

Mr Wayne Purboo

Amdocs

Research and Development, Vice President

United States



Wayne Purboo is the Vice President of Research & Development for Amdocs. In this pivotal role, Mr Purboo maintains research & development responsibilities for Amdocs products and manages corporate strategy.

Previously, Mr. Purboo held the role of Chief Technology Officer for Solect Technology Group, which was acquired by Amdocs in April 2000. As CTO, Mr. Purboo acted as product evangelist for Solect's carrier-grade IP CCB and spearheaded corporate strategy for the broadband IP market segment. Mr. Purboo, who joined Solect in 1995, served as Director of Global Strategic Sales and established installations with key accounts such as AT&T, Ameritech, BT, and Verizon Data Services.

Mr. Purboo has over twelve years experience in the Unix IP and networking area as a systems engineer and in a sales capacity. Mr. Purboo also spent four years with Network Computing Devices (NCD), which specializes in thin client solutions, where he managed sales for the northeastern U.S. and Canada.

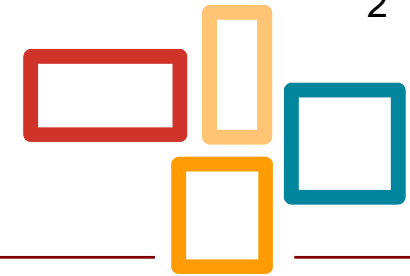
Mr. Purboo has studied computer science at McMaster University in Ontario, Canada.

# **Applying Service Provider Assets to Gain a Stronger Position in the Value Chain**

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**Wayne Purboo  
Vice President, Research & Development  
Amdocs**

# World of Communications and Commerce



Market of many players, large revenue opportunity, strong growth potential.

# Predicted Revenues

## European Data Services Revenue

- €2.7 billion (3% of €97 billion) (Analysis, UK)

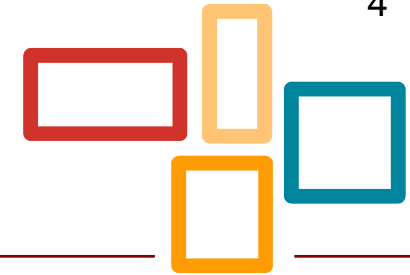
## USA Subscriber Growth

- End of 2003: 47 million mobile Internet subscribers  
• (Merrill Lynch)

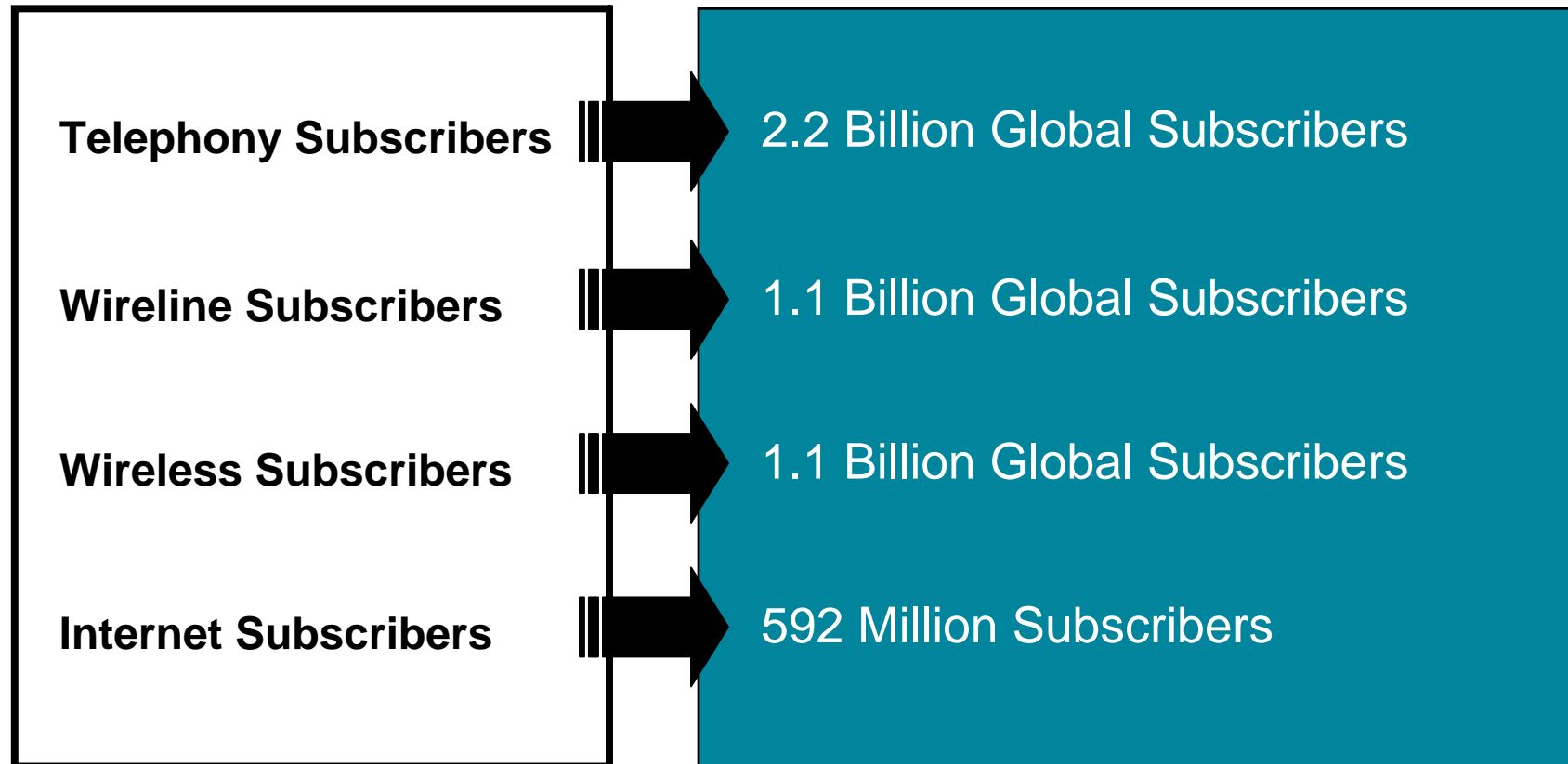
## Data Services Revenue

- 35% CAGR – 100 Billion or 20% 2001-2006  
(Yankee Group)

Only about 25% of all telephony subscribers use the internet.



# Additional Revenue Potential



Source: ITU April 2003

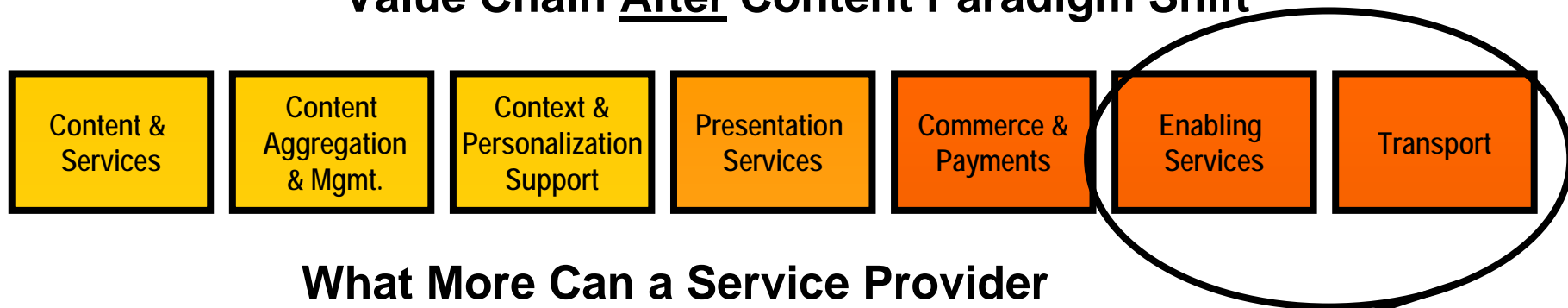
Only about 25% of all telephony subscribers use the internet.

# Operator Value Chain

## Value Chain Before Content Paradigm Shift



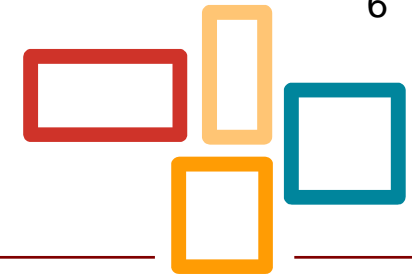
## Value Chain After Content Paradigm Shift



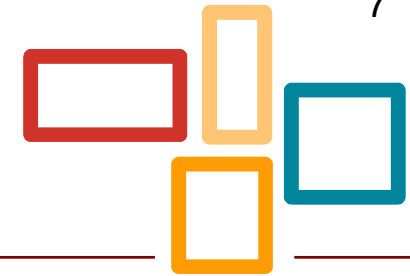
What More Can a Service Provider  
Bring to Gain a Stronger Role?

Change in value chain could marginalize operator to low margin business.

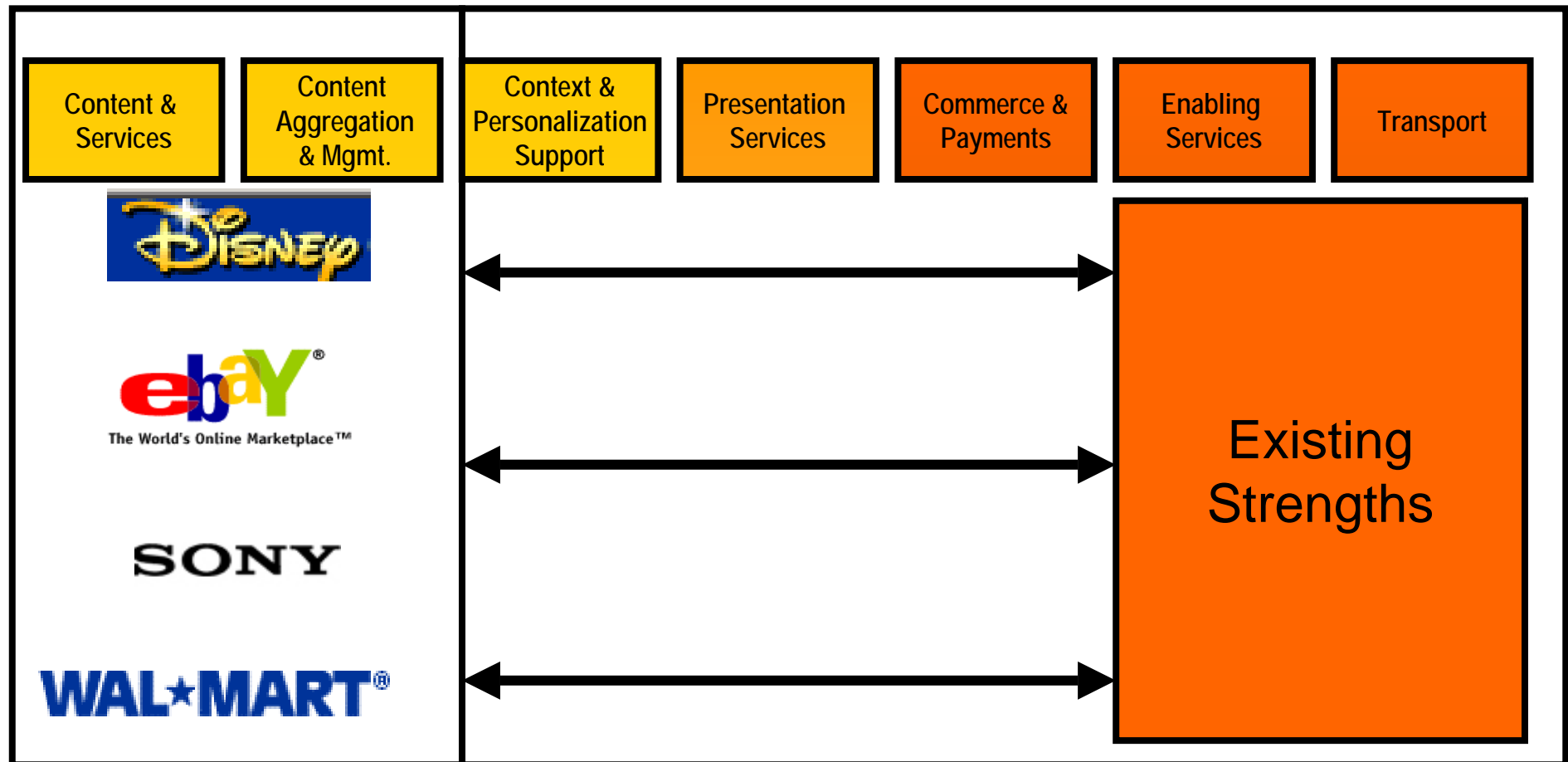
# Facilitator of Communications and Commerce



Facilitation through voice and data network services, Operator transparent.

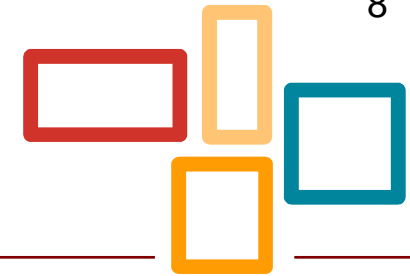


# Bridging the Gap

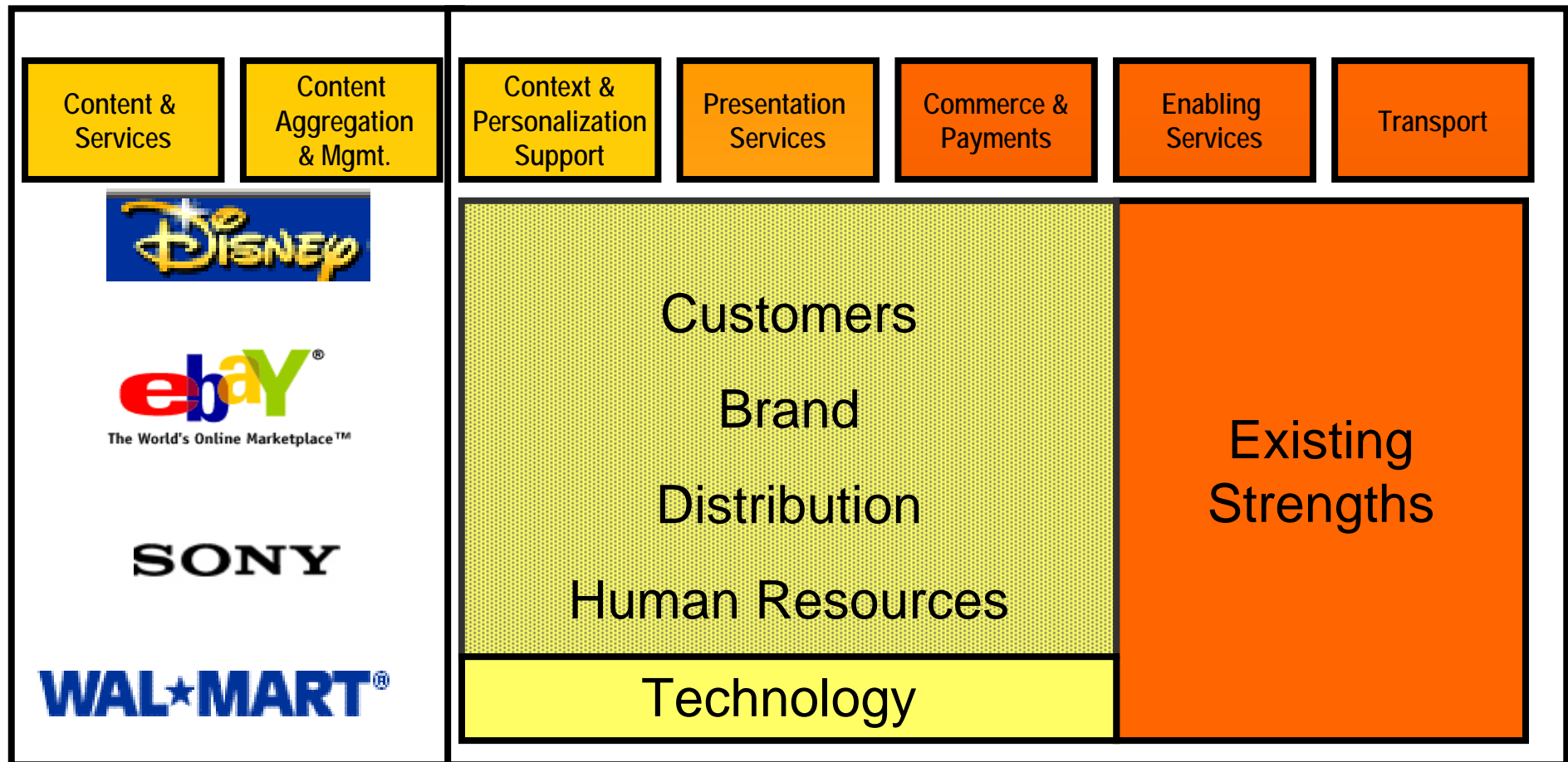


Operator can play a stronger role by bridging the gap.



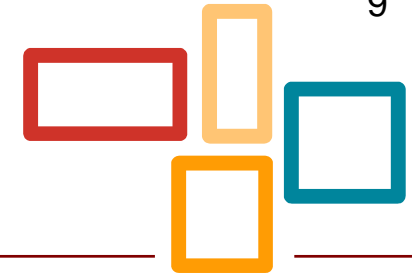


# Application of Assets



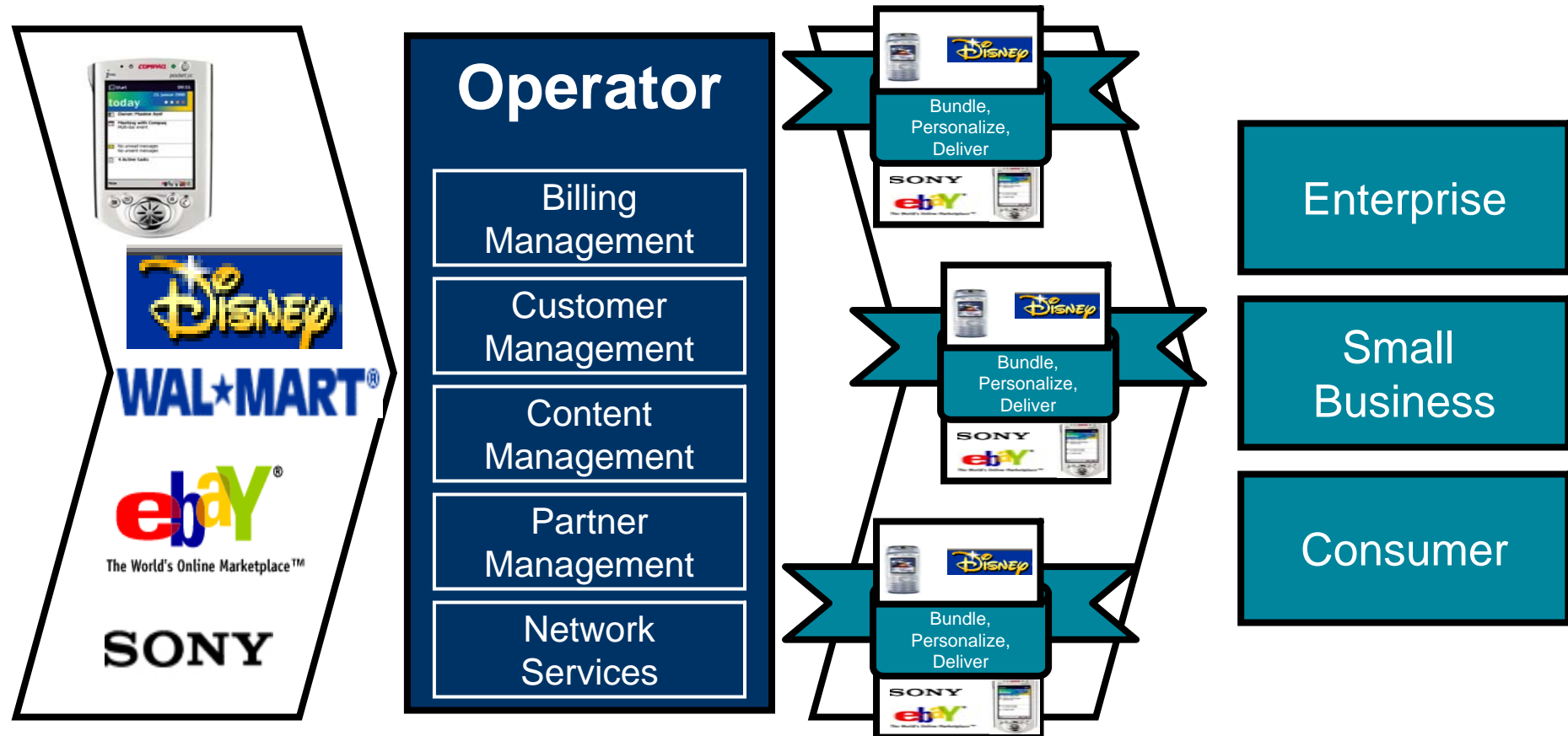
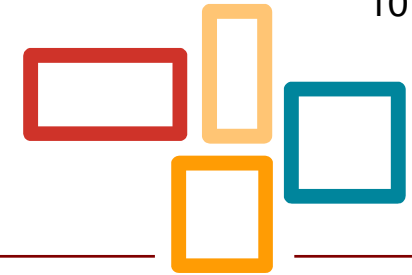
Some work required for all assets, more work required for technology.

# Retailer of Communications and Commerce



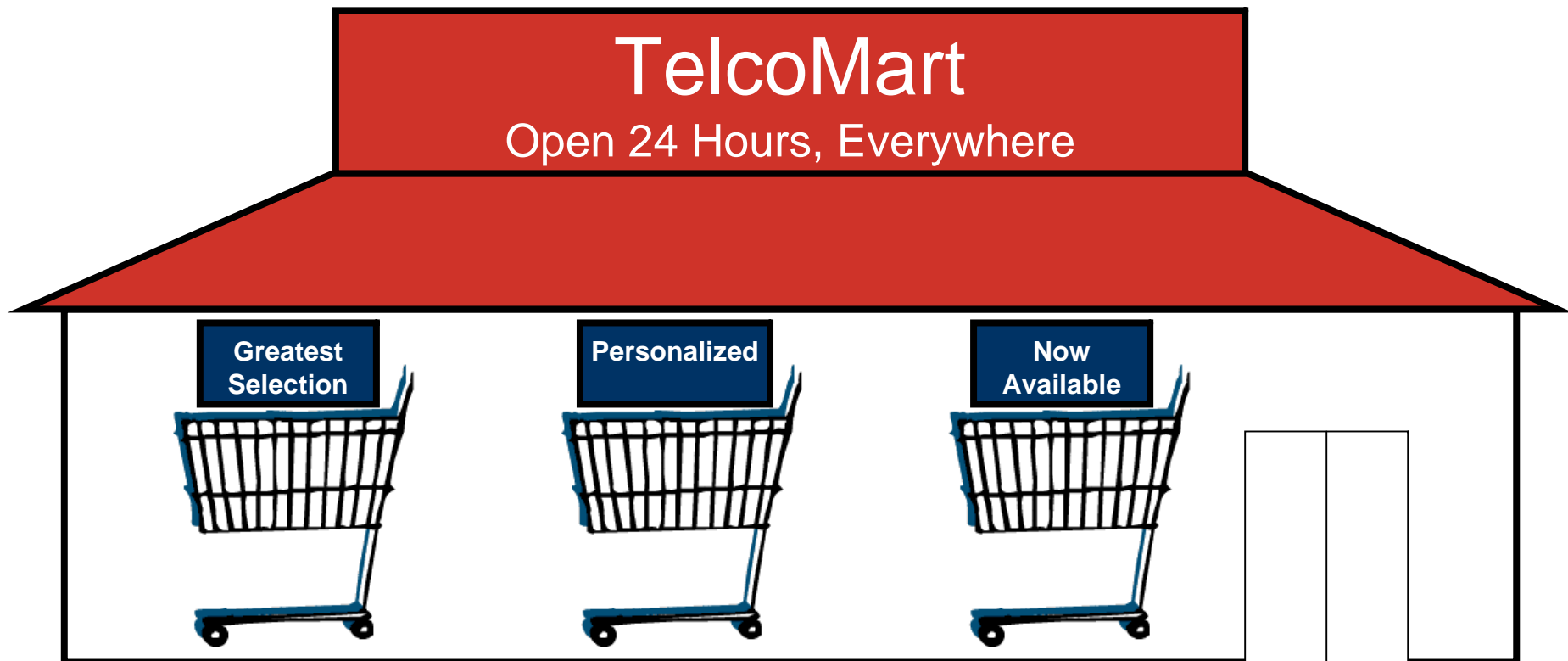
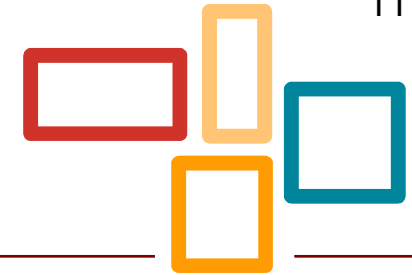
Application of assets changes the role of operator to retailer.

# Retailer of Communications and Commerce

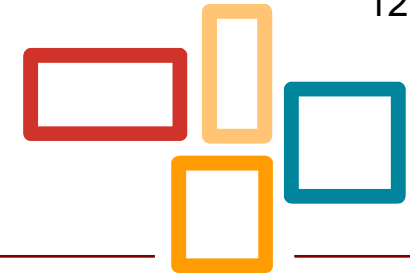


Stronger participation of Operator in transactions, leveraging assets.

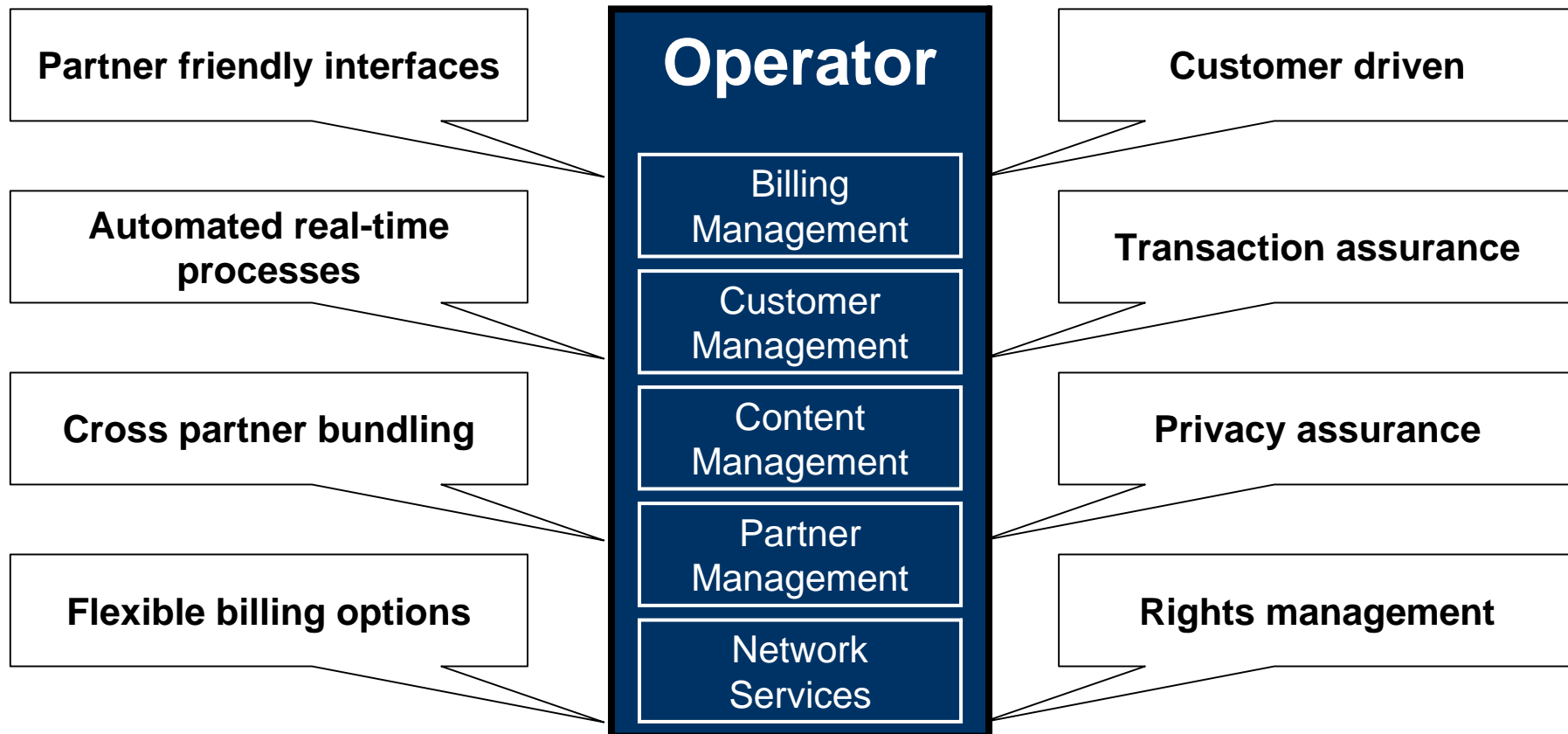
# Retailer of Communications and Commerce



Application of assets changes the role of Operator to Retailer.



# New Role of Operator OSS/BSS



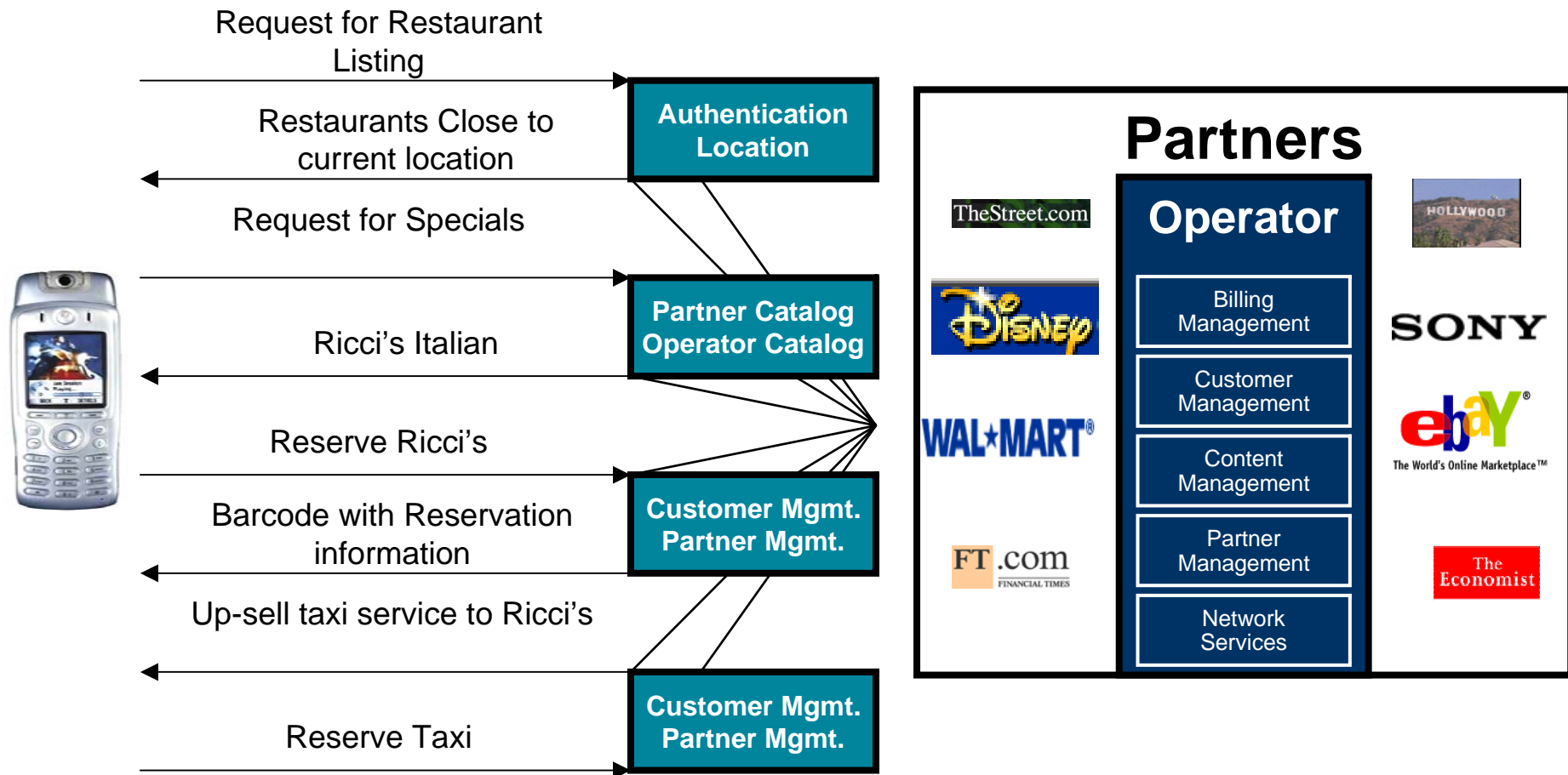
Operator existing and new assets need to be open to customers and partners.

# Future Distributed OSS/BSS

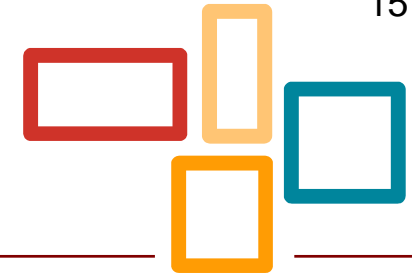


Future OSS/BSS will be distributed to partners and even to customers.

# Ricci's Restaurant



Complete transaction scope will attract customers and partners.



# Summary

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- ❑ The market for content and communications services is still in its infancy.
- ❑ Ownership of the customers and related systems places operators in a strong position to control the value chain.
- ❑ The OSS/BSS of the future will distribute responsibilities to partners and subscribers.
- ❑ Operators that choose to adopt new thinking of OSS/BSS could see new revenue and growth opportunities.



# Amdocs