

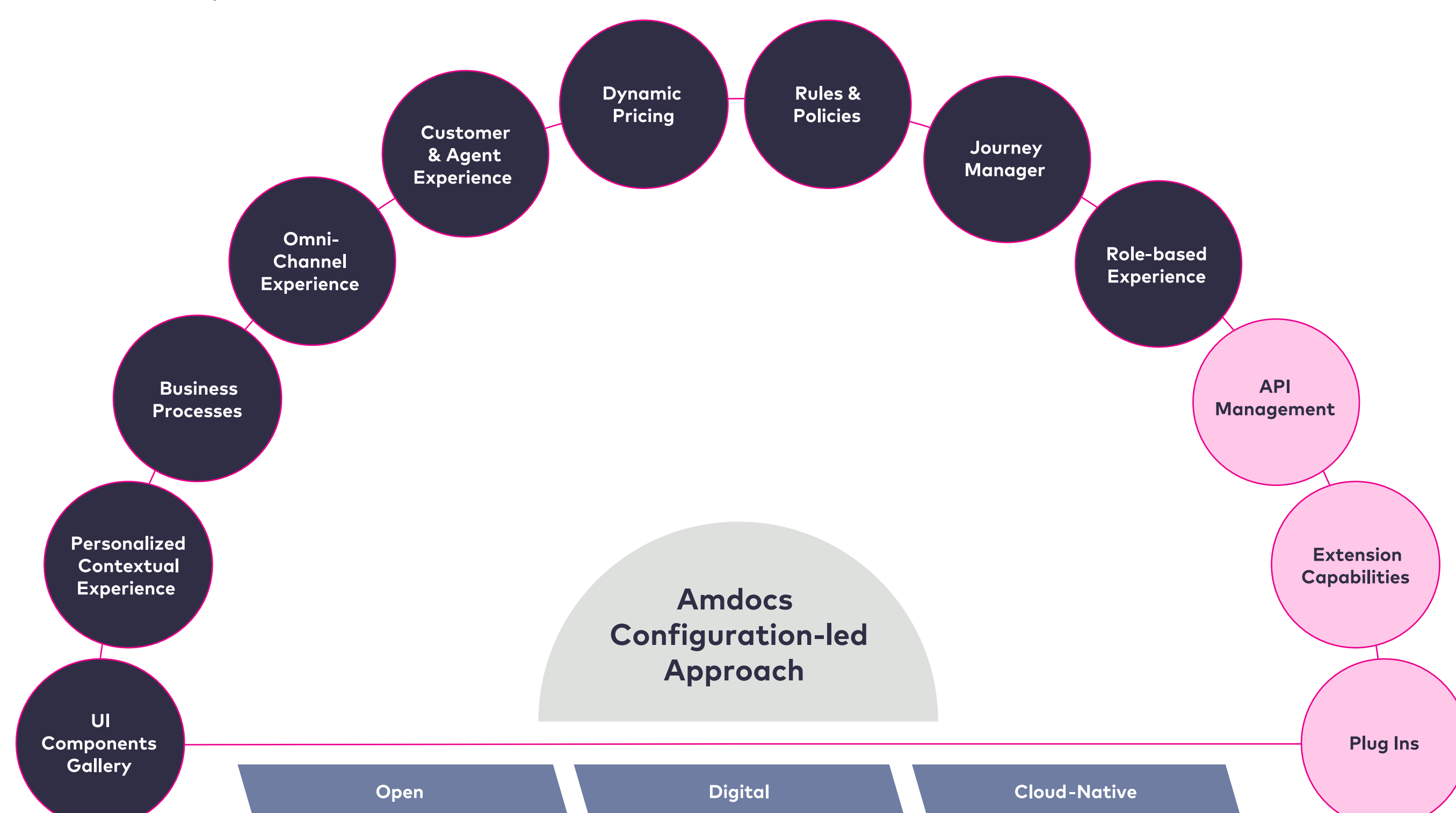
Amdocs is leveraging **Low/No code technologies** in its digital solutions to help CSPs further **accelerate their transformation journey**



The disruptive forces in the telecom and media industry mean CSPs must improve their agility, flexibility and Time-to-Market to grow their business in a fast-paced industry. While providing the most advanced cloud-native, agile products and services, **Amdocs leverages Low/No code technology to the maximum**, empowering business users to control and create business-led experiences spanning from channel experience (UI/UX) configuration through integrations and business logics definitions, all the way to intelligence-driven experiences and product and offer creation.

Amdocs' vision in embedding configuration-based capabilities in its products is to **provide the business tower with control and autonomy to create and launch new products and offerings**, and design new experiences for both customers and agents within accelerated time-to-market, while enabling the end-to-end solution addressing all the business elements required for a great experience design. This platform approach ensures a solution that fully addresses the users' end-to-end needs while being open to expand and extend functions and capabilities, and is modular for a 'pick & choose' approach to suit the changing business needs.

Amdocs utilizes Low/No code technology in a wide array of business capabilities for maximum flexibility and fastest launch cycles:



EXPERIENCE 360 platform provides:

UI & experience authoring tools

Storybook UI elements – Built-in storybook of ready-to-use UI elements that can be reused to create new views, flows and dashboards, across all channels, and enable addition and creation of new UI elements.

View Manager – Create and edit page views simply by dragging & dropping components from a ready-to-use gallery on to the view canvas, rearrange the layout and configure the properties. View Manager includes a preview option in different resolutions, simulating the expected experience for different user types. All views can be reused across multiple pages, and are configurable per role, profile, channel, and context.

Journey Manager – This tool allows the user to easily set the order of pages within a flow to optimize the end-user journey of the customer or agent. The Journey Manager tool configures routing criteria and logic at a single page level, for any page, for optimized experience.

Dynamic APIs – Dynamically configure and manage specific data requests for additional data input needed to serve UI & experience in an efficient manner that does not overload the systems.

Business logic

Admin developer can configure business logic, define views lifecycle, threshold and triggers to act upon, set business rules and criteria, design business processes to support the end-user experience, assign actions and API calls to specific buttons and actions, define data queries, and create new data sources. All actions can be previewed and launched in real-time.

Unified framework

On a single platform serves any engagement application and channel to ensure consistent and continuous omni-channel experience across the customers' entire life cycle, spanning all commerce and care journeys from engagement to bill.

Experience APIs

Enable the end-to-end functionality of all commerce and care journeys across all channels and engagement applications.

Model extension

Extend the data model in use to include new properties of different types, which are reflected instantly in the APIs and dynamic UI components.

Application framework

The platform provides unified functionality and framework for self-building and maintaining any engagement application and any channel:

1. Profiles & permissions – A framework to create user profiles and assign permissions either on an:

Entity level (order, case, customer for specific actions like close order, reject case)

or per

Entity attribute (view case status, change customer name and more).

A unique template mechanism allows one-to-many permission settings, so an admin doesn't have to set them one by one.

2. Multiple context – The user can interact and handle multiple context-items in parallel, including cases, customers, and chats.

3. Profile-led experience – View, flow, or page, or even a single component can be set per every profile type. The application end-user can further customize their preferred view to best suit their needs.

4. Security – Built-in secure policy configuration (ABAC) can be easily configured per need.

5. Modularity – The platform enables the user to pick and choose the appropriate components per need to build an engagement application.

Open and modular platform to develop UI over standardized REST APIs

- UI developed on the platform can be hosted by any standard application
- UI platform can host any external UI component developed in a standardized technology

The platform **openness** enables scaling to support any partner and future engagement channel – assisted or un-assisted – including bots, personal assistants, and more.

As a Cloud-native platform deployable on multi-cloud, it ensures the dynamic scalability and flexibility that engagement systems and applications require.

The Experience360 platform serves all channels – with reusable components, flows and views providing an omni-channel experience. It enables business-led, configuration-driven experience, accelerating the time-to-market for introducing new flows and functionality. As a telco-specific platform it supports business-critical applications and provides the full depth of telco business processes across care and commerce for both B2C and B2B.



Experience360 resides within Amdocs' CES21 5G-native BSS-OSS as part of DigitalONE – Amdocs' digital enablement suite. As such, it is pre-integrated with DigitalONE's channel applications and its care and commerce engines.