

CABLE-TEC EXPO® 2017

SCTE • ISBE

# THE NEXT BIG...

DEAL  
CONNECTION  
INNOVATION  
TECHNOLOGY  
LEADER  
NETWORK



DENVER, CO  
OCTOBER 17-20



DIGITAL IDENTITY MEETS DIGITAL DEVICES

SCTE · ISBE

# Using Digital Identity to Drive Personalization, User Experience and Monetization

Doug Fantuzzi,  
Amdocs, Vice President  
Media & Entertainment Solutions



DENVER, CO  
OCTOBER 17-20

# Today's Identity

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**EXPO**  
2017

# Household

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# Today's Identity

# Outdated

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# Today's Identity

Incomplete



# Today's Identity

# Disconnected

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**Does Facebook/  
Amazon understand  
your identity?**

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# You Hold the Key!

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**EXPO**  
2017







## It's a digital-first world

By 2020, customers will manage



of their relationships with enterprises  
without interaction with a human

**and the average person will  
have more conversations with  
bots than with their spouse....**

Source: Gartner

# Future User Experience

Jane & Dave  
wake up



# Future User Experience

Dave's smartwatch notifies him that their coffee is brewing to each of their preferences



# Future User Experience

Jane's smart watch reminds her that she should leave in five minutes to make her next appointment



# Future User Experience

Jane gets in the taxi, and the environment within the taxi adjusts to her preferences – her favorite music channel is playing and she is shown weather updates about the location she is traveling to



# Future User Experience

On the airplane, Jane uses the NXT app to be shown her favorite entertainment and the systems ask if she would like to resume her video from the last flight she took – she can also review her hotel booking



# Future User Experience

While in her hotel room, Jane uses the NXT home application on the hotel television to see who's home and video chat with her children



# Future User Experience

The NXT mobile application identifies that Dave is on his way home and that the temperature in his house is too high. NXT turns on the air conditioning to cool down the house





# Future User Experience

After dinner Jane gets a notification from her NXT girlfriend group with a recommendation of a new episode of a television show



# Digital Service Providers are Best Equipped





**Do you agree that Service Providers are best equipped to understand you?**

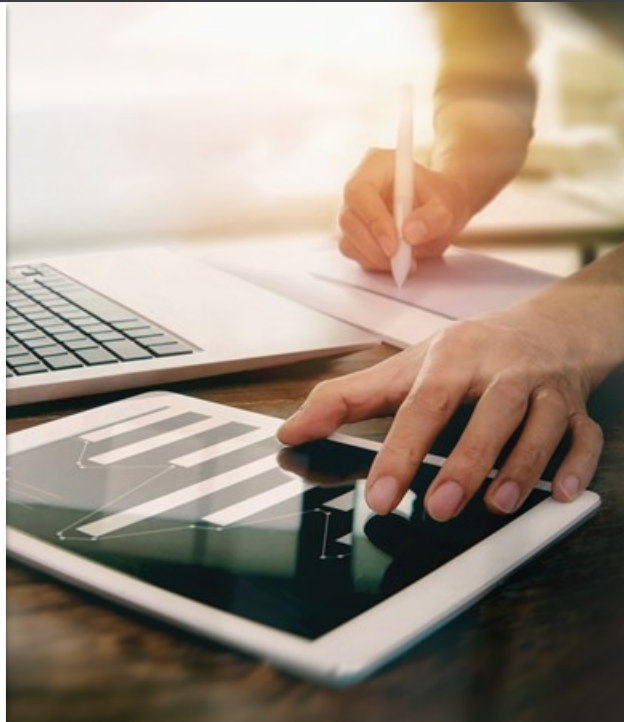
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# Service Provider Challenges



**Connect**



**Collect**

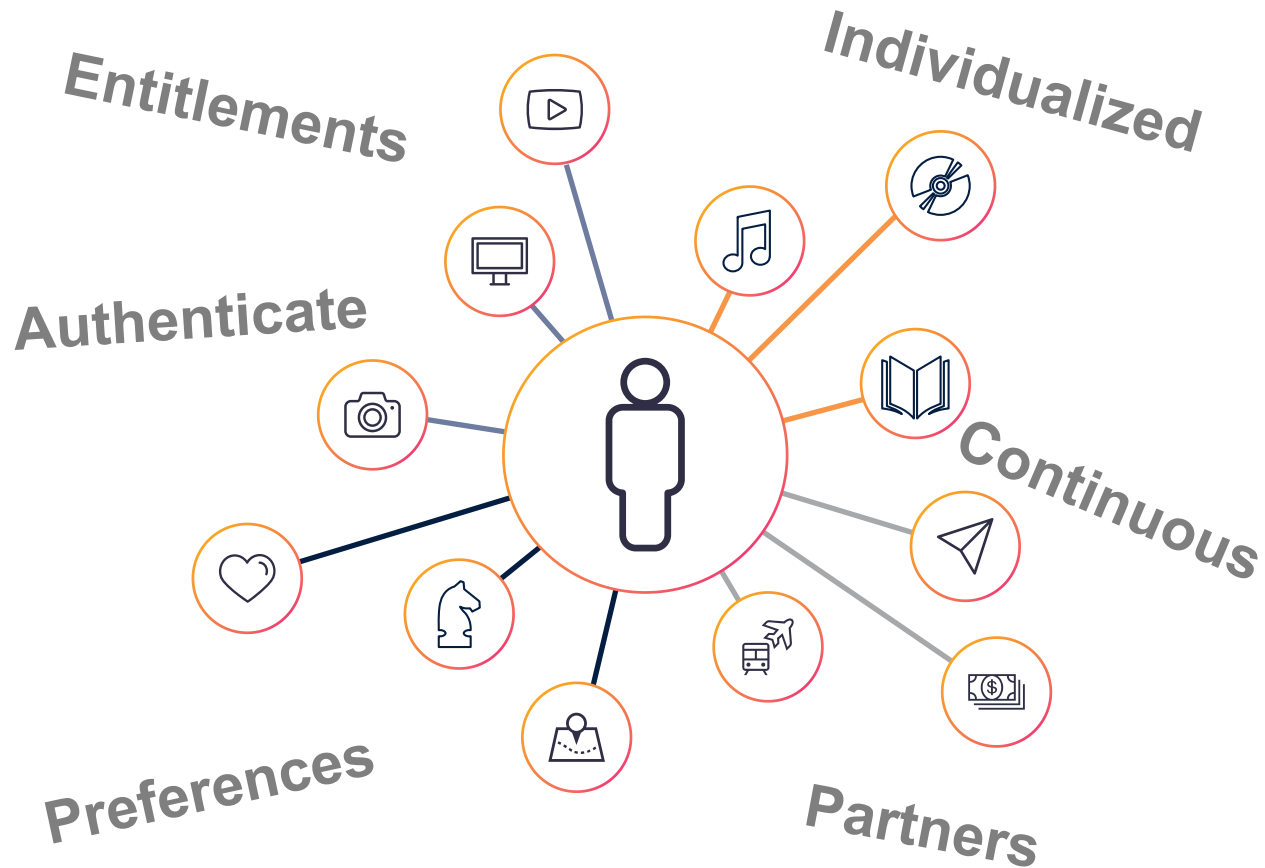


**Trust**

# Shift From Account-centric to User-centric



**Connect**





**Do you think moving  
from household to  
individual identification is  
achievable?**

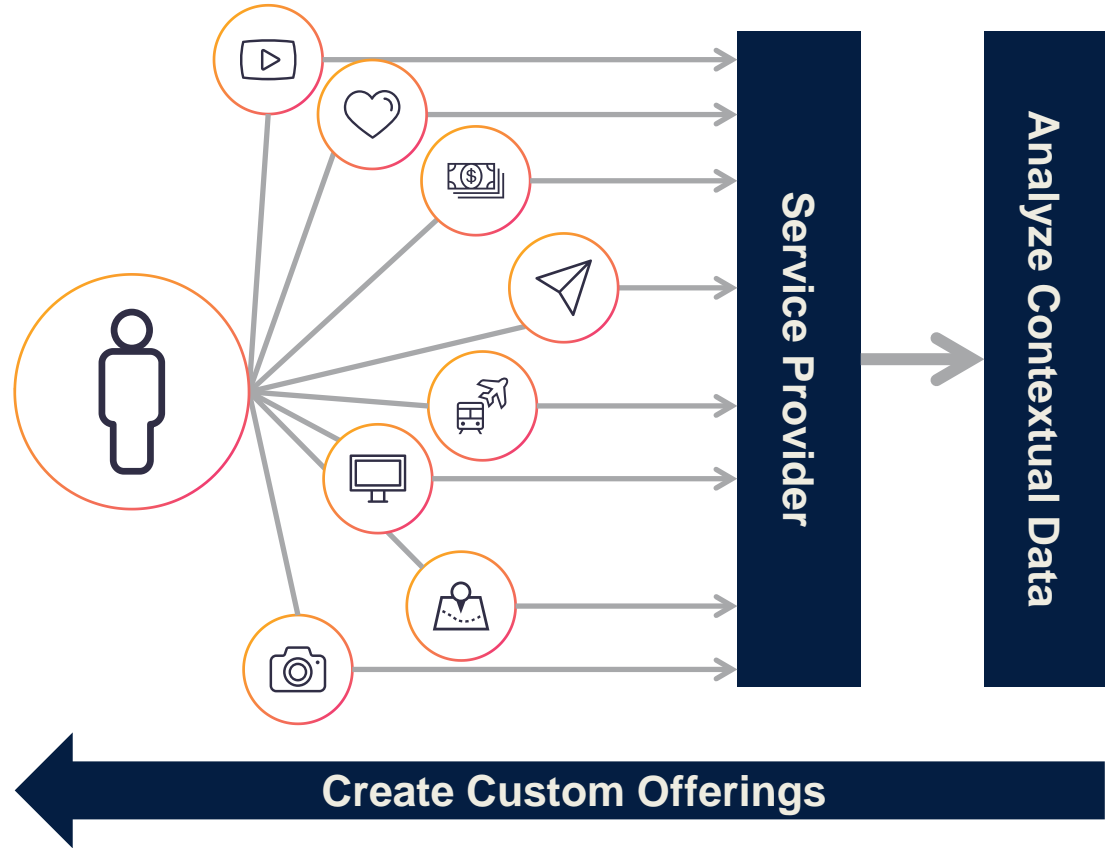
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# Manage the Journey in Context



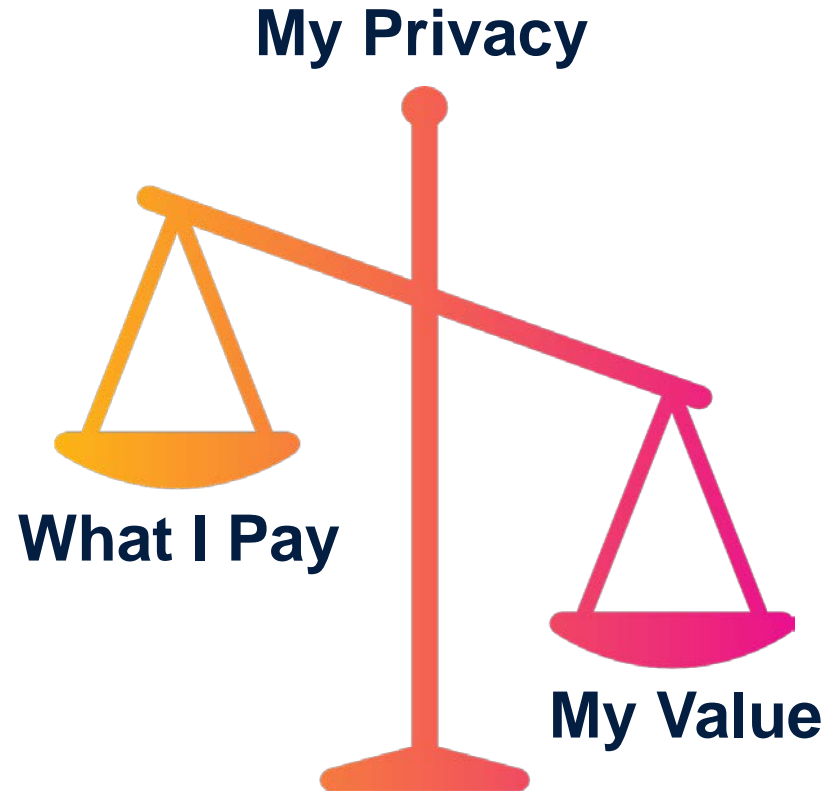
**Collect**



# Balancing Privacy and Benefit



**Trust**





# Finding the Right Balance



Trust



My Privacy



Google

amazon instant video

f

What I Pay



Telefonica

NETFLIX

My Value



## Who would you trust with your identity?

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- A** Financial institution
- B** Telecommunication service provider
- C** Social media company
- D** Retail store

# Consumer - Trust with your data

**39%** banks and credit card companies

**26%** health insurance companies

**19%** your cell phone carrier

**16%** your email provider

**14%** state government

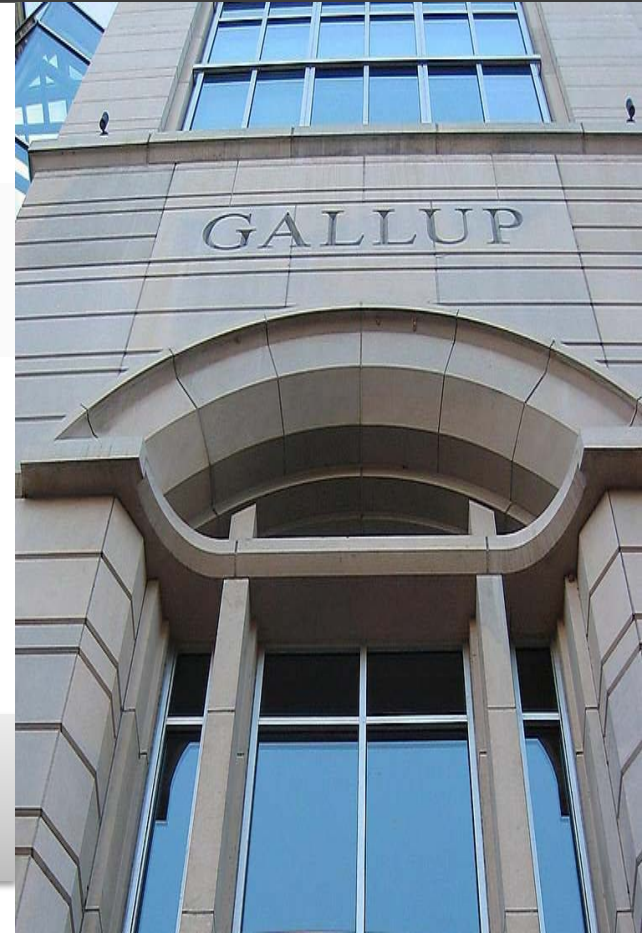
**14%** retail stores

**12%** the federal government

**6%** online retailers

**2%** social networking websites or applications

**Communication/media providers are  
in a relatively trusted position**



# Essential Solution Components

Know the user

Differentiate  
with trust and  
collaboration

## Digital identity



Secured



Identified



Preference-based



User-controlled



Monetize

## Digital locker



Portable



Standards-based

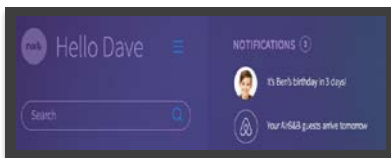


Cross industry

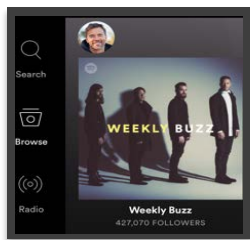
# Monetization Opportunities

Identity + Context Drive the Experience Value

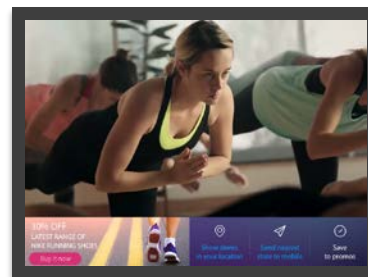
## Targeted Promotions



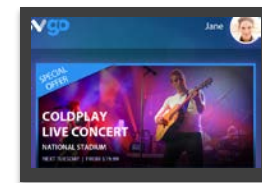
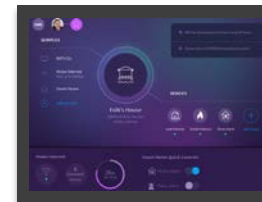
## B2B Partnerships



## Advanced Advertising



## Beyond the Quad-play



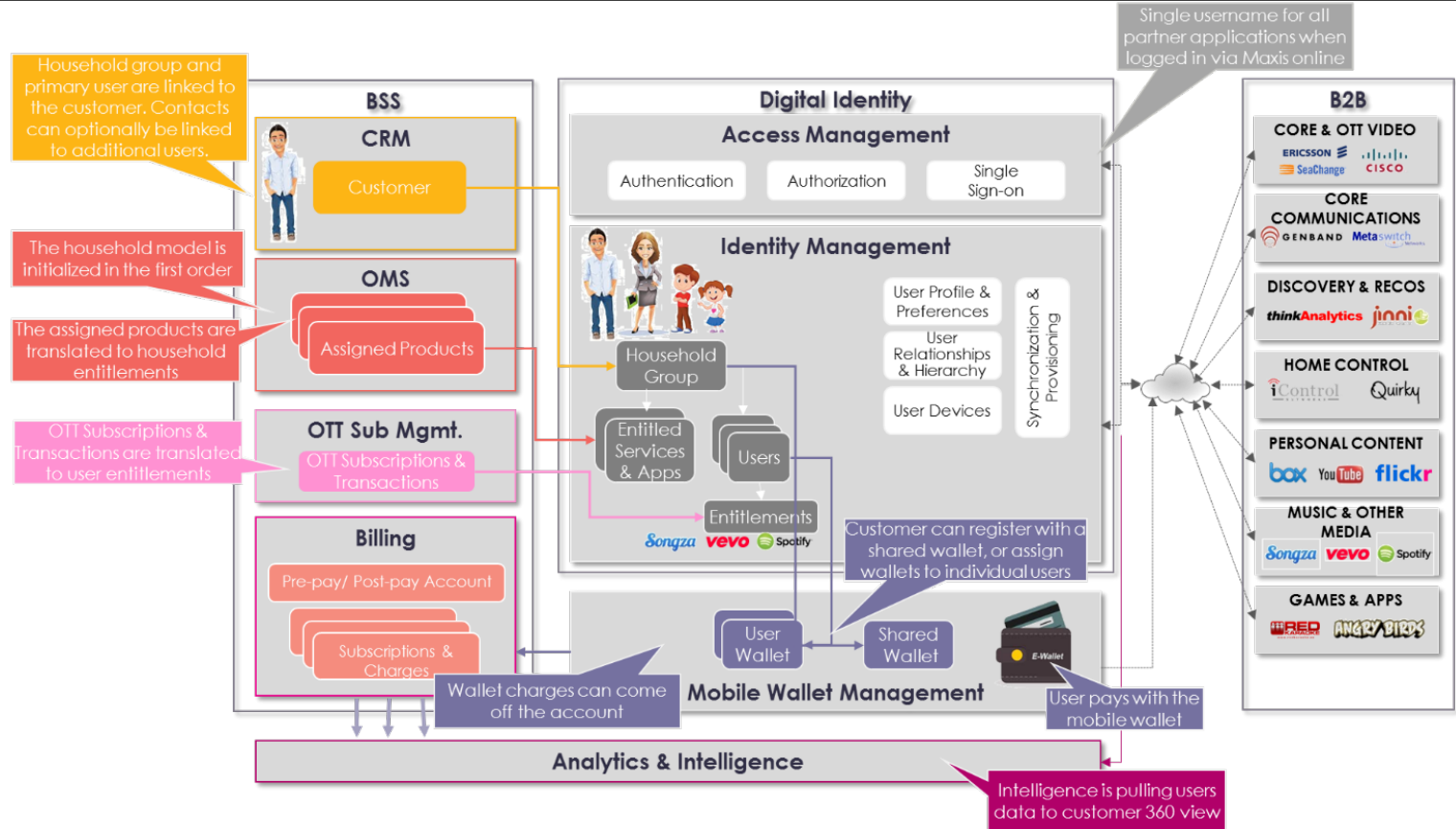




BORN  
IN THE  
USA.

BRUCE  
SPRINGSTEEN

# Sample Digital Identify E2E solution







## What do you think about personalization?

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- A Increase subscriber base
- B Decrease subscriber base
- C Increase overall RPU
- C No impact

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THANK YOU!

**Doug Fantuzzi**

Douglas.Fantuzzi@amdocs.com

240-751-5089



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