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Amdocs amAIz
A Telco-Grade Generative AI Platform

Amdocs amAIz Platform

Service Providers in the GenAI Era

In today's fast-paced digital environment, Service Providers face numerous challenges. They must deliver a seamless customer experience, optimize network performance, and continuously improve their internal operations to stay ahead of the competition. Traditional AI solutions have undoubtedly brought significant advancements, but they often fall short in fully understanding and generating contextual, human-like responses. This is where GenAI comes into play.

> GenAI goes beyond conventional AI capabilities by leveraging generative algorithms and machine learning models. It enables Service Providers to unlock a new realm of possibilities, enhancing their ability to interact, understand, and engage with customers. By harnessing the power of GenAI, SPs can elevate their services to new heights, building deeper connections and delivering personalized experiences that resonate with their subscribers.
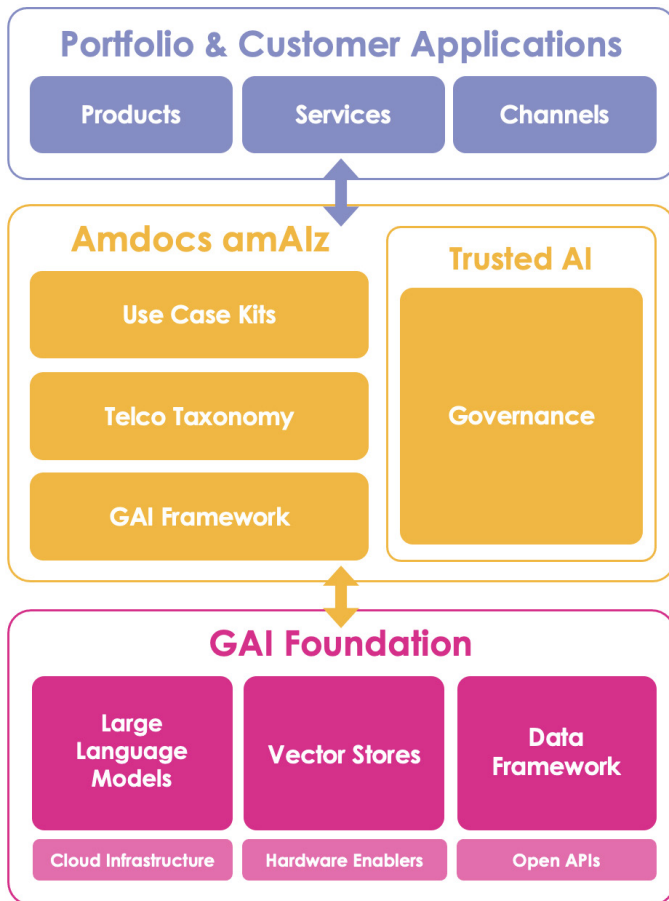
Amdocs approach to GenAI for Telecommunications Industry

Amdocs amAIz is the foundation for the transformative potential of GenAI for SPs – an enterprise-grade generative AI platform designed exclusively for telecommunications. amAIz empowers Telcos to revolutionize their operations, fuel innovation, and redefine customer engagement in the digital age on every aspect of their BSS/OSS and Network technologies.

Key Features and Benefits of amAIz:

- Telco Taxonomy: Telco-verticalized taxonomy

- Accuracy & cost optimization

- Leveraging Generative Capabilities: amAIz leverages state-of-the-art generative algorithms, enabling SPs to go beyond conventional AI platforms. By tapping into existing foundation AI models and LLMs, it enables using and generating highly contextual and human-like responses, enhancing the Service Provider's operations and its customers' experience.

- Governance and Trusted AI: We understand the importance of maintaining trust, reliable answers and safeguarding customer data. amAIz is built with robust governance mechanisms that ensure compliance with privacy regulations and industry standards. The platform employs advanced encryption techniques with guardrails and data anonymization protocols to protect customer data and maintain confidentiality.

- Rapid Integration and Scalability: amAIz seamlessly integrates with existing Telcos' B/OSS/NW portfolio, minimizing disruption and facilitating a smooth deployment process. The platform is designed to scale effortlessly, ensuring it can handle growing data volumes by 'closing the loop' to implement recommendations and evolving customer demand.

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amAIz High Level Blueprint

Portfolio & Customer Applications

Products	Services	Channels

Amdocs amAIz

- Use Case Kits
- Telco Taxonomy
- GAI Framework

Trusted AI

- Governance

GAI Foundation

Large Language Models	Vector Stores	Data Framework

Cloud Infrastructure	Hardware Enablers	Open APIs

Use Case Kits

Principles

Library of pre-defined domains and their business flows with supported templates

Technology

- Enable telco taxonomy for specific semantics, such as subscription, balance, overdue charges.
- Enable composition of multiple use cases to provide business resolution, e.g., search similar entities and create a new one.

Telco Taxonomy

Principles

Augmentation capabilities to connect, optimize and enhance domain verticalized outputs.

Technology

- Embedding of CES Metadata assets such as Partner Management, catalog, ordering, billing data.
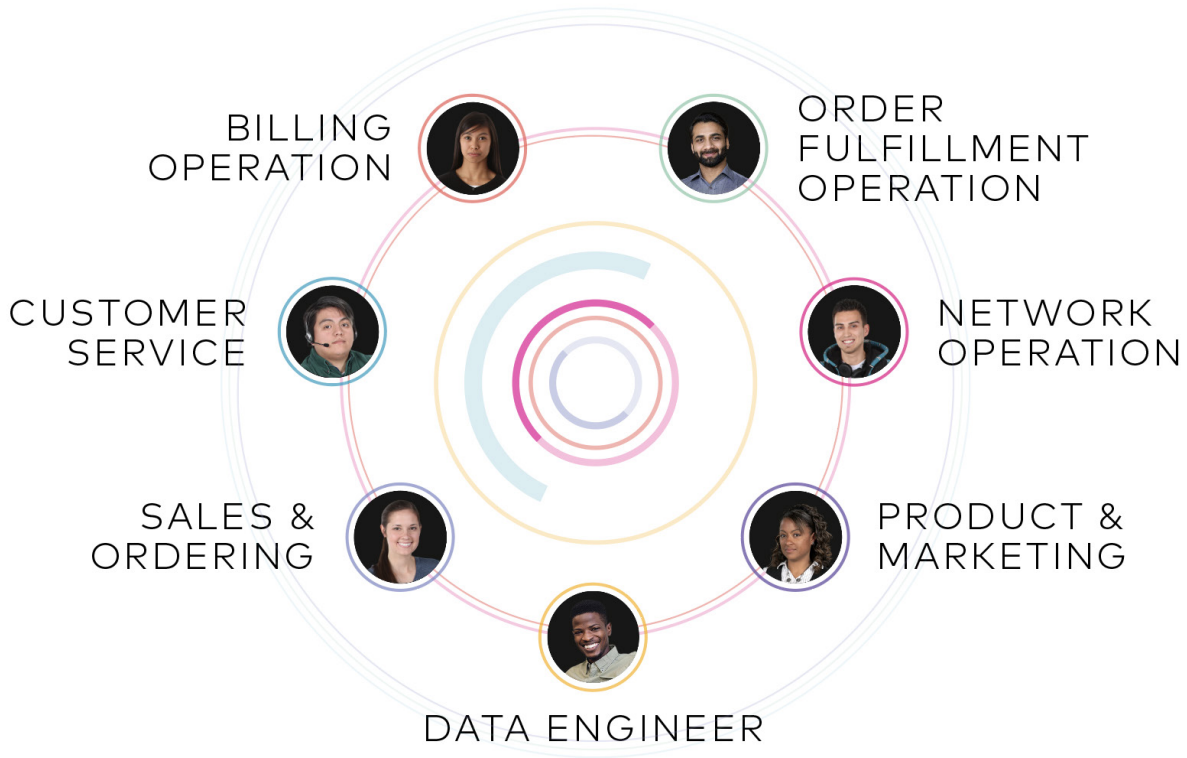- Telco Skills - a collection of tools empowering the AI engine to perform various tasks as a "human".

GAI Framework

Principles

Framework layer to create prompt templates, integrate, orchestrate, and produce outputs.

Examples

- Allow choice of an LLM per Use Case via configuration.
- Manage all requests and responses in a searchable repository to allow RAG (Retrieval Augmented Generation) of any interaction.
- PII discovery and masking/tokenizing.

Governance

Principles

Oversight and control mechanisms to ensure responsible use (and meet regulatory requirements, where needed).

Technology

Telco Guardrails control mechanisms to ensure responsible use and meet regulatory requirements, where needed.

Telco GenAI experts

amAIz is a purpose-built GenAI platform for telcos, offering a rapid, secure and cost-effective approach for CSP GenAI journeys. It features an expanding library of pre-built use cases designed to overcome specific business challenges. A key example is Bill Inquirer, which efficiently resolves customer billing issues with GenAI.

With Amdocs Copilot, amAIz seamless integrates GenAI capabilities throughout Amdocs' portfolio. For example, CPQ Copilot automatically generates B2B proposals and optimizes pricing to improve deal closure rates and profitability.

As Service Providers embrace the new era of GenAI, the need for advanced AI platforms becomes indispensable. amAIz empowers Service Provides to unlock the full potential of generative AI, enabling them to deliver personalized experiences, optimize network performance, and stay ahead of the competition. With its advanced capabilities, trusted and seamless integration, and scalable design, amAIz is the ultimate solution for Service Provides seeking to navigate the digital landscape with confidence.

To learn more about Amdocs amAIz Platform the only industry TelcoGPT platform, visit our **website.**