

Framework 16.0 Product Conformance Certification Report

Company Name: Amdocs

**Product Name:
Amdocs Logical Data Model (aLDM)**

Product Version: 10.1

Report Version: 1.0

Report Date: 22nd February 2017

Executive Summary

This document provides a summary of Amdocs' Conformance Certification against TM Forum Information Framework (SID) for Amdocs **aLDM Version 10.1**, against the following Framework 16.0 components:

- Information Framework Version 16.0

The assessment included a review of:

- Conformance to the Information Framework Release 16.0 Domains/Aggregate Business Entities according to the specific ABEs submitted in scope for the Assessment.

For any additional information on this Framework Conformance Certification Report, please contact TM Forum at: conformance@tmforum.org.

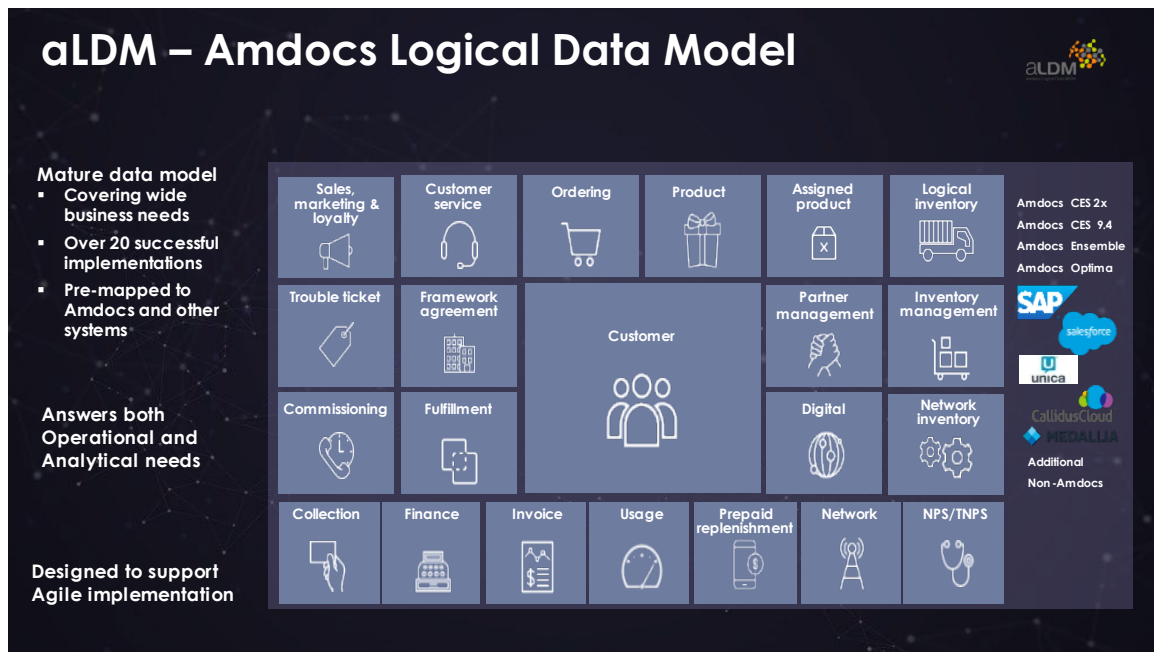
Amdocs Logical Data Model (aLDM)

Amdocs Logical Data Model (aLDM) addresses communication & media service providers' data management challenges, empowering them as they transform into data-centric organizations. It delivers value by capturing and modeling data in a format and structure that supports reporting and ETL loads.

Key benefits:

- Simplifies complex data structure and terminology
- Business-ready structure enables operational and analytical reporting
- Balanced data transformations enable real-time/near-real-time load and reporting
- Data is defined in clear business language
- Designed for modern data architecture, including implementation on the cloud; hybrid approach for big data and relational database management system (RDBMS) deployment options

aLDM's subject areas cover common service provider business requirements, with the ability to adapt to the company's ecosystem and specific business needs.



aLDM positions the customer at the center of the data model, supporting the complex customer hierarchy and capturing the associated rich customer profile attributes

aLDM organizes the data in both operational and analytical layers. The operational layer is designed to support operational queries/extracts and requires little transformation. The analytical layer enables creation of intelligent KPIs to support advanced needs, such as NBO/NBA, campaign automation, reporting and analytics.

aLDM - ODS and Analytical Layers aLDM

- One integrated data model including raw level data
- Intuitive business language - customer, invoice
- Simplifies complex data structure & terminology
- Flexible for customization and adaptations
- Designed to support Agile / DevOps implementation

Operational Data Store (ODS)

Supports **business processes and operational flow management**.
Designed to balance NRT load and information consumption.
Data is integrated with limited business transformations

- Reference entities
- Master entities
- Transaction entities

Analytical Layer

Support business **strategy, planning and business analysis**.
Designed to support analytical needs using self-serviced capabilities.
Data is transformed to support the analytics

- Fact entities
- Dimension entities
- Aggregate entities
- Profile entities
- Cross-subject areas diagrams and entities (use case specific)

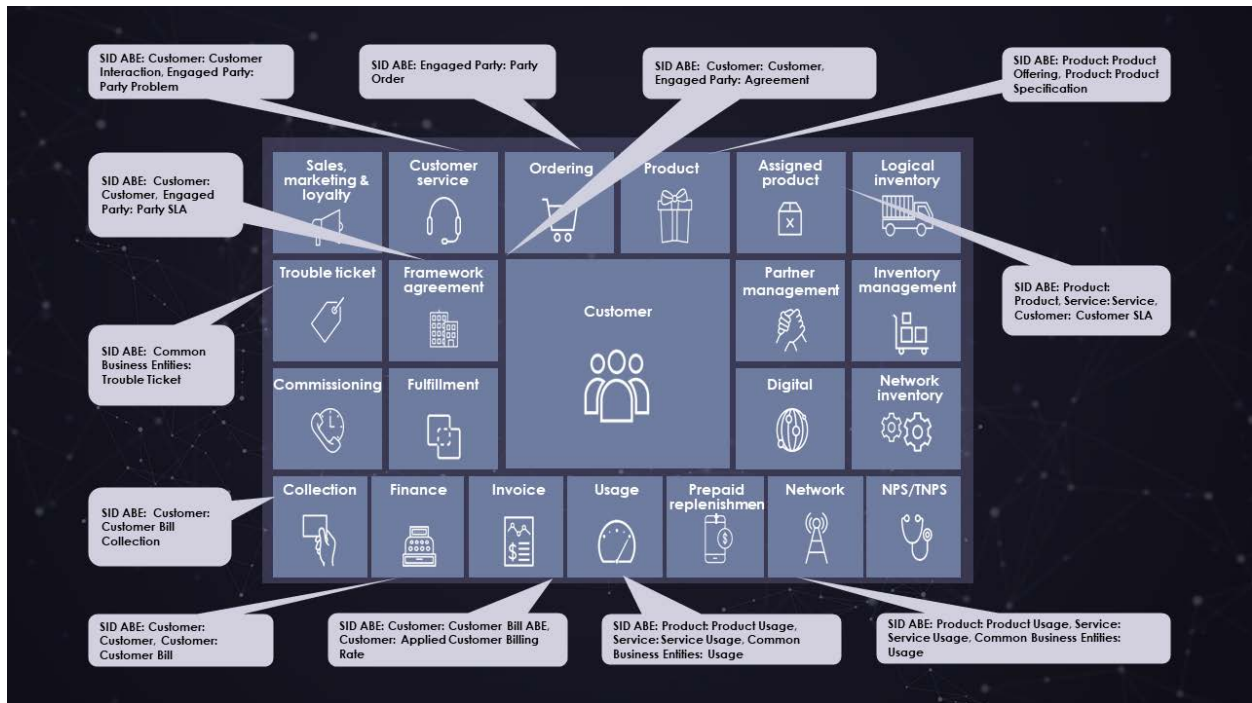
aLDM design principles were adapted to ensure a comprehensive, yet agile implementation approach:

- Supports modern business and operational needs, as well as data management architecture and approach, (e.g. for big data, real-time streaming, ingestion, analytics)
- Integrated and scalable data model covers current and future business information needs
- Single data model supports B2C and B2B across organizational lines of business (mobile, fixed line, mobile payment, Media, etc.), including data at the lowest grain
- Balanced model supports required NRT transformations vs. need for easy consumption by EDW, as well as for reporting, extracts and operational analytics
- Flexibility supports customization and adaptations for specific customer processes, as well as business and operation needs
- Pre-integrated and pre-mapped to Amdocs products, as well as non-Amdocs and external sources to support current and future application versions and technologies (microservices)
- Supports Agile/DevOps implementations
- Business analysis-oriented (structured according to analysis areas)

- Intuitive business language (e.g. customer, invoice)
- Common entities used across operational and analytical layer
- Aligned measures and KPIs across data layers
- Dimensional structure at analytical layer includes different types of fact entities: aggregate, snapshot and profile

Product Scope

The following diagram represents the mapping of Amdocs aLDM solution to the Information Framework (SID) ABEs in scope for the assessment.



Amdocs aLDM: Product Scope for SID Conformance Assessment