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PIPELINE / VOLUME 20 / ISSUE 6

PL

**UNLOCKING FULLY AUTONOMOUS
INDUSTRY INNOVATION**
FEATURING: ORACLE

TRANSFORMING TELCOS
WITH
GEN AI
WITH: servicenow

AI + XR
AND
**IMMERSIVE
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**DIGITAL
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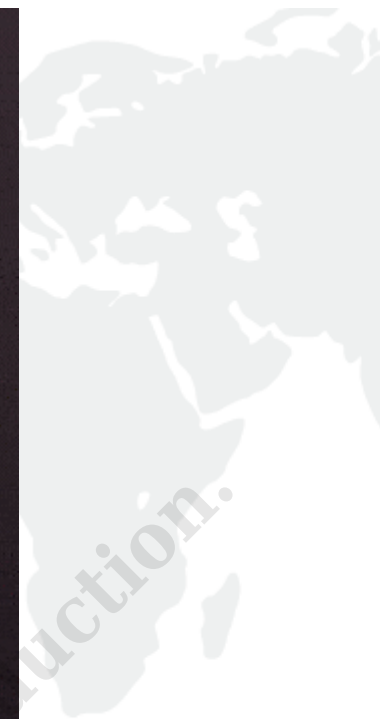


**UNLOCKING
SUSTAINABILITY
WITH FIBER**

TRANSFORMING
**THE TELCO
CORE**

THE
**DARK SIDE
OF
GEN AI**

+
TRANSFORMING MVNOS
VIRTUALIZING SATCOMMS
AI & NETWORK MANAGEMENT



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Cloud Software Group and Microsoft Sign Eight-year Strategic Partnership

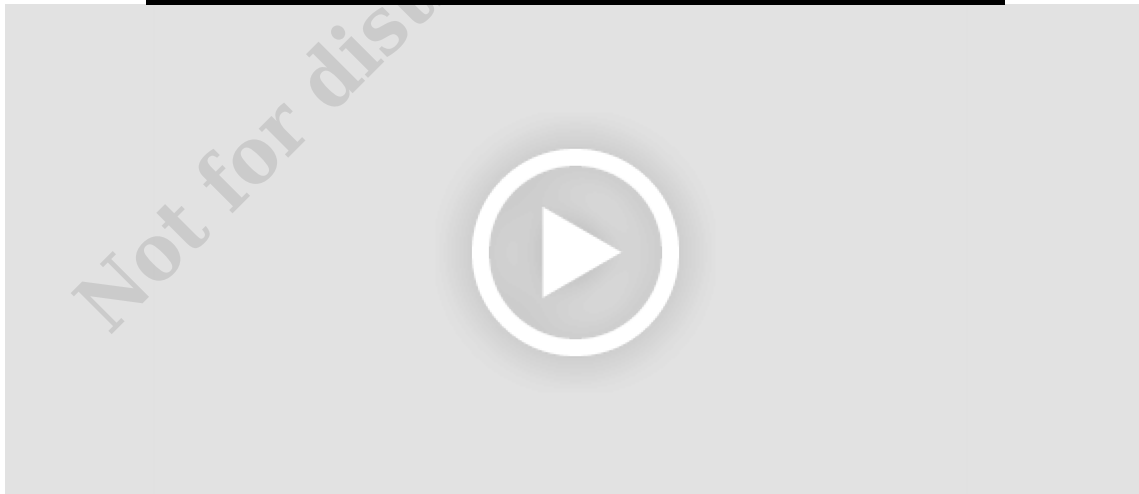
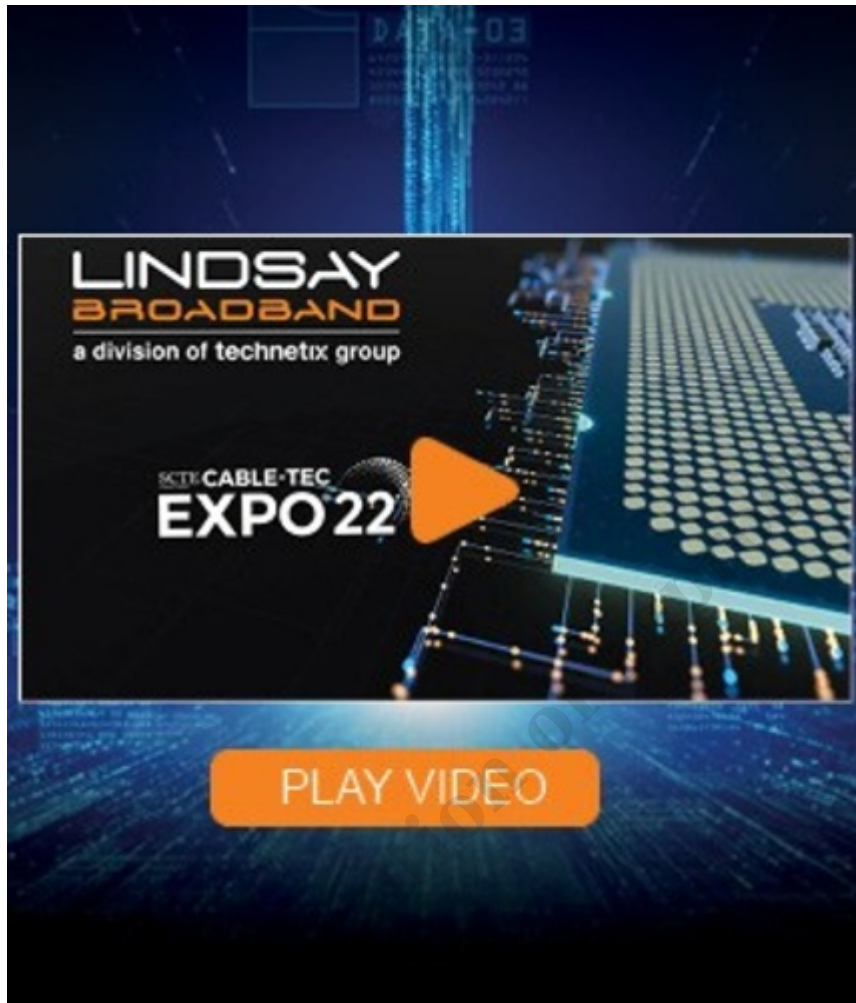
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Thales Alenia Space Signs Contract With European Space Agency

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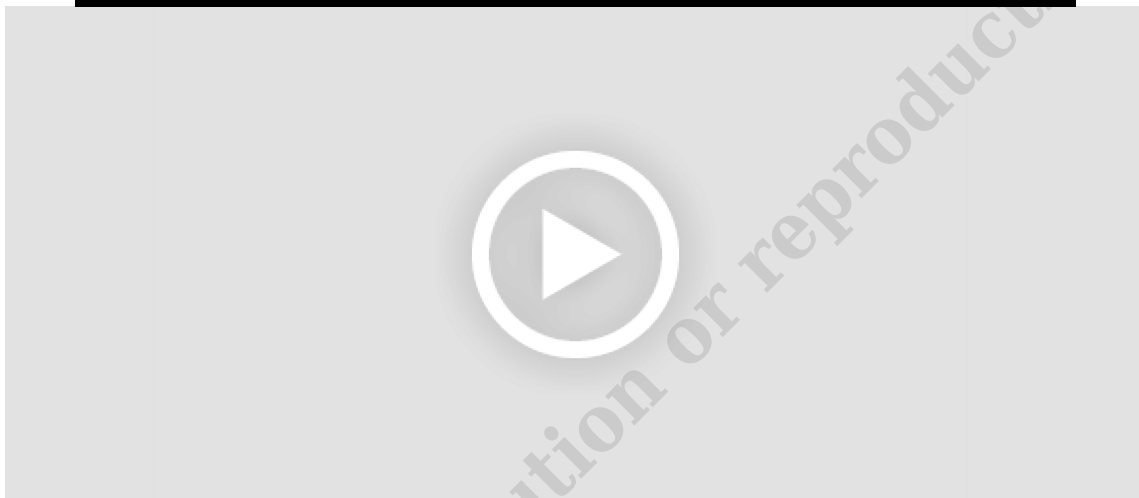
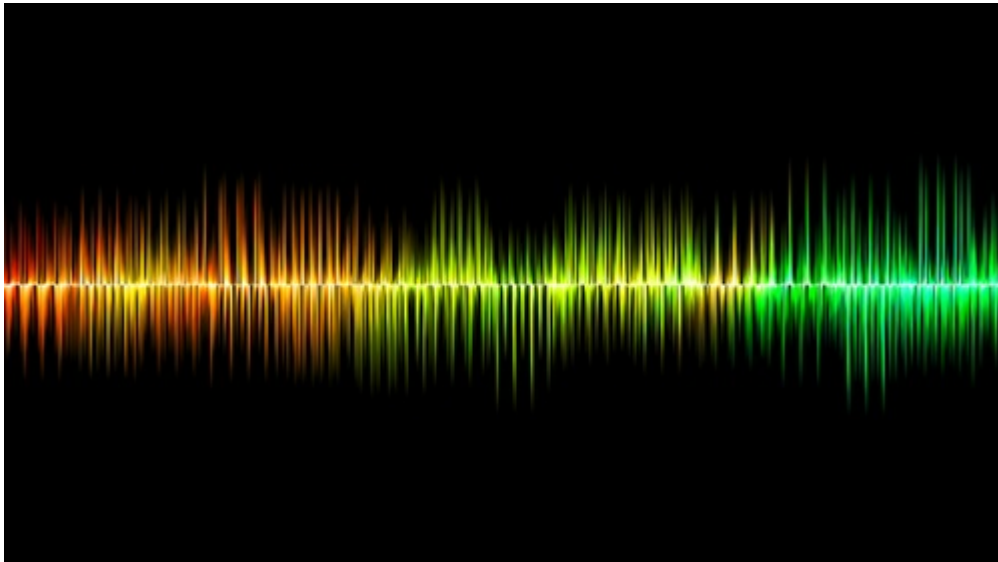
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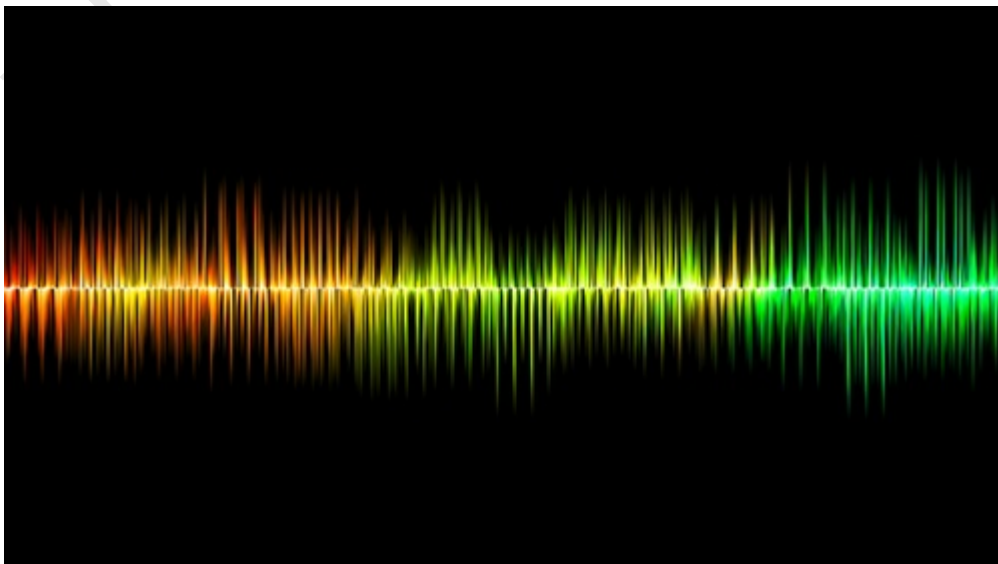
End-to-End Solutions for Broadband Networks

In case you missed Lindsay Broadband - a division of Technetix group at the SCTE Cable-Tec Expo, this video highlights the must-have, end-to-end solutions for your network.



Predicting Colonial Pipeline: Mitigating Risk and Compliance

Mitigating risk and compliance for lawful intercept using lawful intelligence is explored in this Pipeline article feature SS8. Learn how CSPs can comply with lawful intercept regulation, while empowering law information with critical, real-time data.





Podcast: The Evolution to 6G

The world's eyes are already looking forward to the potential of 6G. Demands resulting from innovative use cases, for instance specific requirements from different industries and other user groups, as well as overarching goals like sustainability, are driving the standardization and development of mobile technologies.

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*A Dynamic Panel Discussion Featuring
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*A Dynamic Panel Discussion Featuring
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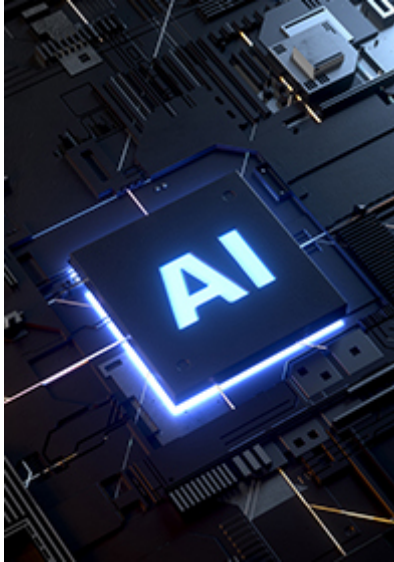
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Telco Cloud Transformation

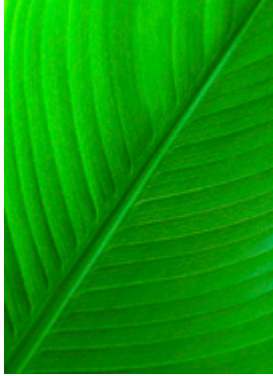
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Case Study: GSM wireless network build

PROJECT
GSM wireless network build

SITUATION
When a converged telecommunications services provider faced the sale of its wireless partner properties to a large, national wireless company, it chose to expand its market penetration by building its own wireless GSM network.

The provider engaged Cycle30 to build out, integrate, and deploy all of the BSS & OSS functions to support the new GSM network and wireless services in three metropolitan areas, over an aggressive nine-month timeline.

CHALLENGE
Critical to the ROI of the buildout was the ability to successfully acquire a number of new wireless subscribers, while retaining 99 percent of existing subscribers from the old MVNO network.

Cycle30 planned and delivered all necessary BSS, OSS and conversion functions to support two separate network and product go-live dates, dictated by a strict schedule from the provider acquiring the partner assets.

In addition, severe winter conditions across the provider's geography forced Cycle30 to compress the timeline in order to complete the conversion before winter.

RESULTS

- Cycle30 conducted end-to-end testing of the network and conversion process to ensure a seamless customer experience while finishing the deployment
- Delivered the project on time
- Delivered the project 10 percent under budget
- Cycle30 flexed to the provider's network deployment needs, so that BSS/OSS and conversion activities accelerated progress instead of impeding it
- Provider successfully converted 48,000 subscribers to its new GSM wireless network
- Customer conversion retained 99.2 percent and added 42,000 new subscribers.

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CHLW10



Report

Reducing order fallouts: Key to success with business services

January 2015

Mark Mortenson and Anil Rao

www.analysismason.com

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White Paper

**Managing Complex Multi-Enterprise
Selling & Ordering Process Critical for
Next-Gen Order Management Solutions**

Prepared by

Ari Banerjee
Senior Analyst, *Heavy Reading*



www.heavyreading.com

On behalf of

Sterling Commerce
An IBM Company

www.sterlingcommerce.com

November 2010

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White Paper
Telco Triple-Play Service Fulfillment

Prepared by
Alan Breznick
Senior Analyst, *Heavy Reading*



www.heavyreading.com

On behalf of



www.sigma-systems.com

December 2010

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WITCOM deploys open multi-vendor solution to power smart city initiative

Secure open platform powers edge cloud for IoT, video and next-gen services

WITCOM provides business customers, government institutions, and ITC service providers in Wiesbaden with professional telecommunication services and secure data center services. Now WITCOM is deploying an open uCPE platform as an edge cloud to host smart city services, including IoT, traffic control, surveillance, and wholesale services.

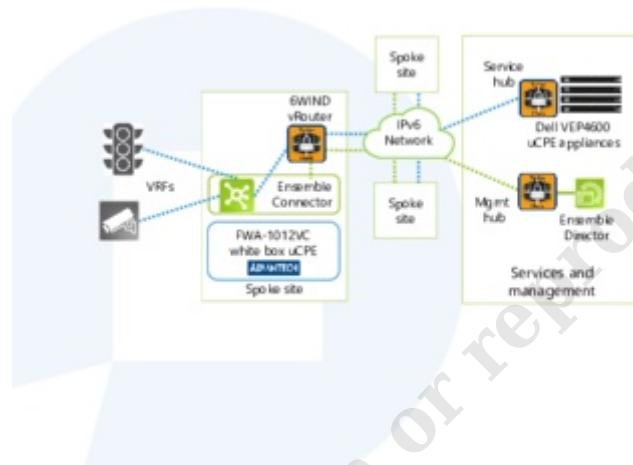
With network functions virtualization (NFV) and universal CPE (uCPE), smart city operators like WITCOM can rapidly and efficiently deploy next-generation services. And once the uCPE servers and software are deployed, the operator can use it as a platform for innovation. New services can be added dynamically, without changing the deployed hardware, drastically increasing the rate of innovation.

Adva, an ITC service provider in continental Europe, assembled a solution using best-of-breed suppliers to power this innovative deployment. Working together, the suppliers teamed up to meet WITCOM's stringent requirements for performance, cost, ease of deployment and security.

The solution is deployed on a central hub site as well as spokespoke sites (as shown below).

Security is an essential element of the solution, and is provided by the 6WIND Turbo IPsec vRouter. The vRouter is deployed in virtual machines (VMs) at each of the spokes, and at the hub as an aggregator.

The spoke sites are located in outdoor cabinets featuring the widely adopted FWA-1012VC white box uCPE from Adavtech. This optimized and versatile appliance integrates the Intel Atom™ C1000 processor (8 cores), and 2x 1GbE SFP and 6x 1GbE RJ45 interfaces, providing sufficient compute headroom and flexible connectivity to meet edge site requirements.



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> KEEPING PACE: STAYING
ONE STEP AHEAD OF
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John Wilmes
Chief Technical Architect, Communications
Progress Software

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Customers expect organizations to be aware of their distinct preferences and to interact with them on an individual basis rather than as part of customer segments or groups. Providing each person with individualized messaging, offers, and products ensures a personalized customer experience.

Toward Superior Customer Experience: Building Blocks for Personalization

November 2022

Written by: Eren Eser, Associate Research Director, Services, IDC Türkiye

Introduction

Customers have always wanted a hassle-free experience in their interactions with brands. In the meantime, customer expectations for smooth and enjoyable experiences are constantly changing and evolving due to the ever-accelerating pace of digital technology and advances in the market. In parallel with its growing importance among customers, customer experience (CX) has become a strategic concern for businesses. According to IDC's Future Enterprise Resiliency and Spending Survey, enhancing customer experience was enterprises' top business goal globally for a five-month period (September 2021–January 2022, inclusive).

Customer experience now has significantly less friction thanks to developments in customer experience technologies across advertising, marketing, commerce, sales, customer service, and more. However, focusing purely on technological advancement without considering the human connection in CX projects hinders organizations in creating and sustaining emotional connections with customers.

Differentiating by efficiency or product is doomed to failure. The return on investment for efficiency improvements will eventually be close to zero at some time in the near future. The capacity to differentiate at the product level has been hampered by technology because every new product feature or function can easily be copied by rivals and introduced to the market. Customers now consider brand experience their key criterion for choosing which items to buy and use, since they perceive less differentiation at the product level, with products essentially identical in terms of desired features.

AT A GLANCE

KEY STATS

According to IDC research:

- ▶ Improving customer experience is a top business priority for most enterprises.
- ▶ Personalization improves engagement rates by 35–40% versus non-personalized communication.

KEY TAKEAWAYS

- ▶ Customers now view personalization as the default engagement standard.
- ▶ Organizations can differentiate themselves and achieve a long-term competitive edge by offering highly personalized customer experiences.

NetDesigner Network Rollout, Resource and Asset Management

VISUALIZE your network
TRACK network rollout
DESIGN in hours not weeks
MAINTAIN accurate data

AUTOMATE network provisioning
INTEGRATE with the enterprise
MINIMIZE costly errors

NetDesigner streamlines the complex process of planning, implementing, operating, and optimizing next generation networks. Components of NetDesigner can be deployed on a standalone basis or integrated to enable end-to-end automation.

NetDesigner is an Esri GIS-based geospatial network design and management solution for complex, multi-domain networks. NetDesigner optimizes resources, enhances workflow, improves customer service, and maximizes operational efficiency, allowing for unprecedented cost savings.



Centralized repository and single workspace

NetDesigner offers a consolidated workspace and a single, accurate data repository to enable planning, design, construction, and operations for a next generation network.

Automated design

Design automation within NetDesigner enables engineers to develop a baseline network design

within hours instead of weeks. Design parameters can be customized by changing business rules to meet unique requirements.

Powerful business intelligence and planning

NetDesigner allows users to plan "what-if" scenarios, simulating what it would mean to bring network resources to underserved communities and targeted businesses. Users can integrate with visual, schematic map elements, and third-party data (e.g. ARRA, Connected Nations, demographics, census data, wire-center information, FCC data, flood plain barriers, environmentally sensitive areas, etc.) to get a comprehensive and visual overview of a proposed or as-built network. The Bill of Materials functionality allows users to quickly acquire project costs and/or material costs of any design and generate equipment reports.

Modular, flexible, standards-based solution

NetDesigner is modular and can be deployed as a standalone solution or integrated with other applications to manage fiber, wireless, copper, coax, and hybrid networks, structures, and other assets. Using standard out-of-the-box APIs, NetDesigner may be integrated with systems such as OSS, BSS, ERP, Facilities Management, and many others to automate end-to-end service provisioning, customer relationship management, and network operations.



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Whitepapers

Info Directions Maintains Gold Certified Status in Microsoft Partner Program

VICTOR, N.Y. (March 10, 2009) — Info Directions, leading provider of net-centric billing, rating, order management, workflow and selling solutions for communications service providers, is pleased to announce it has maintained Gold Certified status in the Microsoft Partner Program with a competency in ISV/Software Solutions.

Recognizing Info Directions' expertise and total impact in the technology marketplace, the Gold Certification ensures Info Directions has demonstrated expertise with Microsoft technologies and has a proven ability to meet customers' needs. Microsoft Gold Certified Partners receive a rich set of benefits including access, training and support, giving them a competitive advantage in the marketplace.

"Solutions Competencies are an important way for Microsoft to better enable ISVs to meet customer needs," said Sanjay Parthasarathy, corporate vice president of the Platform Strategy & Partner Group at Microsoft. "They allow ISVs to keep and win customers with their deep knowledge of solutions-based Microsoft platform technologies. Microsoft has a long history of working closely with ISV partners to help deliver compelling solutions and applications to our mutual customers, and the Solutions Competencies are an important step in continuing to enhance vital relationships with ISVs worldwide."

The Microsoft ISV/Software Solutions Competency recognizes the skill and focus partners bring to a particular solution set. Microsoft Gold Certified Partners that have obtained this competency have a successful record of developing and marketing packaged software based on Microsoft technologies.

"We are extremely pleased to have maintained Gold Certified Partner status in the Microsoft Partner Program. Our organization is focused on developing products and services that support the evolution of the rapidly changing communications market, so we make it a priority to participate in the Microsoft Partner Program at the highest level," said Tim Wrona, Vice President of Product Marketing at Info Directions. "Being a Microsoft Certified Gold Partner helps us meet our commitment to our clients by giving them the products, tools and services they need to leverage new opportunities and compete more effectively in the communications market."

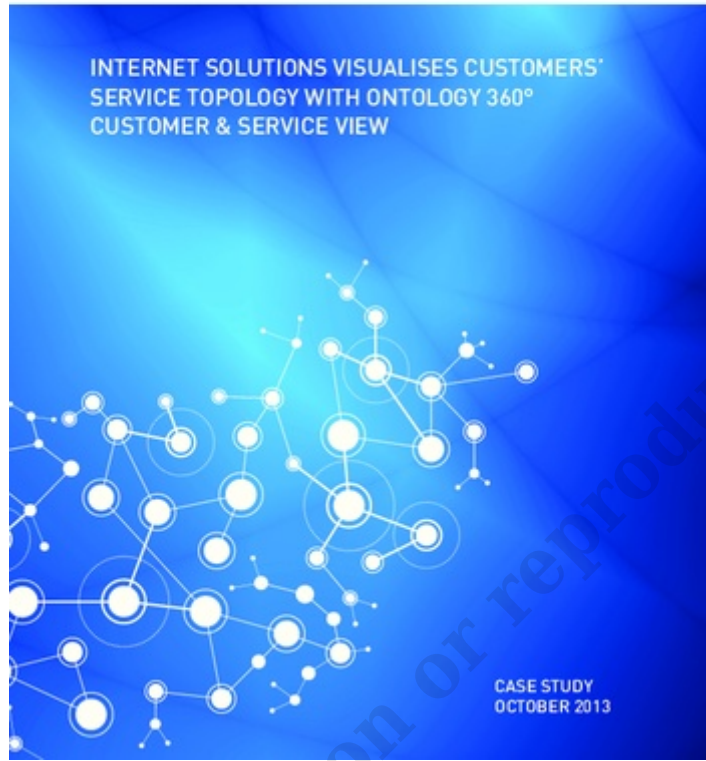
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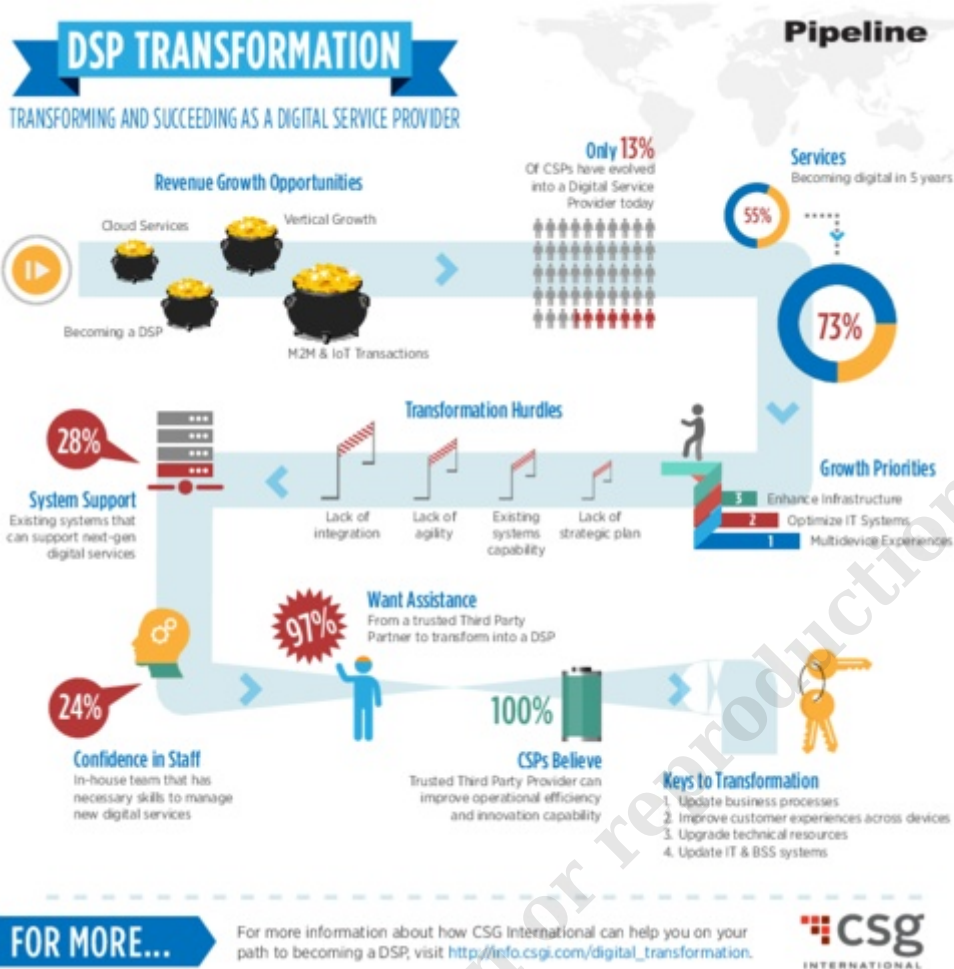


INTERNET SOLUTIONS VISUALISES CUSTOMERS' SERVICE TOPOLOGY WITH ONTOLOGY 360° CUSTOMER & SERVICE VIEW

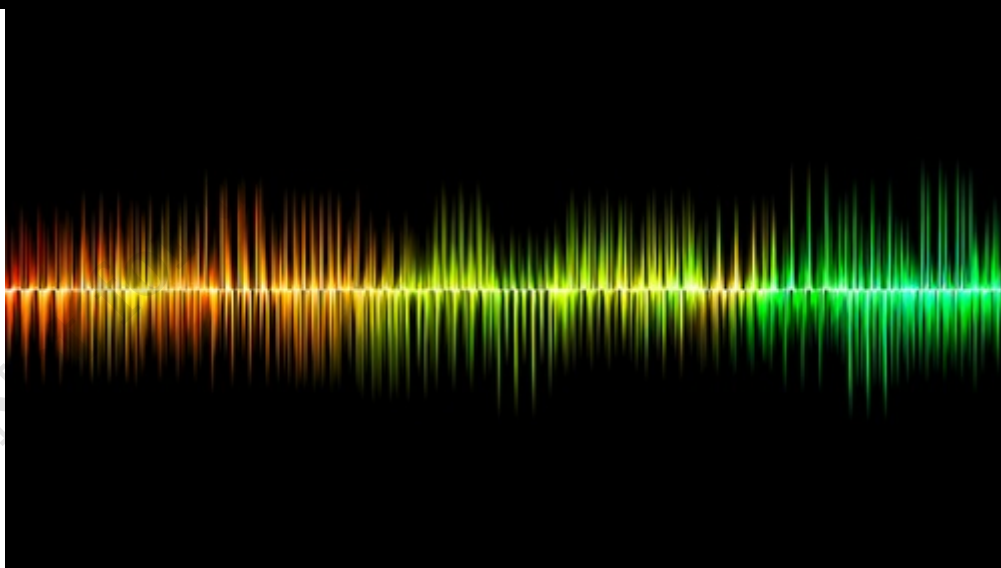
CASE STUDY
OCTOBER 2013

Surveys

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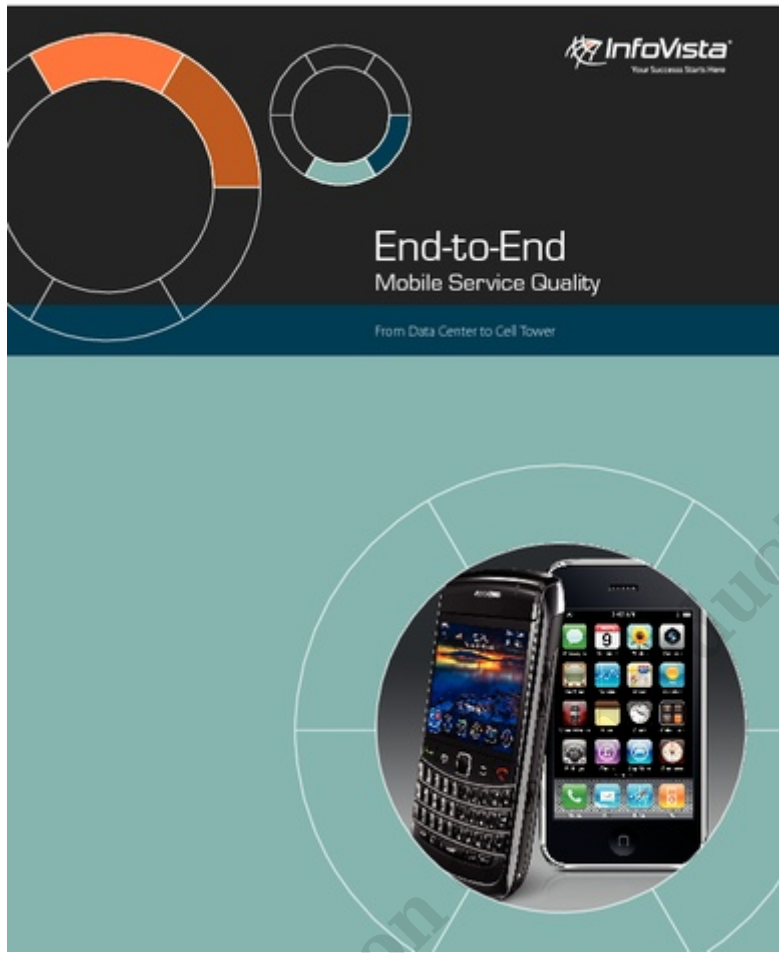


Videos





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TOP TEN PREDICTIONS FOR THE TELECOMMUNICATIONS
INDUSTRY IN 2011**For B/OSS, Managing the Manager is #1, says Progress Software**

Progress Software Corporation (NASDAQ: PRGS), a leading software provider that enables companies to be operationally responsive, predicts that telecommunications service providers will increasingly be able to detect technology problems that might affect customers, solving them before the customers even know they exist.

Sanjay Kumar, Industry Vice President for Communications and Media at Progress Software, said, "The telecommunications field is very competitive, and service providers have to do what they can to differentiate their offerings. Solving problems before they happen goes a long way toward managing the customer experience." The firm also predicts that mobile service providers will have to build stronger relationships with customers, mainly by providing unique offerings to grab and hold their attention.

Progress Software's Telecommunications predictions for 2011:

1. **For B/OSS, managing the manager is key.** Traditional business and operational support systems (B/OSS) will require systems to manage the systems. Most service providers have invested so much in their B/OSS infrastructure assets that they cannot be easily replaced and need an adapted layer to respond to real-time business demands and reenergize the existing B/OSS infrastructure's value.
2. **You will predict problems before they come to light.** Telco service providers will be able to predict when there is a potential issue that will affect customers—and correct it before it happens. The pre-emptive correction of problems before the customer knows they exist will become a key factor in differentiating service providers and improving the customer's level of service.
3. **Loyalty program.** Mobile service providers facing mounting competitive forces will have to build stronger relationships with their customers. They will need to provide customers with unique, interactive experiences to build stronger loyalty by tapping into customer call patterns and locations, correlating with customer preferences and providing value-added services to customize each customer's experience in a unique way.
4. **Partly cloudy.** As communication service providers head for the cloud, they will struggle with data interoperability between cloud and non-cloud environments. Operators will need advanced data transformation and adaptive technologies to take full advantage of cloud-based applications.
5. **Mind the gap.** Operators will be increasingly trapped in the gap between customer expectations for flexibility and speed, and the limitations in existing B/OSS infrastructure. This will drive demand for new business user toolsets to overlay B/OSS, enabling service providers to respond and deploy new solutions faster.

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Wednesday November 5, 2014				
TIME	SESSION	SESSION TYPE	DEMO AREA	BOARD ROOMS
7:00pm - 11:00pm	Speed Networking Cocktail Reception	Networking		

Thursday November 6, 2014				
TIME	SESSION	SESSION TYPE	DEMO AREA	BOARD ROOMS
8:00am - 9:00am	Networking Breakfast	Networking		
9:15am - 10:00am	Opening Remarks	General	Setup	Open
10:00am - 10:45am	Service Provider Perspectives: Contending with Key Challenges (featuring AT&T, BT, Comcast, Level 3 and Verizon)	General		
10:45am - 11:15am	Networking Break	Networking	Open	
11:25am - 12:00pm	Advanced Customer Experience Management (featuring Andocs and CT Invision)	General		
12:00pm - 12:45pm	Leveraging Big Data for Enterprise Business Intelligence (featuring Tableau and Shyp)	General		
12:45pm - 1:45pm	Topic Roundtable Luncheon	Networking	Open	
2:00pm - 2:45pm	The Agile Architecture (featuring Dr. Tom Wisa, CT Invision and Talt)	General		
2:45pm - 3:30pm	Delivering Elastic Services (featuring Applixio, Comcast and TERCONE)	General		
3:30pm - 4:00pm	Networking Break	Networking	Open	
4:00pm - 4:45pm	The New Networks (featuring H3io and ASB)	General		
4:45pm - 5:30pm	Transformation: Managing the Evolution to Virtual Networks (featuring CT Invision and ASB)	General		
5:30pm - 6:00pm	Pre-Dinner Break	Break	Open	
6:00pm - 7:00pm	Networking Dinner	Networking		
7:00pm - 10:00pm	Evening Entertainment	Networking		

Friday November 7, 2014				
TIME	SESSION	SESSION TYPE	DEMO AREA	BOARD ROOMS
8:00am - 9:00am	Networking Breakfast	Networking		
9:15am - 10:15am	Market Analysis: Industry Insights (featuring Applixio, CT Invision and NPRO)	General		Open
10:25am - 11:25am	Risk Mitigation: Advanced Security Planning (featuring Level 3, NPRO and Verizon)	General		
11:25am - 12:15pm	Competitive Edge: Leveraging Content and WebRTC (featuring Applixio and Genband)	General		
12:15pm - 1:15pm	Networking Lunch	Networking	Open	
1:25pm - 2:15pm	Users Den - Sessions 1 & 2	Interactive		
2:25pm - 3:15pm	Users Den - Sessions 3 & 4	Interactive		
3:25pm - 4:15pm	Users Den - Sessions 5 & 6	Interactive		
4:25pm - 5:00pm	Editorial Calendar Input	Interactive		
5:25pm - 5:50pm	Closing Remarks	General		

*Note: Agenda is subject to change based on input from Pipeline's Industry Advisory Board (IAB), attendee feedback, and presenters. Please check for updates.

■ Included with regular admission.
 ■ ■ ■ Not included with regular admission. Additional participation required. See the How To Participate page for more information.

The Uplift Advantage

How firms in the communication industry have become smarter about contacting customers—and are driving results.



Weathering the Wireless Tsunami
**How MNOs Can Reach
High Ground in Today's
Communications Market**

By ConceptWave Software Inc.

WHITE PAPER

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e-billing and Analytics Solution
 Increase billing transparency and control, enhance customer experience and loyalty, reduce support costs, and deliver faster ROI.

Customer Experience Competitive Advantage
 Faced with the challenge of how to increase profitability, Communication Service Providers (CSPs) are increasingly focusing on customer experience as a way to differentiate from the competition, maximize revenues and reduce costs. Business customers represents a significant source of revenue for many CSPs and, as such, it's vital to provide high levels of customer service to attract and retain these key customers and maximize their lifetime value. The enablement of customer experience is an important factor in improving customer experience while improving efficiency and driving down costs.

In the continuing search for new revenues, CSPs have expanded the range of services they provide to their business customers to include mobile voice and data, fixed-line voice, IP data services — with a corresponding increase in billing complexity and, in some cases, a decrease in customer satisfaction due to the siloed presentation of billing information for each service type. As a consequence, CSPs are looking for ways to evolve their customer experience to new levels of interactivity with a single view of services through the provision of unified communication channels. To achieve this goal, CSPs have to be able to abstract the customer experience layer from the underlying billing and CRM infrastructure, which often means dealing with multiple complex legacy source data systems that can hinder the development and delivery of e-enabled customer experience.

Customer Needs
 In maturing markets, business customers are increasingly basing their purchasing decisions on service quality and support rather than on price alone. Hard-working managers are demanding access to

systems and tools that enable them to become more productive, simplify their tasks, take control of their organizational spend, and allow them to effectively manage their relationship with the CSP. Specifically, these customers want to have convenient and secure access to their consolidated service and usage information in a single online location; with the ability to view summary spend information across their organization, view out of the box and custom reports and, drill-down to analyze the detail of service usage.

MDS e-billing and Analytics Solution
 MDS e-billing and analytics solution provides businesses of all sizes, from global corporate enterprises to SMBs and sole traders, with secure online access to their consolidated accounts and electronic billing information. They permit customers to view trends, analyze details of spend and take control of their communication services. The MDS e-billing and analytics solution empowers customers to make informed business decisions, enhances the loyalty and lifetime value of these important customers, provides additional value to attract new customers and retain existing ones, and reduces operational and support costs.

Utilizing a powerful analytics engine, MDS e-billing and analytics solution simplifies the task of integration with legacy billing and CRM systems, delivering rapid go-to-market, low-risk integration, accelerated time-to-value and lower total cost of ownership.

E-Billing and Analytics Solution 

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