June 2024, Volume 20, Issue 8

FEATURED SPONSOR:

IBM.

Let's create → AI models to predict trends before they happen.

ibm.com

IN THIS ISSUE

Precision Liquid Cooling
Satellite Communications
AI for Network Management
PC-based AI & LLMs
AI Use Cases for Telecoms
Guide to DTW Ignite! 2024
OpenRoaming for Wi-Fi
Optimizing IT & Telco Networks
AI-assisted Voice Technology
NaaS for Law Enforcement
Letter From the Editor
IT & Telecom Industry News
Article Index

DIGITAL GREEN PUBLISHER™

Not for distribution or reproduction

© Pipeline Publishing, L.L.C. All Rights Reserved.

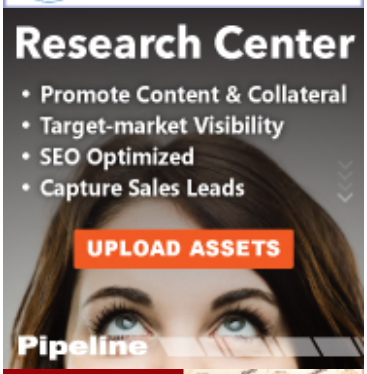
NEWSWIRE

Not for reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.

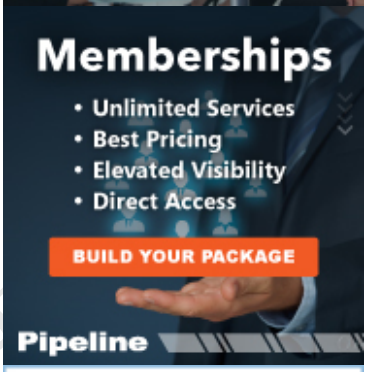
Not for distribution or reprod

LATEST UPDATES



© Pipeline Publishing, L.L.C. All Rights Reserved.

Not for distribution or reprod



© Pipeline Publishing, L.L.C. All Rights Reserved.

Not for distribution or reprod

CONNECT WITH US

Follow @PipelineWire

Back More

© Pipeline Publishing, L.L.C. All Rights Reserved.

Latest Issues

Not for distribution or reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.

Advertising Placements

Sponsor Articles and Issues

View More Issues

Not for distribution or reproduction.

TRENDING NEWS

Dell and Ericsson to Accelerate Telecom Cloud Transformation

Full Story>

CGI Appointed Technology Delivery Partner for UK Emergency Services

Full Story>

CrowdStrike and NinjaOne Announce Strategic Partnership

Full Story>

Northern Data Group and VAST Data Partner to Deliver AI Cloud

Full Story>

Orange and Nokia to Accelerate 5G in Europe

Full Story>

ServiceNow Makes Strategic Growth Investment In InMorphis

Full Story>

View More News

© Pipeline Publishing, L.L.C. All Rights Reserved.

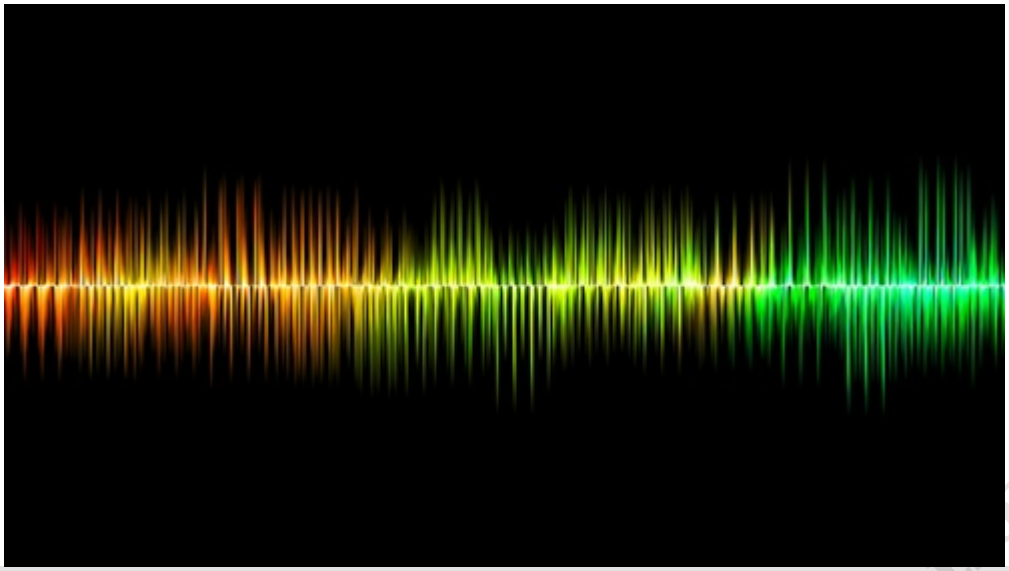
Featured Content

Not for distribution.

End-to-End Solutions for Broadband Networks

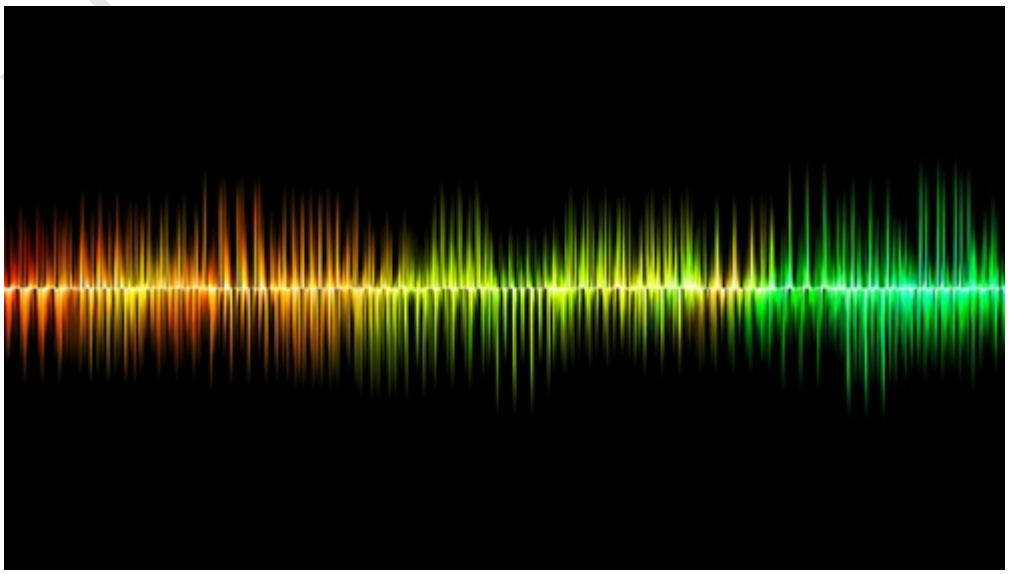
In case you missed Lindsay Broadband - a division of Technetix group at the SCTE Cable-Tec Expo, this video highlights the must-have, end-to-end solutions for your network.

© Pipeline Publishing, L.L.C. All Rights Reserved.



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.



© Pipeline Publishing, L.L.C. All Rights Reserved.

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.

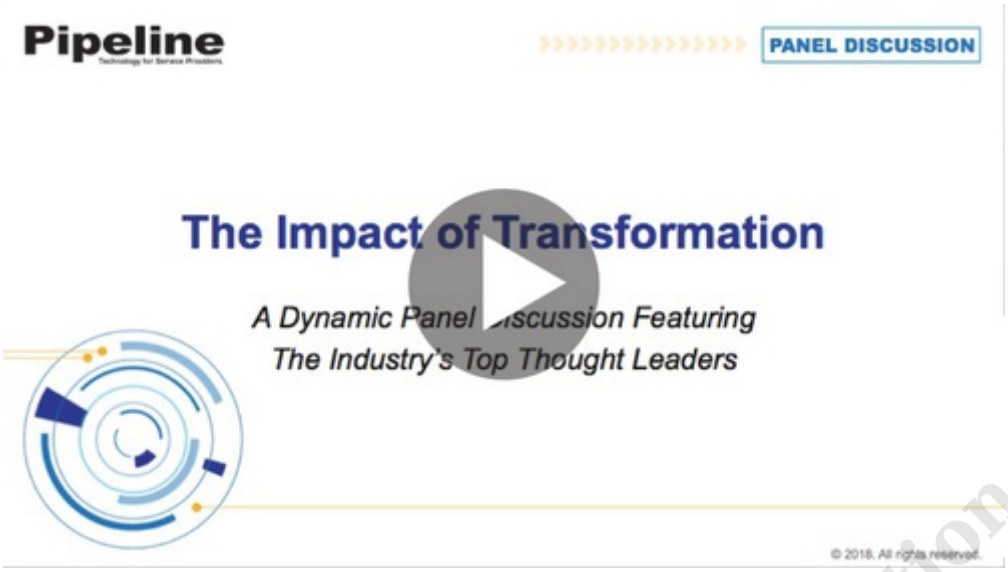
Request Video

View More Videos

Latest Webinars

Not for distribution or reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.



Not for distribution or reproduction.

[Participate in Webinars](#)

[Join Next Webinar](#)

[View More Webinars](#)

© Pipeline Publishing, L.L.C. All Rights Reserved.

Latest Articles

Precision Liquid Cooling

Order Article Reprint **Read More**

Satellite Communications

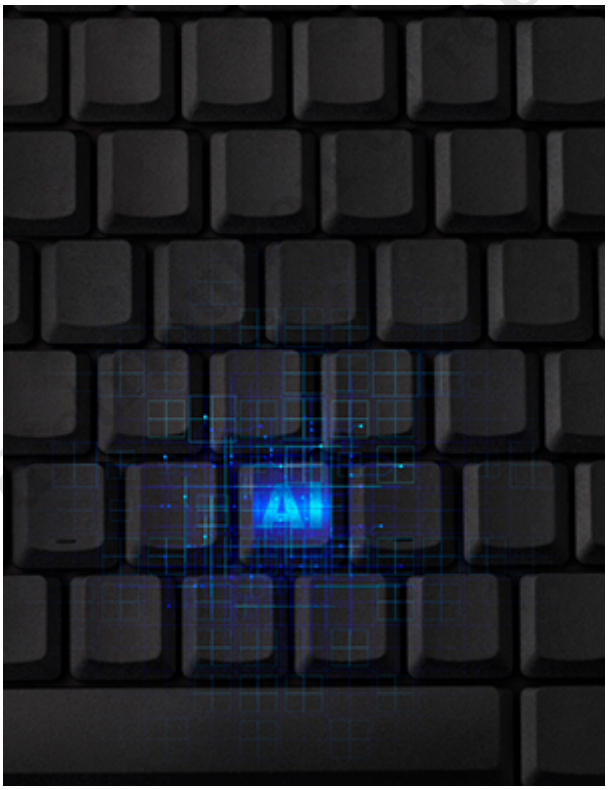
Order Article Reprint **Read More**

Not for di reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.

AI for Network Management

Order Article Reprint **Read More**



PC-based AI & LLMs

Order Article Reprint **Read More**

Sponsor Articles

Not for production.

© Pipeline Publishing, L.L.C. All Rights Reserved.

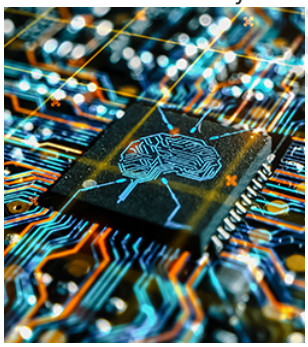
Advertising Placements

TRENDING ARTICLES

Autonomous Industry Innovation

IT & Telecom Industry News

IT & Telecom Industry News



Transforming Telecom with AI

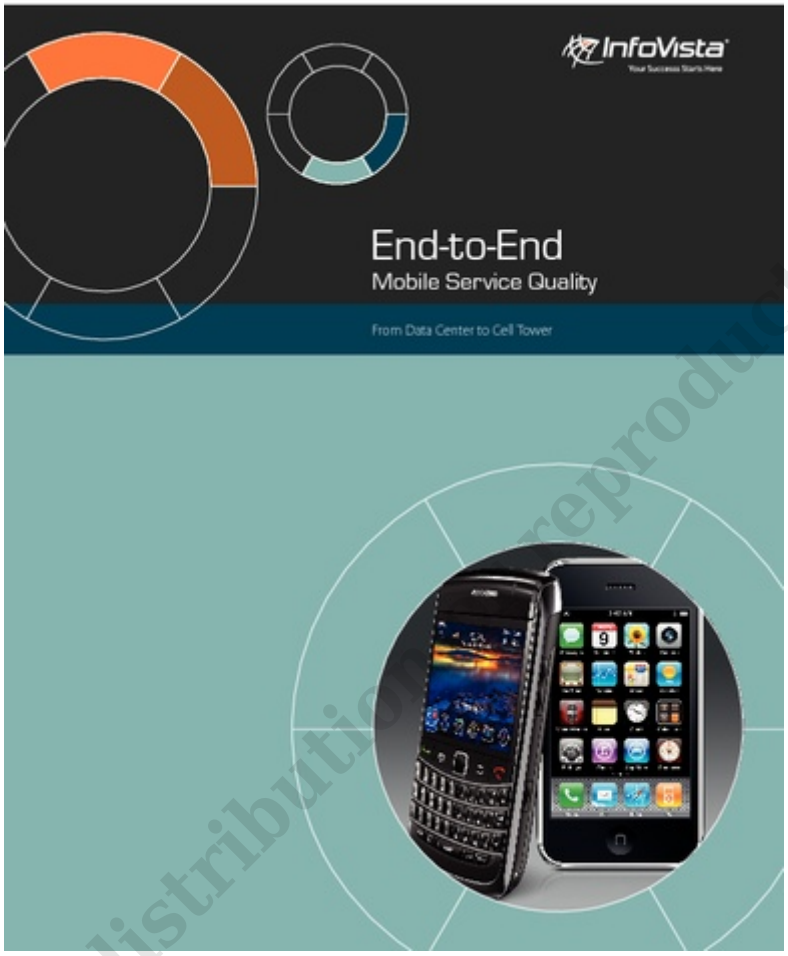
AI + AR: Immersive Intelligence

View More Articles

Distribution or reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.

Other Featured Content



Not for distribution or reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.

Pipeline

Technology for Service Providers

Navigating the Chaos: Identity Access and Configuration Management Strategies for SDN & NFV

Case Study

Mobily: Transforming their OSS landscape with Comptel solutions

January 2015

Dean Ramsay and Justin van der Lande

Ref: RXB98

Not for distribution or reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.

[redacted]

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 packed 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."

Not for distribution or reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.

csg INTERNATIONAL

accelerate business. anywhere.

CUSTOMER SUCCESS STORY: SINGTEL OPTUS

Expert Billing For the Top-End of Town

SingTel Optus (Optus) needed to differentiate itself from its competitors and create a valuable service to attract and retain high-value customers. The company wanted to optimise its service to large corporate and government entities and therefore needed a billing and transaction management system to support that market segment.

STRATEGY

As the largest competitor to Australia's incumbent, Optus has taken a very strategic approach to winning high value customers.

Optus introduced superior customer-focused service to the market, along with premium product and service bundles. The corporate and government market in particular was requesting a better method to manage their communications portfolios.

To support this business decision, Optus selected Singleview as the strategic billing and transaction management system for their corporate and government customers. They chose Singleview because of its flexibility and functionality, which supports the concept of a "market of one".

RESULTS

Optus has reduced overall cost of ownership and improved operational efficiencies with lower bill processing cycle times and seamless internal operations, not to mention reduced spend on accessing data and increased time on servicing its corporate and government customers.

OPTUS – AN OVERVIEW

Optus, now owned by telecommunications giant SingTel, commenced operation in 1992 and is one of the largest communications service providers in Australia. It has more than six million customers today and provides a broad range of communications services including mobile, national and long distance services, local telephony, international telephony, business network services, internet and satellite services and subscription television.

ORGANIZATIONAL STRUCTURES REFLECTED WITH EASE

Singleview's hierarchies provide powerful aggregation features, which allow for the management of complex corporate and government accounts. The ability of Singleview to imitate these organizational structures is achieved via its superior and multifaceted hierarchies. Each account is treated individually, allowing billing, reporting and invoicing to be tailored to meet the client's individual business model. These hierarchies can sometimes be 8-9 levels deep with thousands of nodes.

BILLS AND REPORTS AS A SELLING TOOL

Optus is able to use the options provided by Singleview as a key differentiator for high value corporate clients. With Singleview, Optus customers have total control when they want it and how they want it.

There are two key benefits for Optus customers:

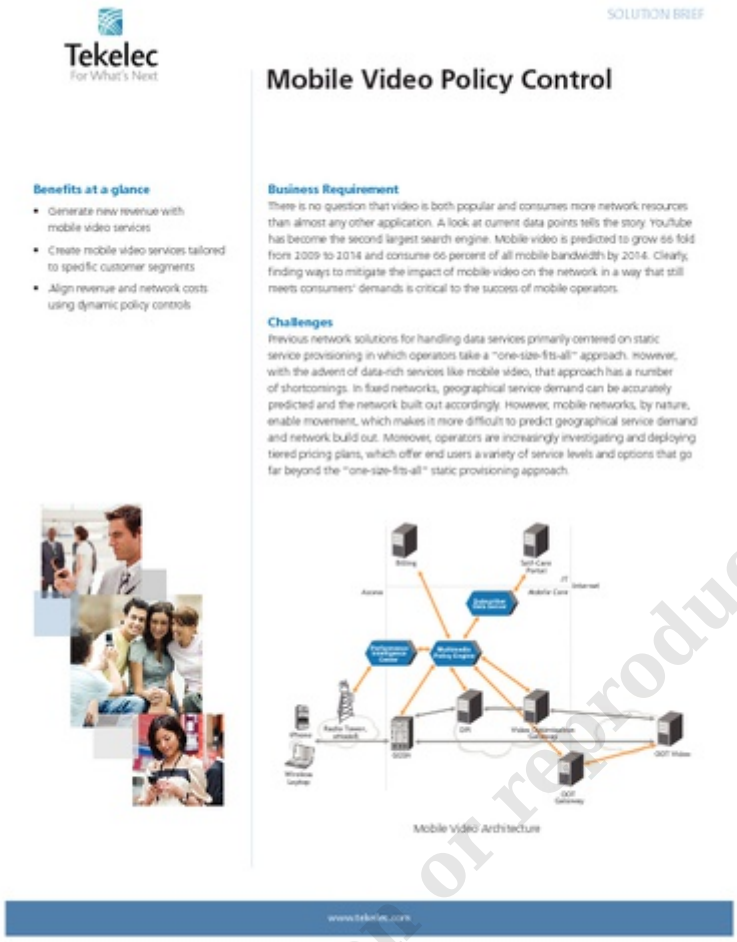
- One single bill for all products and service.
- Advanced multiple reporting functionality.

W www.csgi.com

© 2011 CSG Systems International, Inc. Confidential and Proprietary

Not for distribution or reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.



Tekelec
For What's Next

SOLUTION BRIEF

Mobile Video Policy Control

Benefits at a glance

- Generate new revenue with mobile video services
- Create mobile video services tailored to specific customer segments
- Align revenue and network costs using dynamic policy controls

Business Requirement

There is no question that video is both popular and consumes more network resources than almost any other application. A look at current data points tells the story. YouTube has become the second largest search engine. Mobile video is predicted to grow 66 fold from 2009 to 2014 and consume 66 percent of all mobile bandwidth by 2014. Clearly, finding ways to mitigate the impact of mobile video on the network in a way that still meets consumers' demands is critical to the success of mobile operators.

Challenges

Previous network solutions for handling data services primarily centered on static service provisioning in which operators take a "one-size-fits-all" approach. However, with the advent of data-rich services like mobile video, that approach has a number of shortcomings. In fixed networks, geographical service demand can be accurately predicted and the network built out accordingly. However, mobile networks, by nature, enable movement, which makes it more difficult to predict geographical service demand and network build out. Moreover, operators are increasingly investigating and deploying tiered pricing plans, which offer end users a variety of service levels and options that go far beyond the "one-size-fits-all" static provisioning approach.

Mobile Video Architecture

www.tekelec.com

Not for distribution or reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.

Whitepapers

Not for distribution or reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.

White Paper

EMC STORAGE RESOURCE MANAGEMENT SUITE

How Storage Resource Management Suite Meets Today's Storage Management Challenges

Abstract

The Storage Resource Management Suite provides comprehensive monitoring, reporting, and analysis for heterogeneous block, file, and virtualized storage environments. It enables you to visualize applications to storage dependencies, analyze configurations and capacity growth, and optimize your environment to improve return on investment. This white paper outlines the common use cases Storage Resource Management Suite addresses.

March 2013

EMC²

Case Studies

Not for distribution or reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.

cycle30
we empower

Case Study: MVNO Integration

PROJECT
MVNO integration

SITUATION
A converged provider, desiring to offer wireless services to its customers, acquired the regional subscribers of a national provider. This effort required the conversion of approximately 35,000 subscribers as well as the MVNO integration to this national provider to support these customers as well as add new customers.

CHALLENGE
Provide a business-to-business MVNO integration from the first provider's system to other provider's system, with a complex, in-store conversion procedure for handset swaps.

RESULTS
- Cycle30 designed and integrated a complete order to cash business integration to support the MVNO offering
- Solution included direct order-entry integration, provisioning and LNP integration as well as end customer and wholesale billing integration and reconciliation
- Conversion process involved a challenging, in-store manual conversion and phone swap with an average customer handling time of 35 minutes
- Project finished in six months with a complete system for ordering, provisioning and billing
- 35,000 subscribers converted within six-month timeline with less than two percent attrition

Cycle30 | 710 2nd Avenue, Suite 1260 | Seattle, WA 98104 | Cycle30.com | 1-877-628-9455
© 2010 Cycle30 Inc. All Rights Reserved.

Not for distribution or reproduction.

Videos

Brochures

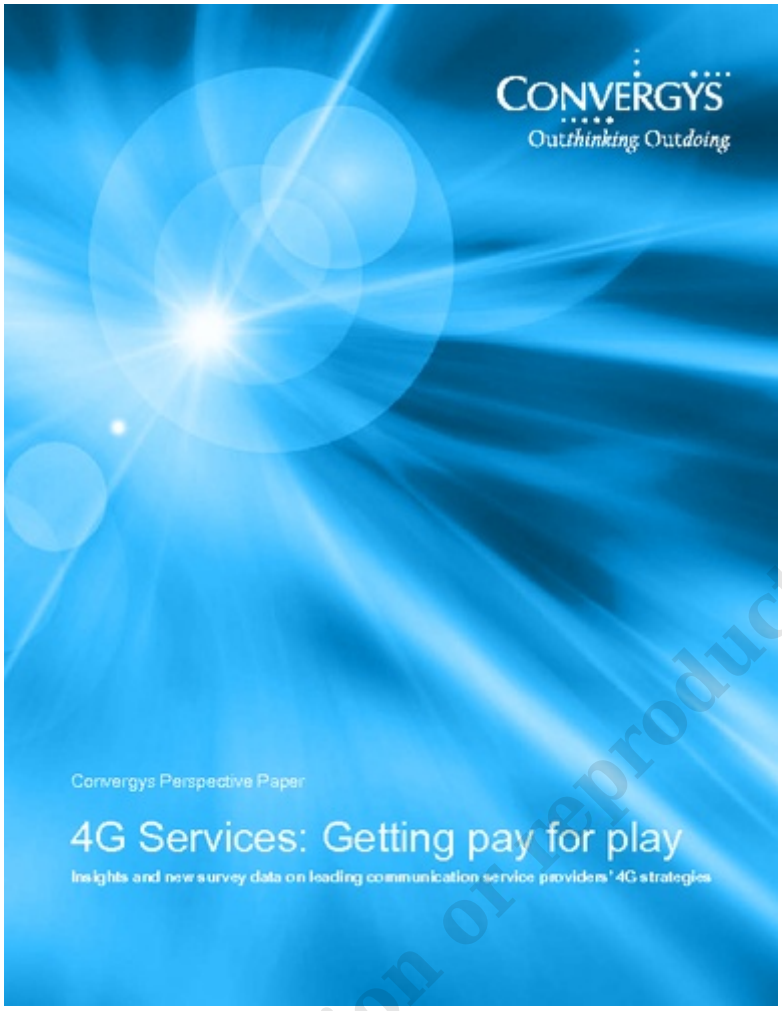
© Pipeline Publishing, L.L.C. All Rights Reserved.

Design, Deliver and Manage Triple-Play Services

SIGMA SYSTEMS
NEW SERVICES | DELIVERED.

Not for distribution or reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.



Not for distribution or reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.

INTEC

Mediation for the Changing Business Environment

Mediation as a BSS/OSS Interaction Layer in Anticipation of Telco 2.0

© Independent Technology Systems Limited 2009

All rights reserved.

The information contained within this document or application is the property of Independent Technology Systems Limited ("Intec") which is confidential and protected by international copyright laws and any unauthorized use of this document or application or its contents may violate copyright, trademark, and other laws. No part of this document or application may be photocopied, reproduced or translated in any form or by any means, or stored in a retrieval system or transmitted electronically or otherwise, without the prior written consent of Intec.

If you breach any of these terms, your authorization to use this document or application automatically terminates. You may not modify this document or application or its contents in any way or publicly display, perform, or distribute or otherwise use this document or application or its contents for any public or commercial purpose. Any use of this document or application or its contents for any other purpose other than as mutually agreed upon with Intec is prohibited.

Although every Endeavour has been made to ensure that the information contained within this document or application is up to date and accurate, Intec cannot be held responsible for any inaccuracy or error in the information contained within this document or application. Intec makes no warranty of any kind with regard to the information and Intec shall not be liable for any direct, indirect, incidental or consequential damages which may arise in connection with the furnishing, reliance or use of the information contained within this document or application.

Specifications and statements as to performance in this document or application are Intec estimates, intended for general guidance. Intec reserves the right to change the information contained within this document or application and any product specification and/or availability dates without notice.

Statements in this document or application are not part of a contract or program product license save insofar as they are incorporated into a contract or license by express reference. Issue of this document or application does not entitle the recipient to access or use of the products described, and such access or use shall be subject to separate contracts or license.

No distribution or reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.

IDC

SPOTLIGHT

Sponsored by: Etiya

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.

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.

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.

Not for distribution or reproduction.

TEG

A Best Practices Framework for the Telecom Ecosystem

It is proposed to develop a best practices framework for the telecom ecosystem to boost investment in innovation and increase vendor diversity. The design and implementation of this framework should involve telecom operators, both large and small vendors, investors, government agencies and other relevant players.

Disclaimer

The recommendations presented in this paper are intended to seed industry discussion with the aim of gaining wide acceptance across the industry. We recognize that not all the recommendations may be supported by all players participating in the discussions. Our intent is to identify the most important areas to achieve meaningful change, and to work towards consensus on implementing them within an effective best practices framework for the telecom ecosystem.

Background

Telcos need significant innovation to address their key challenges of: generating new revenue streams, reducing the energy consumption of networks, managing complexity (which is different from reducing complexity) and making networks more robust to vendor failures, cyber-attacks and environmental extremes (e.g., floods, high temperatures, hurricanes). Current telco innovation and procurement practices, rather than encouraging the innovation they need, are unfortunately deterring it. Our international consultation with telecom vendors and industry stakeholders[1,2] has identified key areas where telecom operators globally should improve their processes for engagement with the telecom ecosystem in order to encourage more investment in innovation more widely.

We organized a series of colloquiums with leading telecom industry veterans to consider the following questions:

- What does innovation mean in the context of the telecom industry?
- How can supply chain diversity be encouraged and supported?
- What are the barriers to innovation, and how can they be overcome?
- How can investment risk be reduced?

The discussions were held under Chatham House Rules to encourage candor and we followed this up with a series of published articles.[3,4,5] This paper summarizes the recommendations which emerged from these discussions and is derived from our "code of conduct" proposal published in November 2020.[6]

Importance of Startups

Our recommendations are predicated on the assumption that the telecom ecosystem benefits when startups are motivated to invest in R&D and offer innovative new products. Large companies typically begin as startups but tend to become less innovative and less responsive to their market as they grow, making them vulnerable to disruption by more innovative and nimble new players. This creates a cycle of destruction and renewal which drives advancement in every field of human endeavor.[7]

© Pipeline Publishing, L.L.C. All Rights Reserved.

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

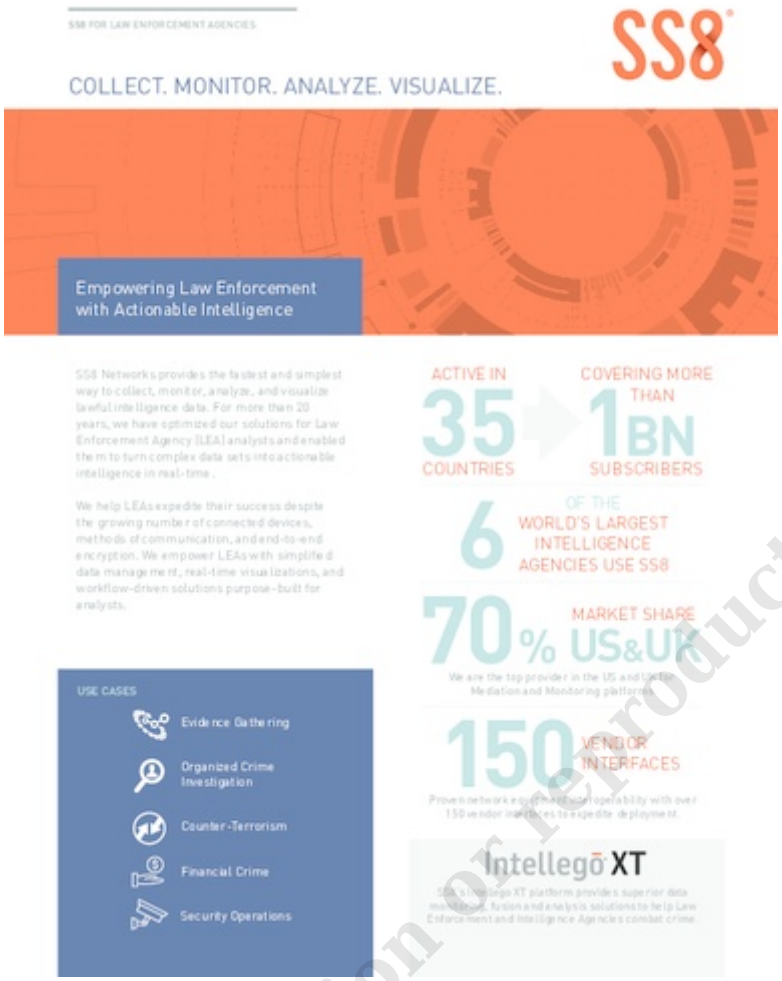
Sterling Commerce
An IBM Company

www.sterlingcommerce.com

November 2010

Not for distribution or reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.



Not for distribution or reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.

info@sevone.com | www.sevone.com

Upload Content

View More Content

© 2024, All information contained herein is the sole property of Pipeline Publishing, LLC. Pipeline Publishing L.L.C. reserves all rights and privileges regarding
the use of this information. Any unauthorized use, such as copying, modifying, or reprinting, will be prosecuted under the fullest extent under the governing law.

Not for distribution or reproduction.

© Pipeline Publishing, L.L.C. All Rights Reserved.