



powering profitable growth



## Amdocs Optima for Cable & PayTV

### Embrace your digital future; deliver a digital experience

#### Content is king (and it rules with an iron fist)

There has been a significant shift in content consumption over the past several years. With increasing use of online streaming and on-demand services, as well as the burgeoning a la carte channel offers, subscribers are moving away from both the traditional bundle and traditional content providers.

Because content is king, new consumption patterns are forcing cable and TV providers to transform. Television delivery is evolving at such a pace that it might be difficult to recognize or define it by traditional means in the medium to long term.

PayTV companies now need to become nimbler and agile, as they strive to take part in this new emerging ecosystem. They must be capable of enabling new capabilities and engagement models for their customers and partners. They need to swiftly launch new digital services and OTT platforms, partnering with technology and digital media companies, and supporting the shift to a la carte and skinny-bundle offerings.

#### Going digital with Amdocs Optima

Supporting these new delivery methods and a digital customer experience requires stepping up the business enablement platform with a solution that provides:



**Digital access** not only for customer care and self-care, but also for flexible integration capabilities



**Digital commerce** with robust catalog, ordering and payment options



**Digital channels** ensuring your customers can communicate with you via their channel of choice



**Intelligence** for insights to help understand the customer journey and provide the best experience possible

## Digital commerce & customer management

Amdocs Optima, a digital commerce and customer management platform can rapidly and securely monetize any product or service to enable PayTV service providers to grow profitably in the digital era. Built with an open platform, supporting swift and easy integration with 3rd party applications, Amdocs Optima can be deployed on premise or in the cloud to support the new digital services together with the entire business lifecycle.

With an innovative, open ecosystem, Amdocs Optima supports the digital service provider of the future by providing:

### Interactive customer management

- Responsive UIs using best practice design methods for viewing data on any screen
- Omni-channel interactions to span multiple channels with consistency and simplicity of use

### Smart revenue management

- Rich set of real-time and converged BSS functionality
- Quick, reliable and secure monetization of products and services

### Digital business integration layer

- Open source and partner friendly platform
- REST APIs to enable easy access to 3rd party apps

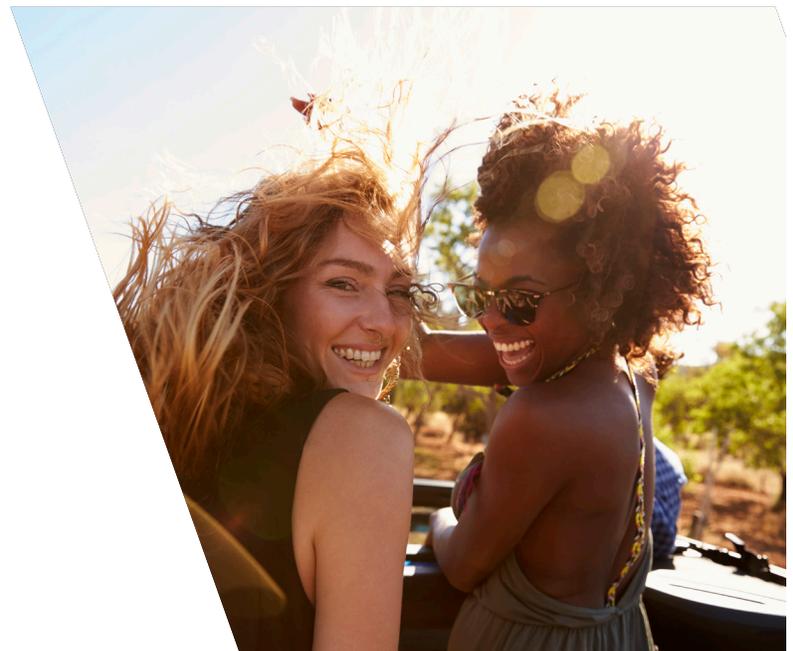
### Lean and flexible solution

- Deploy in the cloud or on-premise
- Multi-tenancy to utilize existing infrastructure and improve ROI
- DevOps for agile development
- Flexible pricing models based on customer profile
- Simple, table-driven configuration – no coding

## Ensuring your future success

The PayTV market is now offering more choice and flexibility than ever. So the key to distinguishing yourself from the new breed of competition is delivering services in the channels your customers demand, offering the best digital experience, attracting new customers with timely and relevant offers and rolling out new products and services at the click of a button.

Amdocs Optima meets the specific needs of the PayTV industry and supports your most valuable assets—your customers. It delivers flexibility and interoperability, short time to market, low total cost of ownership and the lean operations required for success.



Amdocs Optima is a digital customer management & commerce platform, to rapidly and securely monetize any product or service. Serving mid-sized digital telecoms, MVNxs, utilities and any business offering subscription services, Amdocs Optima's open platform can be deployed on premise or in the cloud to support the entire business lifecycle.

## Want to learn more?

 [amdocsoptima@amdocs.com](mailto:amdocsoptima@amdocs.com)

 [@amdocsoptima](https://twitter.com/amdocsoptima)

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 [amdocs-optima](https://www.linkedin.com/company/amdocs-optima)

