

**experience success**

simplify experience | harness data | stay ahead | be efficient

# Amdocs / WonderNet Joint Value Proposition

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# ***WonderNet: Partner Profile***

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- ✓ **WonderNet Ltd.** – A leading provider of e-signature solutions to POS.
- ✓ **Authentic Signature** – Developed an advanced signature authentication technology, deployed globally.
- ✓ **Product – SignX POS Server** - has been integrated in numerous customers with up-to-date renewing service contracts.
- ✓ **Main verticals** – Telecom, Retail, Banking and Insurance.
- ✓ **Telecom clients** – Orange, Cellcom and Pelephone (Israel) Hutchison (Austria), Mobilecom (Austria)



# Amdocs and WonderNet: Joint Retail Experience Solution - Components

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## ● Amdocs Assets

- Retail Interaction Manager
- POS integration
- Enterprise Product Catalog
- Cross-channel shopping cart
- eCommerce

## ● WonderNet Assets

- E-signature: Authentic script, digitally sealed
- Paperless environment
- Shortening waiting time
- Legally accepted documents
- Unique customer experience at the POS
- Seamless integration with CRM & OM systems

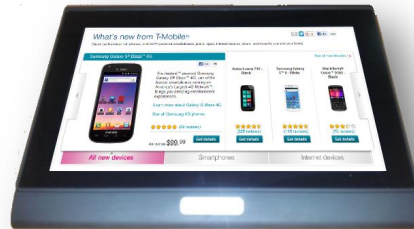
# Amdocs & WonderNet Joint Solution Flow Illustration

Customer  
interacts with  
retail CSR

Identification

Proposition

Customer  
Reads & Signs



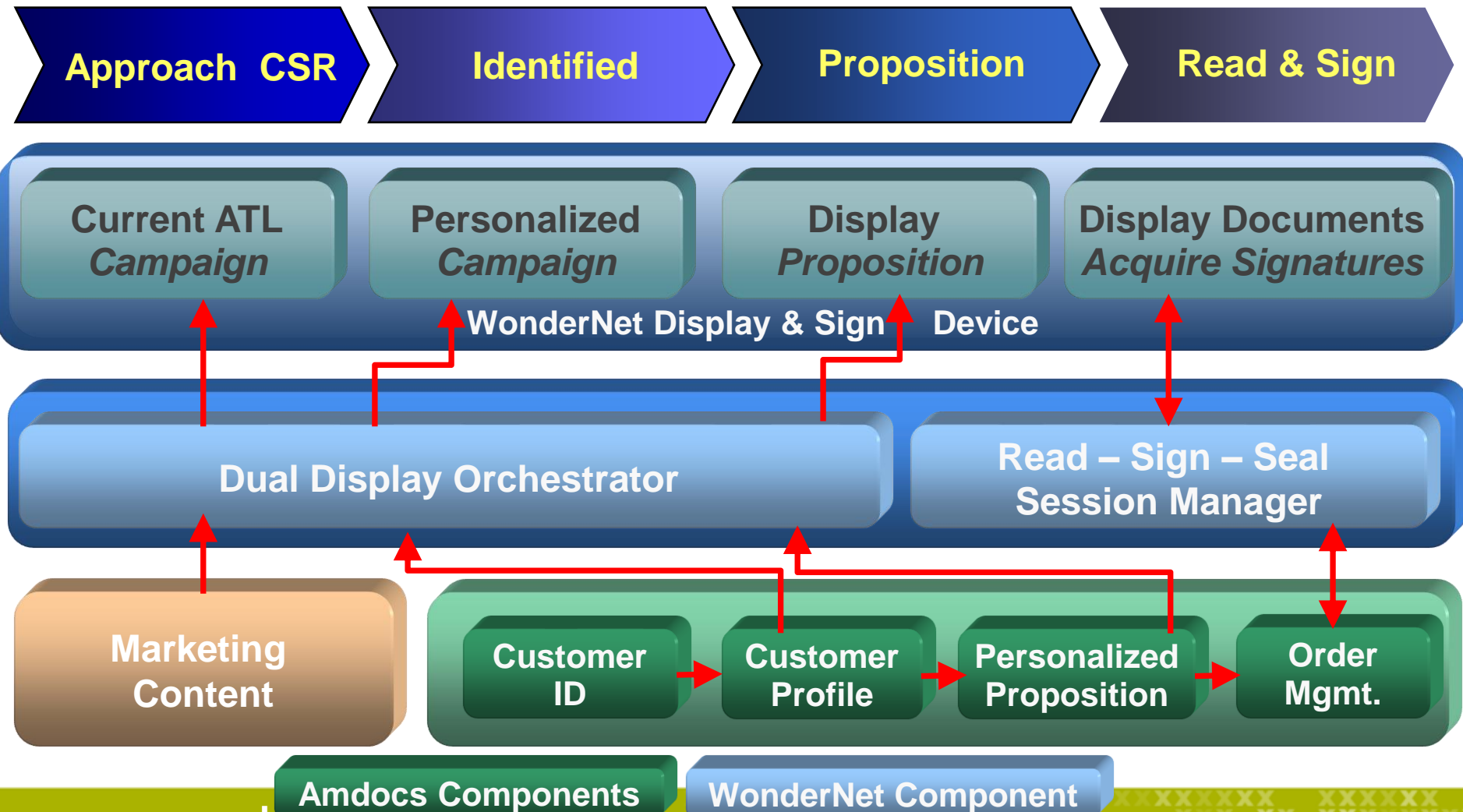
A Customer reads the offer and contract document(s) on a personal display, scrolling through the document using the touch screen interface, and signing with a digital stylus in the designated areas.

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# Amdocs and WonderNet Joint Solution

## High Level Architecture





# Amdocs and WonderNet Joint Solution Value Proposition

## Reduce store operation costs

- **Reduce cost of printing**
  - At least 50% is reduced.
- **Save paper overhead costs –**
  - Moving
  - Scanning
  - Filing
  - Mailing

## Increase Store revenue and profitability

- **Shorten up those waiting queues -** handling time is shorter per each customer.
- **Reduce overall in-store transaction time** by applying efficient tools for CSR's to complete the details of the sale quicker.
- **Do more business with less resources**
- **A green store**

## Improved in-store customer experience

- **Crystal clear dealing-**
  - From offer to signed contract process
  - WYSWYS © What You See is What You Sign!
- **Faster shopping process**
  - No need to sign multiple copies
  - Signing process is automated
- **No Paper –** no more piles of printed documents to carry and store. Signed copy sent by email.

# Example: Integrated Scenario For Point of Sale



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# Amdocs and WonderNet - Scenario

## *Customer handling at the POS*

1

CSR  
Reception



It's Mark's turn for service. Mark approaches the CSR desk and identifies himself. For a short period a recent marketing campaign is displayed on the tablet in front of him.



# Amdocs and WonderNet - Scenario

## *Customer handling at the POS*

2

Customer  
Identified

What's new from T-Mobile®

Samsung Galaxy S® Blaze™ 4G



FEATURED PLANS		
<b>Classic Unlimited - Premium with Smartphone Mobile HotSpot Service</b> <small>Includes: Unlimited time, Unlimited Minutes + Text + Data (5 GB high speed) + more   <a href="#">More details</a></small>	\$94.99 per month	<a href="#">Add to Cart</a>
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Amdocs CRM system has brought up the customer profile and generated personalized offers which are displayed to Mark on the tablet.

# Amdocs and WonderNet - Scenario

## Customer handling at the POS

3

Building a  
Personal  
proposal

Package #1: Voice [Add another package like this](#)

Item Name

Due Today<sup>1</sup>

PLAN

Classic Unlimited—

[More details](#)

DEVICE



T-Mobile® myTouch™ 4G - Black

- Web-only
- 4G capable
- Mobile Vi

[More details](#)

Want to k

[Check to](#)

Package #1: Voice [Add another package like this](#)

[Remove this package](#)

Item Name

Due Monthly<sup>2</sup>

Due Today<sup>1</sup>

PLAN

Classic Unlimited—Table + Text

[Change](#)

\$59.99/mo

[More details](#)



T-Mobile® myTouch™ 4G - Black

• Web-only offer—new thru Thu 4/26/12

• 4G capable

• Mobile Video Chat

[More details](#)

Want to keep the number you already have?

[Check to see if you can transfer it to T-Mobile](#)

[Change](#)

Suggested retail

\$399.99

Instant discount

-\$300.00

Web-only discount

-\$99.99

**FREE**

Suggested retail

\$399.99

Instant discount

-\$300.00

Web-only discount

-\$99.99

**FREE**

The CSR builds together with Mark a personal proposal for him, as he maintains an open highly interactive dialog with Mark using screen-sharing mode.

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# Amdocs and WonderNet - Scenario

## *Customer handling at the POS*

4

Display and  
sign deal  
documents

Customer  
Order

Rate Plan

General  
T&C's

4/23/12 T-Mobile Pop-up

T-Mobile

close

T-Mobile

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(21 years old or legally emancipated if accept your Agreement by doing any of the following: (a) giving us a written or electronic signature, or telling us orally that you accept, (b) activating Service; (c) using your Service after you make a change or addition; (d) paying for the Service or a 'T-Mobile Device' (a Device purchased from T-Mobile, a T-Mobile dealer, or other T-Mobile authorized retailer ('Dealer')); or (e) opening the T-Mobile Device box or failing to activate Service within 30 days defined in Section 4). IF YOU DON'T WANT

**2. \* Dispute Resolution and Arbitration**  
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Name Mark

Family Name Barnowitz

Signature [Signature]

When finished the CSR will ask mark weather he prefers an electronic copy of the signed documents to be emailed to him, or rather he'd like a printed copy.



# THANK YOU



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