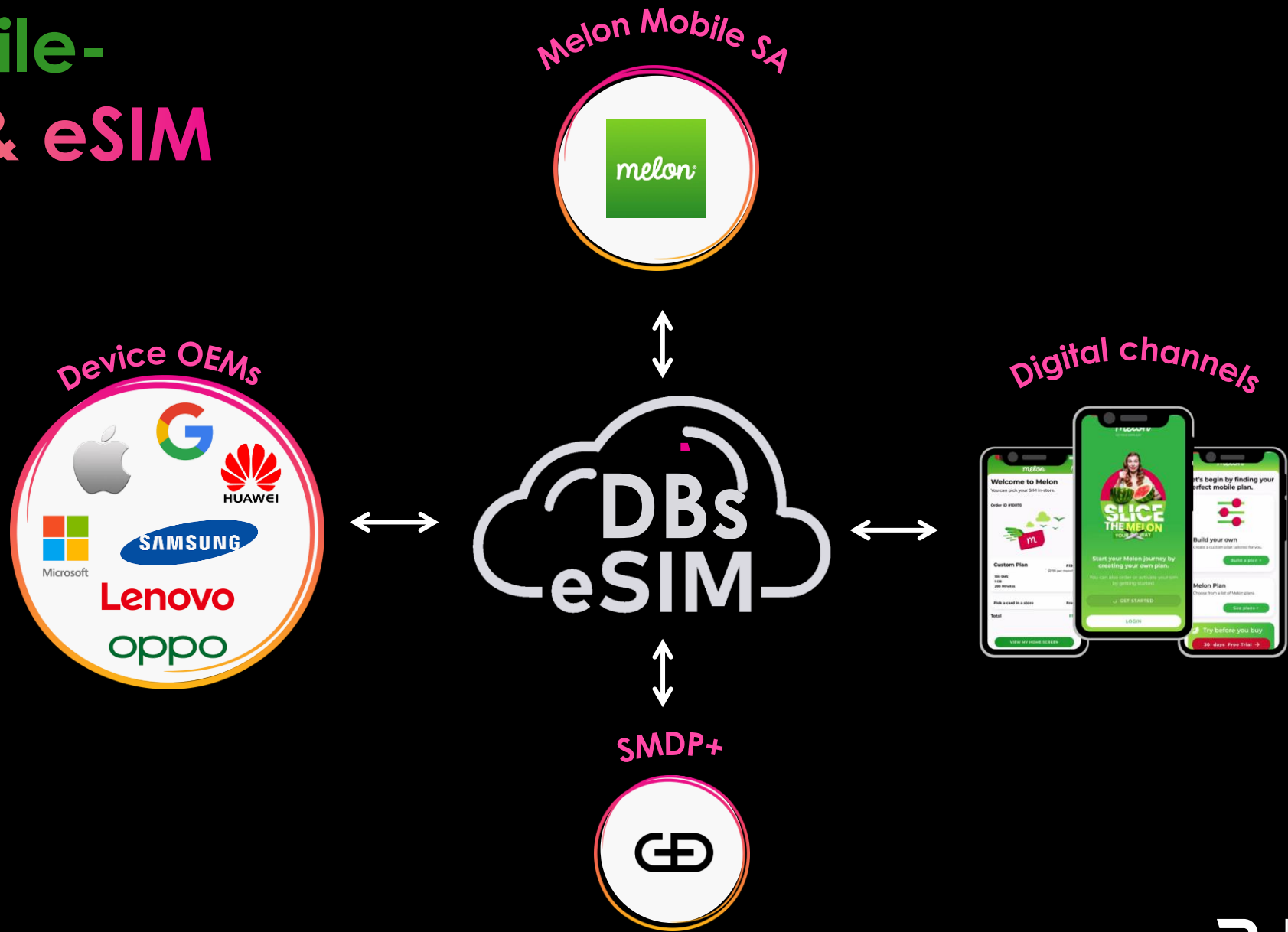


Case study: Melon Mobile-

a digital MVNO
startup launched in 6
months from “back of
a napkin” to
production



Melon Mobile- ConnectX & eSIM



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