

Digital Carbon Footprint Optimization



Anat Shachar

Director of Product Management

Amdocs

The Opportunities & Challenges of Service Providers

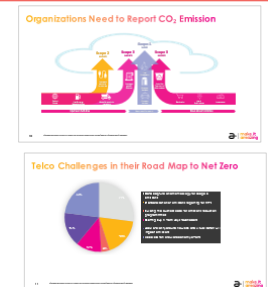
Opportunity

Reaching Net Zero CO₂ emission targets will allow **CSPs to position themselves as “green” contributors and positively impact the environment**



Challenges

Hard to calculate Carbon emission for scope 3 (for example, sold products) which is the most significant. **Difficult to provide green level information / CO₂e score** for all CSP Offers



Offering

Provide a built-in intelligent tool **across all digital channels** which will **analyze carbon footprint** of the offer lifecycle & **optimize estimated emission grade** during offer design time & **empower the customer to choose greener offers**



Digital Offer Carbon Footprint Optimization

1



Show how service providers can reduce their offer carbon emission to get closer to their Net Zero CO₂e targets and promote greener environment

2



Show how CSPs can offer greener offers across digital channels to improve customer loyalty and brand reputation

3



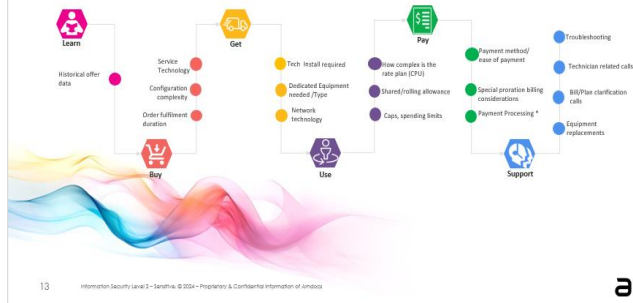
Show how customers can choose greener offers through their journey on digital channels to enhance their engagement



Which Data is Used to Measure CO₂ Emission ?

From Amdocs Data

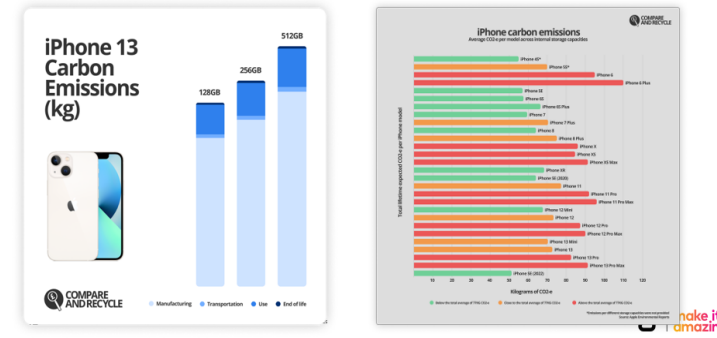
Measuring the Entire Value Chain



From Vendor / Manufactory

Many Companies Provide CO₂ Footprint Info

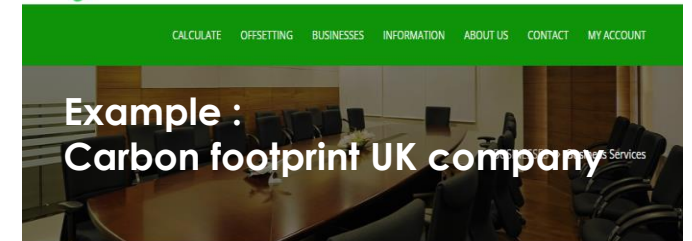
Apple / Iphone Example



From Third Party



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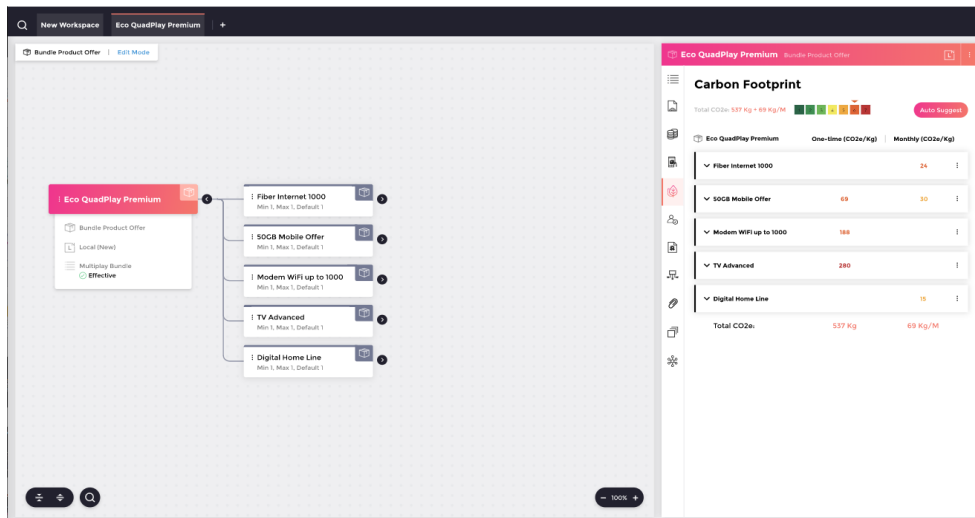
Digital Carbon Footprint Optimization

Admin uses Amdocs Catalog to create a greener alternative to a Quad-Play offer.

A consumer then buys it via the Self-Service Portal.

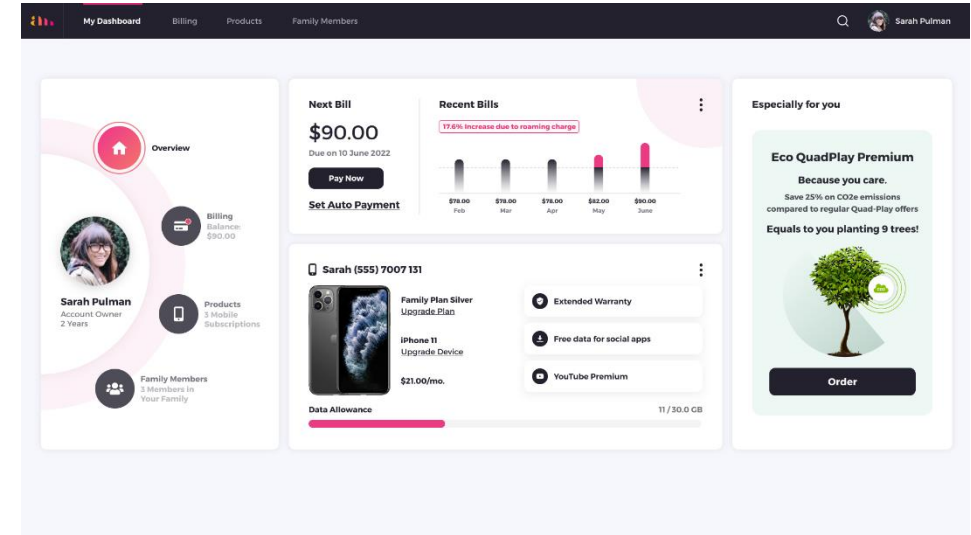
Business User experience

The Amdocs Catalog user is guided to creating more efficient offers before publishing them to the market



Digital Channel experience

The customer is presented the offer in their Self-Service portal, along with the environmental impact of making that choice



AWARD WINNING SOLUTION

JUDGES COMMENTS:

“Clear focus in measuring and reporting Scope 3 impacts through APIs and AI, giving transparency to customers and internal stakeholders.”

“Excellent approach to solve for the lack of data and transparency of Telco product emissions, and the opportunity to empower consumers and businesses to drive their digital consumption from the lens of sustainability.”

“A brilliant and innovative use case that shows the power of data to engage and empower consumers and business customers to influence their digital emissions and embark together with the digital connectivity and CSPs on the sustainability journey.”

“This use case is a game changer in the Digital Communication industry as today there is practically no visibility of product emissions and therefore no means to engage and empower customers in the sustainability journey.”



Digital carbon footprint optimization



ANALYSTS:

Gartner

“Great demo and practical use-case”
“Telco’s are ideally positioned for this initiative”



Juha Korhonen
 Sr Director Analyst
 CSP Technology Strategy



Susan Welsh de Grimaldo
 Sr Director Analyst
 CSP CIO & Digital Transformation

IDC

“Impressed by the consumer potential.”
“Excited to see this in action with my CSP soon”



Chris Silberberg
 Senior Analyst
 EMEA
 Telecommunications

GlobalData.

“This topic is dominating industry conversations. Eager to see its evolution for IoT customers”
“This solution has immense potential. Industry collaboration like this is pivotal and beneficial for all”



Siow Meng Soh
 Research Director
 APAC
 Telecommunications



Malcolm Rogers
 Senior Analyst
 APAC
 Telecommunications

Thank you!



 amdocs |  make it
amazing

