

Born Digital: Winning in the Connected Lifestyle Era

Guy Klein | Marketing Lead, SaaS



06:30

myfitnesspal

08:00

duolingo

Apple MUSIC

09:30

OpenAI GPT-4o PRO

Circle K

12:30

iCloud

18:30

Tractive

myfitnesspal

20:30

PC GAME PASS

ROBLOX

21:30

YouTube Premium

OpenAI GPT-4o PRO

22:30

Disney+

23:30

Instagram

The Subscription Market is booming



Global

\$730B

subscription
Market size

20%

Through bundling
partnerships with
telcos



\$240B

Subscription Market size in
the USA

\$1000 / year

Avg Digital subscription
spending in USA (est. 2026)

Cats?



Bronza

Housholds
with a cat

50M



Fuzy

Housholds
with 2+ cats

21M



Ewie

Housholds
with 3+ cats

5.5M



Omer

Housholds
with 4+ cats

1.3M



Meow Mobile

The First Digital Network Built for Cat Parents

#BusinessObjectives:

Market differentiation

Customer loyalty

Meow Mobile bundles unlimited connectivity with 24/7 virtual vet access and AI wellness search. The platform leverages digital first approach - focusing on high-value engagement and niche market expansion.

[Learn More >>](#)



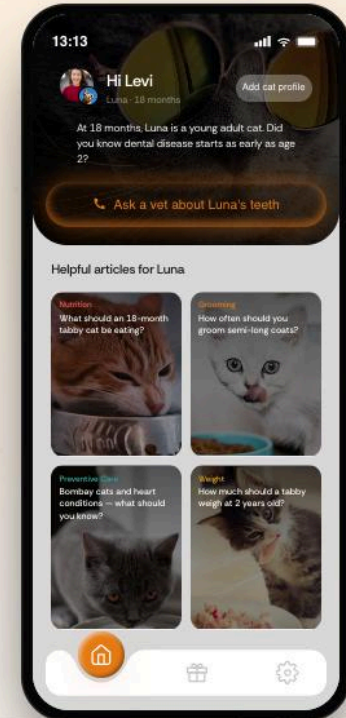
Stop overpaying for wireless.

**\$15/mo with
24/7 Vet Care**

3-month plan

Join now

*>50GB may slow when network is busy, >10GB of hotspot may slow when network is busy.
*Plus taxes and extra fees. \$45 upfront payment required.



Lifestyle Digital Brands

Sports



Hobbies



Media



Celebs

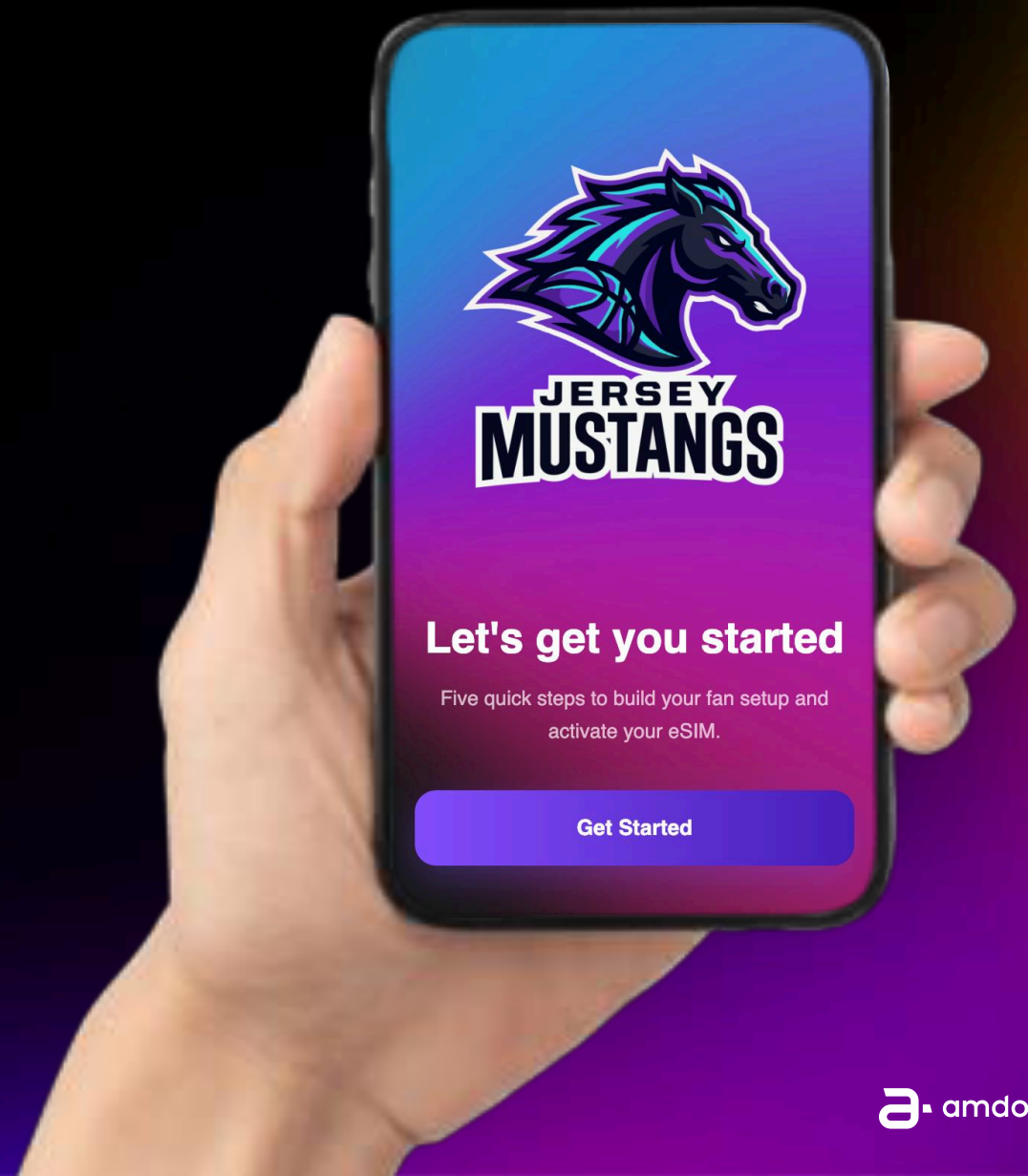


Whatever



Jersey Mustangs Demo

Register to our workshop to see more:
Born Digital - Winning in the
Connected Lifestyle Era



BRAND/ON

Your telco success kit
is ready to go.



Launch swiftly. scale rapidly, operate efficiently
amdocs Brand/On
SaaS offering

BRAND/ON
Your telco success kit
is ready to go.



Connectivity

Partners Platform

Subscription
Platform

eSIM
Platform

Commercialization Platform- connectX

AI

ConnectX - Your cloud-based BSS

Powered By

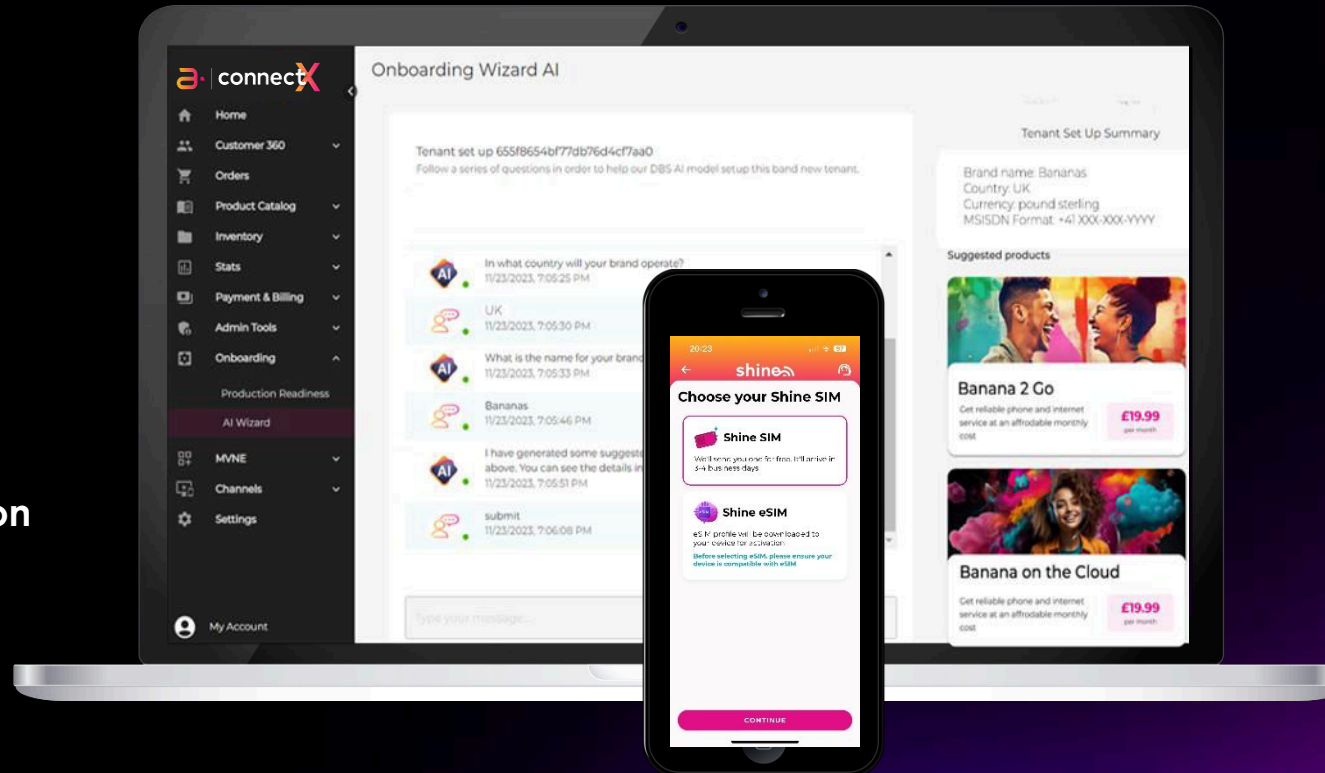


**Borderless
Commerce**

Catalog

Monetization

**Customer acquisition
& personalization
powered by AI**



Multi-Play
Wireless, Fiber, TV
Smart metering services

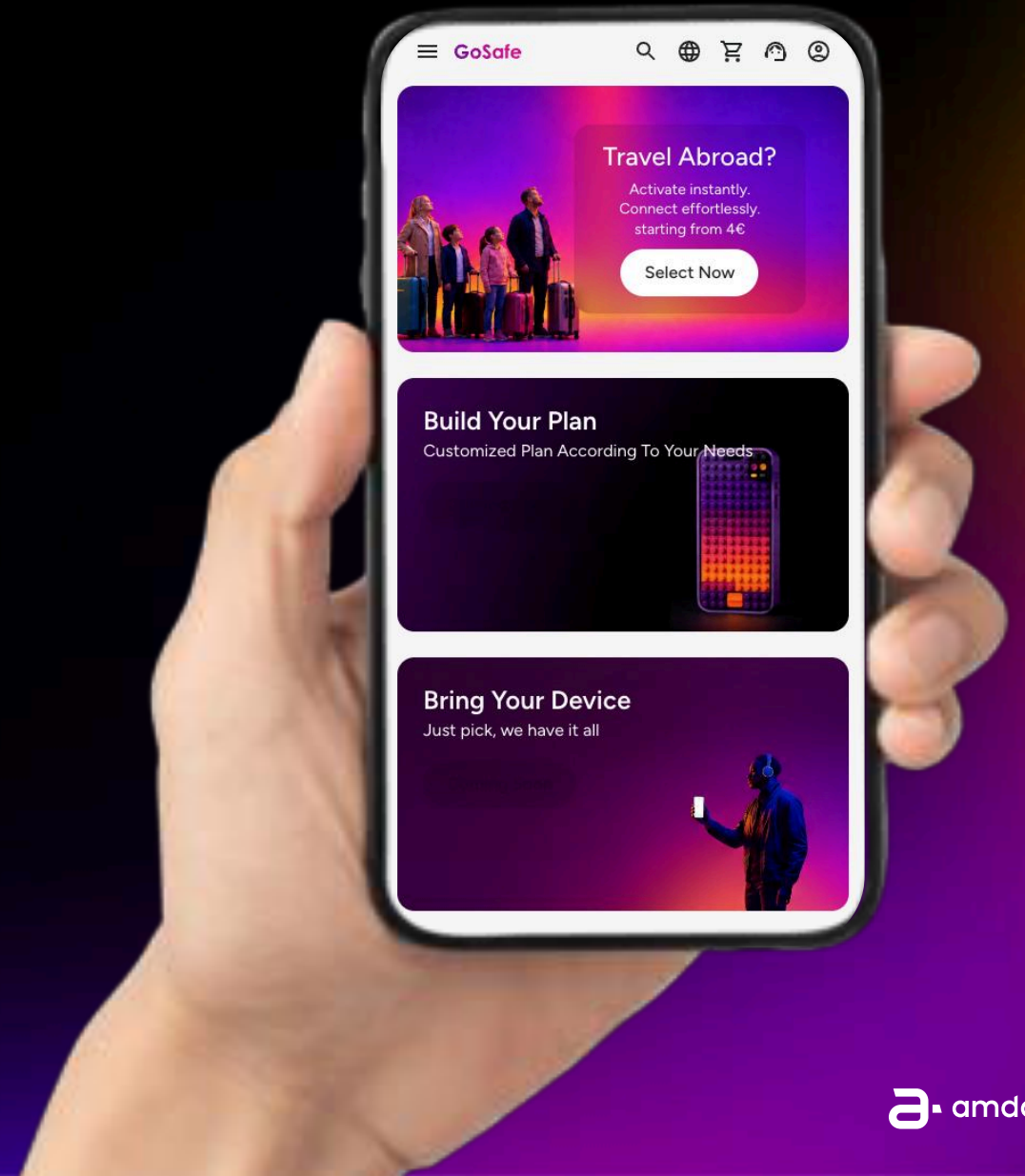
Global Customers



2 months
On-board,
go live

GoSafe Demo

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eSIM



Connectivity

Partners Platform

Subscription
Platform

eSIM
Platform

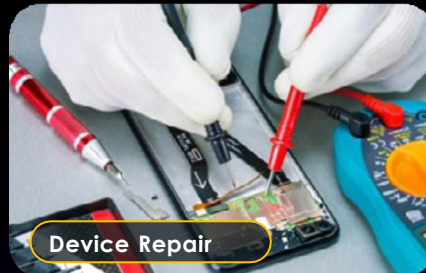
Commercialization Platform

AI

eSIM adoption grows

eSIM enables new use cases and more value

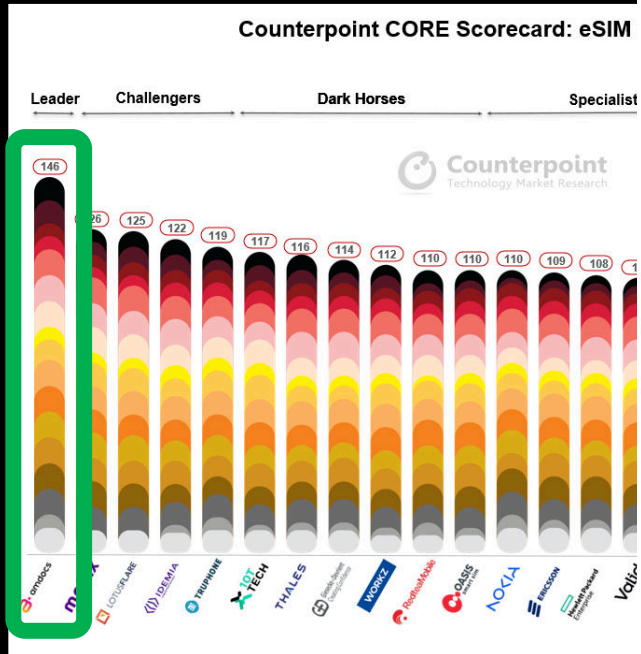
Varying levels of experience



Amdocs ranked #1 three years in a row

“Amdocs Leads 2023 Global eSIM Orchestration Landscape”

“Amdocs Named Pacesetter in 2024 eSIM Orchestration Rankings”



Amdocs scored 146 out of 150

Amdocs emerged as the best player with a very comprehensive all-round platform”



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Partners Platform

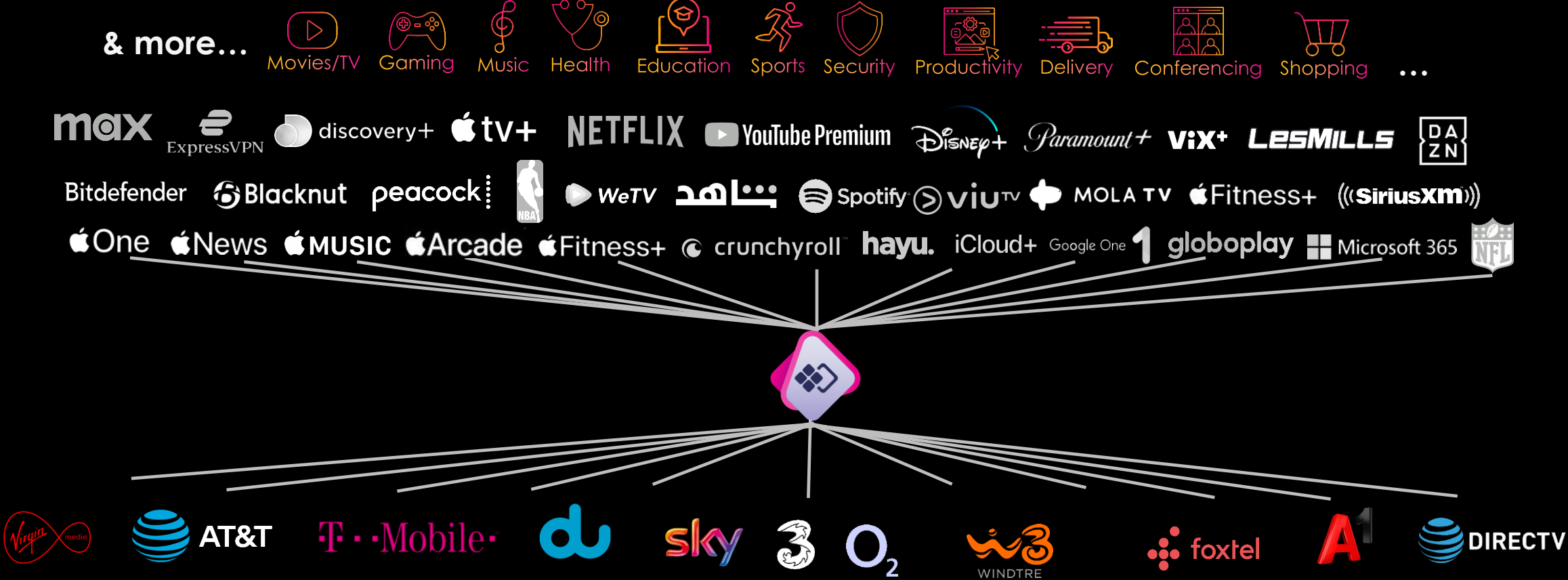
Subscription
Platform

eSIM
Platform

Commercialization Platform

AI

MarketONE – resolves complexity



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Subscriptions



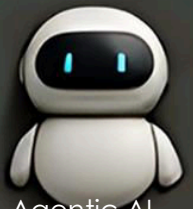
Media



eSIM



Connectivity



Agentic AI



Partners Platform

Subscription Platform

eSIM Platform

Commercialization Platform

AI

BRAND/ON Powered Brands



Digital



Wholesale MVNE



Lifestyle



IoT



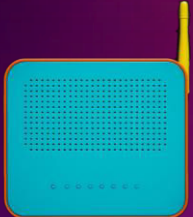
Travel Brand



Utility Services



Financial Services



Fiber

Born Digital - Winning in the Connected Lifestyle Era

We'll showcase real-world customer **case studies, practical demos,**

and the latest innovations across:

- Next-gen digital brand experiences
- AI-driven subscription marketplace innovation
- Advanced eSIM and Entitlement Server journeys

Workshop timeslots:

- Tuesday, 2 June | 14:50–15:50
Room: Meerman 2
- Wednesday, 3 June | 14:30–15:30
Room: Griffioen



Dario Talmesio
Research Director at OMDIA



Guy Klein
Marketing Lead,
SaaS Platforms at Amdocs



Iuliana Secrieru
Solution Sales Lead,
SaaS Platforms at Amdocs



Guy Klein

Thank you :)

