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PIPELINE / VOLUME 20 / ISSUE 6

# PL

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FOR DATA CENTERS

SOLVING  
**SATCOM**  
CHALLENGES

**AI FOR IT**  
**INTELLIGENT**  
**NETWORKS**

**PC-BASED**  
**LLMs & AI**  
HAVE ARRIVED

THE  
**AI-POWERED**  
TELCO

**SECURE &**  
**SEAMLESS**  
**OPEN WI-FI**

PRESHOW GUIDE TO  
**DTW IGNITE**  
2024

OPTIMIZING IT & TELECOM NETWORKS  
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### The Impact of Transformation



A Dynamic Panel Discussion  
Featuring Industry Leaders

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**ServiceNow Makes Strategic Growth Investment In InMorphis**

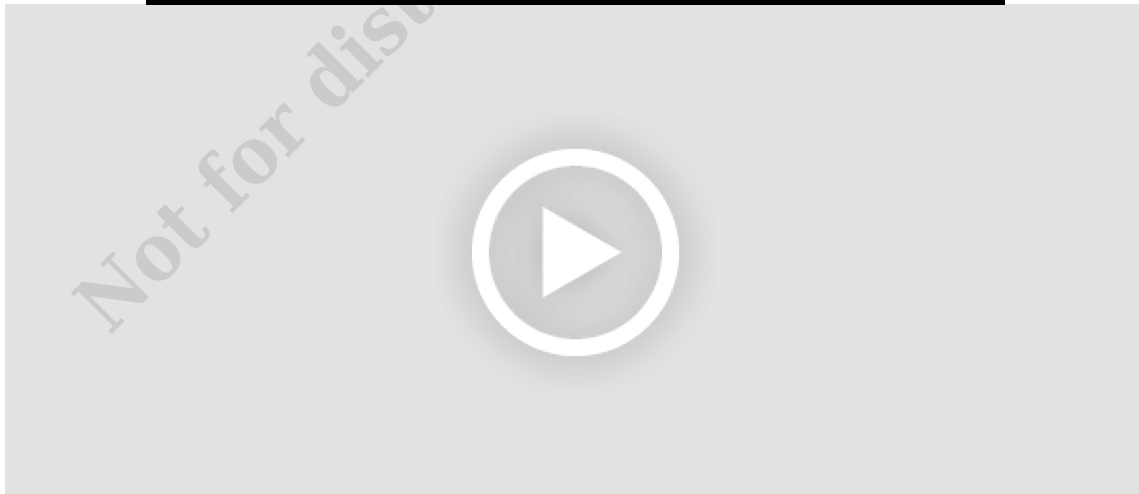
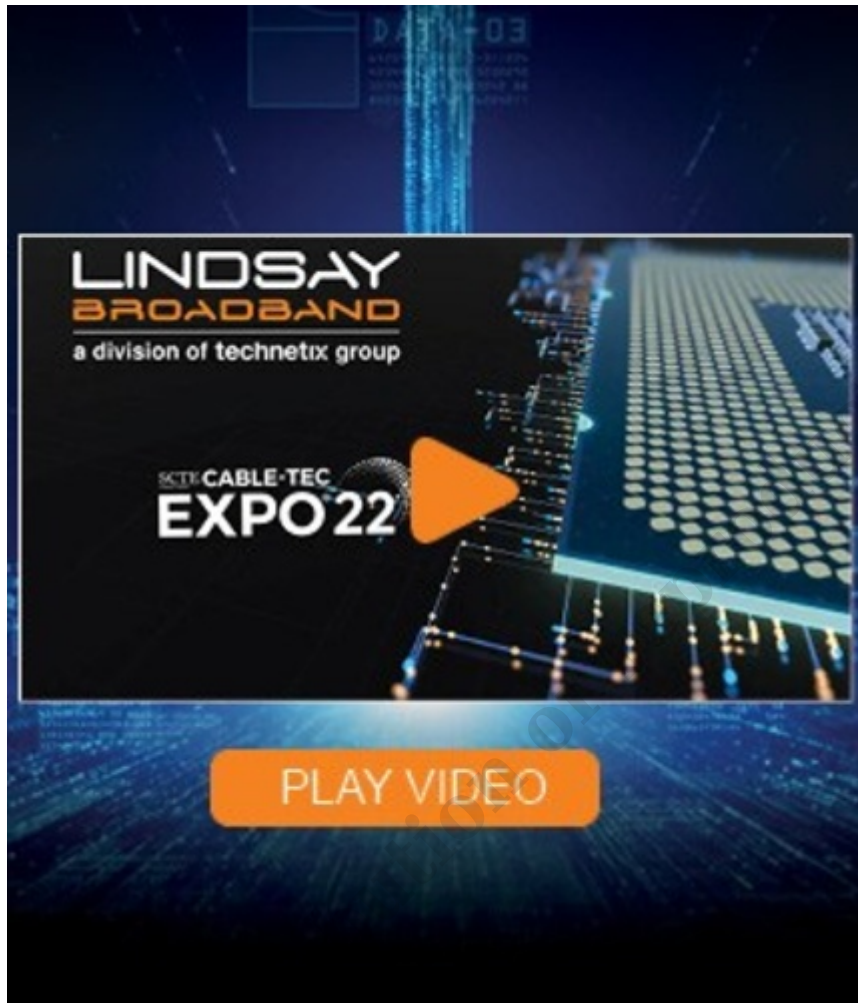
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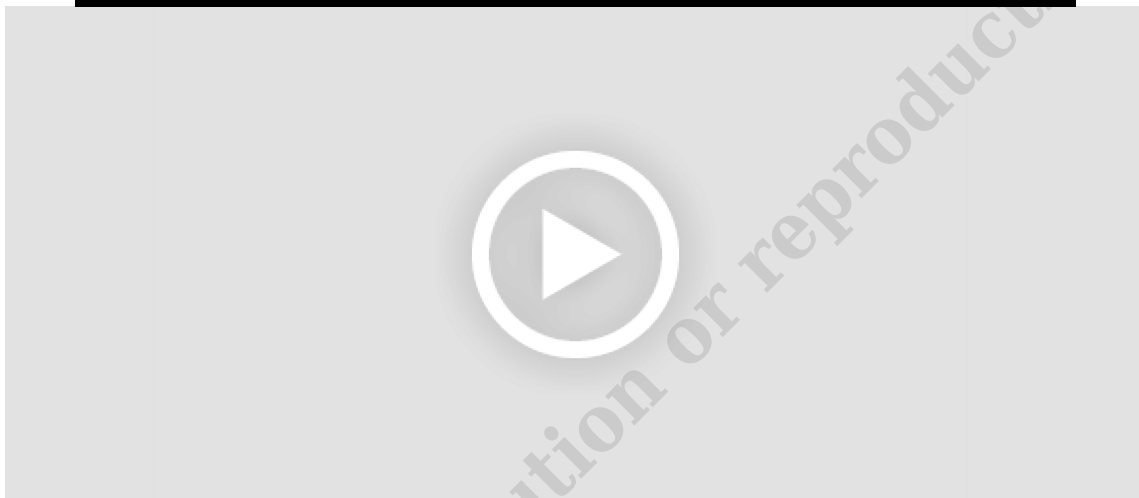
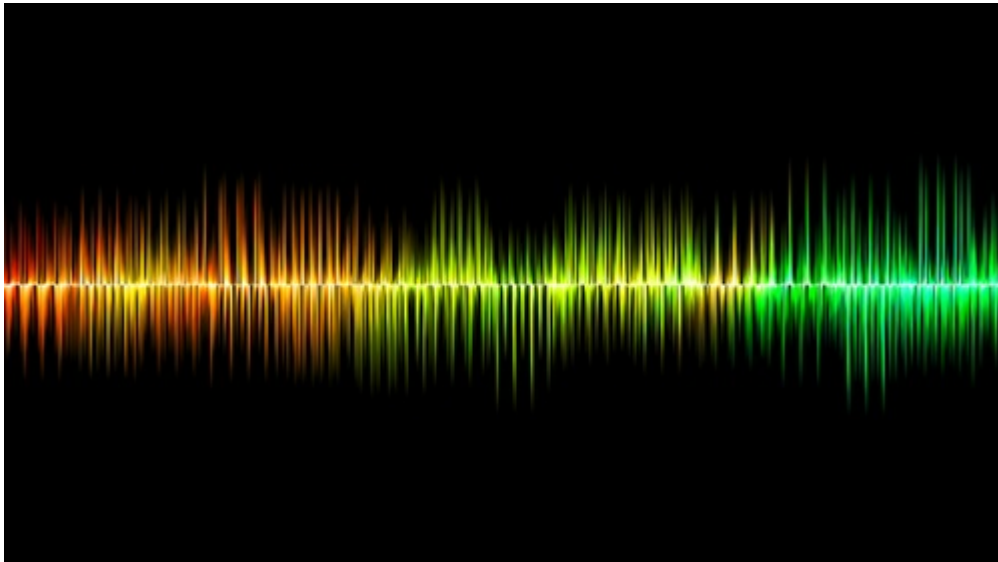
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### End-to-End Solutions for Broadband Networks

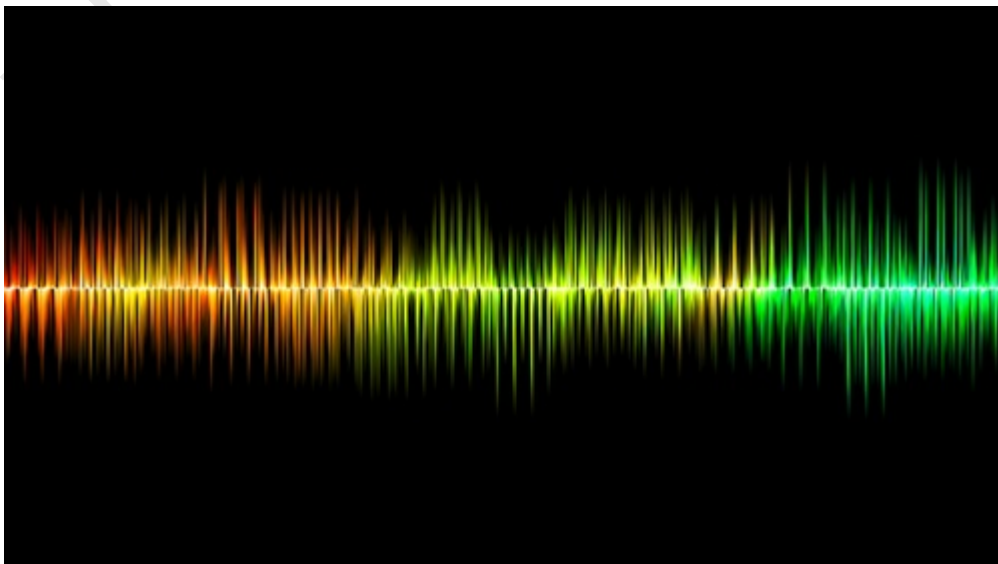
In case you missed Lindsay Broadband - a division of Technetix group at the SCTE Cable-Tec Expo, this video highlights the must-have, end-to-end solutions for your network.





## 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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software solutions

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Discover how to mitigate risks of 2024

**“DIGITAL TRANSFORMATION  
FOR TELCOS: A 101 GUIDELINE”**



## The Impact of Transformation

*A Dynamic Panel Discussion Featuring  
The Industry's Top Thought Leaders*



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## The Network Transformation Imperative

*A Dynamic Panel Discussion Featuring  
The Industry's Top Thought Leaders*



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## Agile Architecture for Digital Innovation

*A Dynamic Panel Discussion Featuring  
The Industry's Top Thought Leaders*



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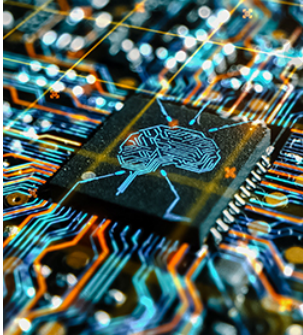
Autonomous Industry Innovation



IT & Telecom Industry News



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Transforming Telecom with AI



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### ZPE Systems Network Infrastructure Management Platform

Built for enterprise, trusted by tech titans

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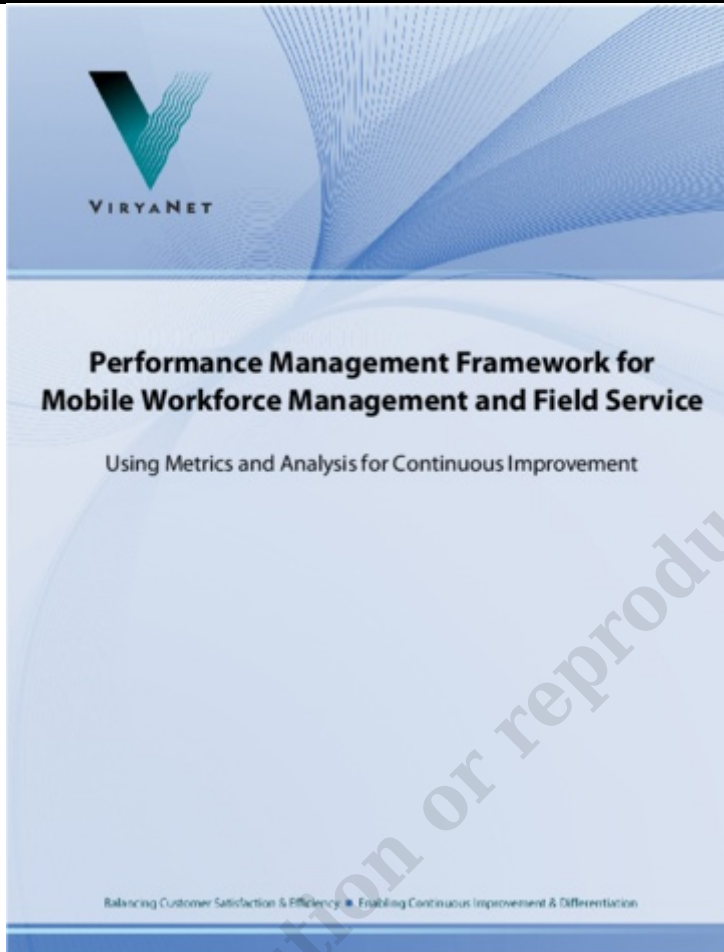
 zpe info@zpe.com @ZPESystems

CONVERGYS  
*Outthinking. Outdoing.*

Convergys Perspective Paper

### 4G Services: Getting pay for play

Insights and new survey data on leading communication service providers' 4G strategies



### Missed Appointment Analysis



When possible, it makes sense to compare the behavior of a customer opted in to GOCare vs customers that are NOT opted in to GOCare. Prior to the GOCare deployment, this operator averaged roughly 8% -8% of subscriber appointments as "no access". AFTER the GOCare deployment, GOCare subscribers were routinely below 2% of subscriber appointments as "no access" or 70% fewer missed appointments for GOCare subscribers. As the opt-in rate increased, GOCare was successful in dramatically reducing the overall missed appointment rate. At an estimated \$150 cost per truck roll, the savings in missed appointments more than covered the cost of the GOCare offering.

#### Potential OpEx Impact:

**Missed Appointment Analysis:** Calculate an estimated 8% missed appointment KPI monthly, multiplied by an assumed \$150/truck roll. A 70% reduction in missed appointments represents an EBITDA improvement of significant revenue annually.

In addition to the savings of OpEx, assuming the "no access" improvement applies equally to new installs, the improved completion ratio will accelerate revenues at improved margins.

### Cellular One of Northeast Arizona Selects Info Directions' Billing, CRM and Point of Sale Solution

*Integrated OSS/BSS/POS solution to help facilities-based wireless provider improve operations and enhance service value throughout its customer support and retail units*

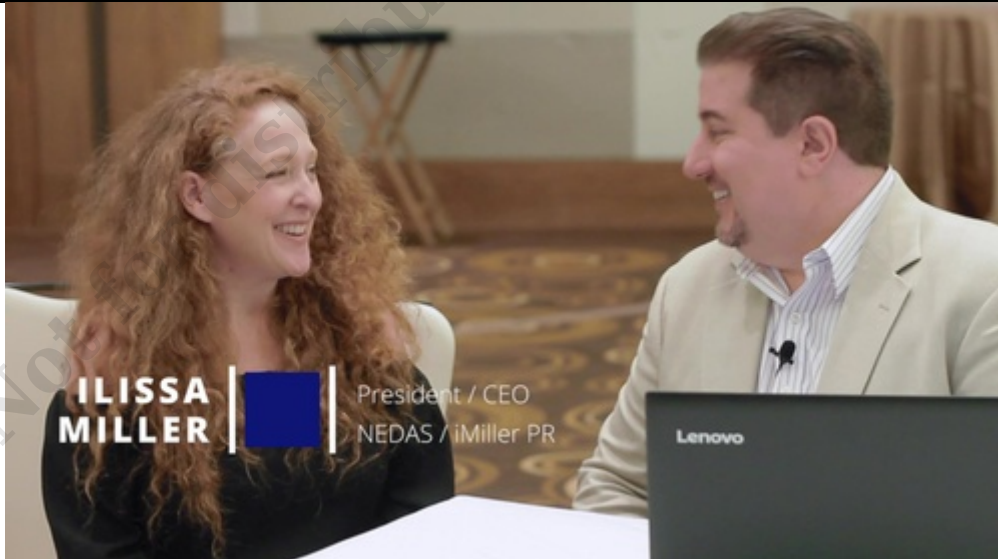
LAS VEGAS, CTIA WIRELESS (April 1, 2009) — Info Directions, Inc. (booth #5706), leading developer of net-centric billing, rating, order management, workflow and selling solutions for the telecommunications industry, is pleased to announce that mobile service provider Smith Bagley, Inc., dba Cellular One of Northeast Arizona has selected its CostGuard® OSS/BSS software application and Lexys Point of Sale module. Smith Bagley, Inc. will use the company's line of software solutions in the Info Directions ASP to manage rating, billing, CRM and retail operations for its growing subscriber base.

Smith Bagley, Inc. dba Cellular One of Northeast Arizona is a rural cellular communications company that provides voice and data service over a GSM network in northeast Arizona, southern Utah, and northeast New Mexico. Providing service since 1990, Smith Bagley, Inc. is committed to offering its more than 80,000 subscribers the latest in phones, accessories, content and services for mobile communications.

With the implementation of the CostGuard OSS/BSS and fully integrated Lexys Point of Sale module, Smith Bagley, Inc. will have the ability to secure a single view of customer activities and purchases from both its headquarters location and throughout its network of more than 20 retail locations. The company will leverage the shared CostGuard and Lexys Product Catalog to streamline the launch of new products and services and create upselling and cross-selling opportunities using CostGuard's patent pending Guided Assignment feature.

"We look forward to using CostGuard to further our mission of providing our customers with cutting edge products and services—from handsets to laptop aircards and everything in between. Having an integrated billing, CRM and point of sale solution gives us the infrastructure needed to improve our operations and respond quickly to the evolving demands of our subscriber base," said Melissa Covington, Director of Technical Operations of Smith Bagley, Inc. "We are pleased to find a partner like Info Directions that is committed to serving the rural/wireless market. We anticipate building a long and mutually beneficial partnership with Info Directions."

-more-



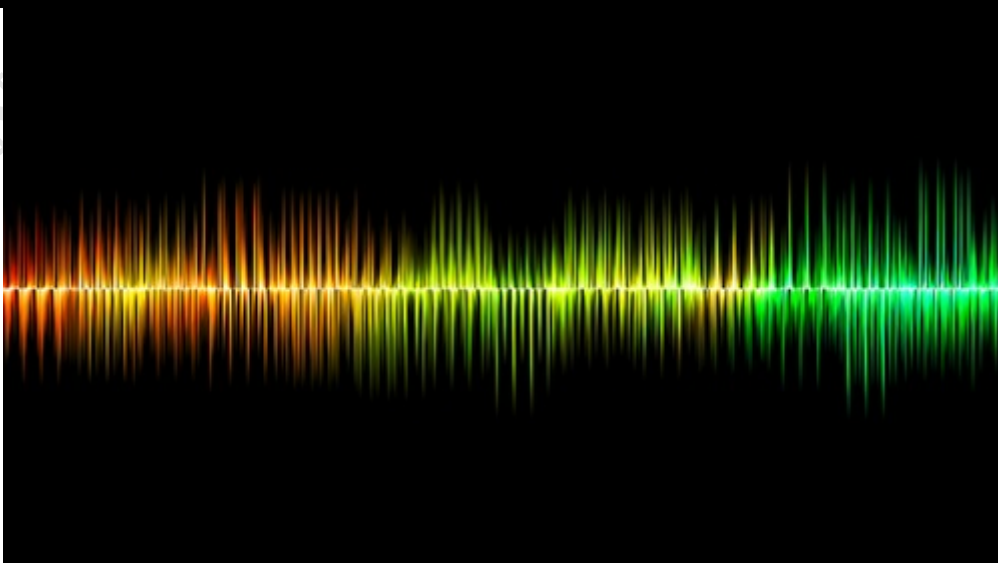




## Videos



## Videos





## Brochures

**CloudSmartz**  
SMARTER TRANSFORMATION

CloudSmartz' mission is to help Communications Service Providers (CSPs) transform and innovate faster by making it easy to optimize business intelligence and generate revenue through a unified digital experience.

### Acumen360™ Foundational Platform

Digitize Operations & Enable New Revenue Streams

SEGRA | AT&T | Auroa | Telstra | APC | LASERLIGHT | gtt

**Acumen360 Overview**  
Acumen360 enables an end-to-end customer experience portal that provides a multi-dimensional view into on-demand services as well as traditional products, including hooks into all legacy systems. Enterprise and SMB users will have self-service activities at their fingertips, including service ordering, customer care, provisioning status, network visibility, billing, ticketing, reporting, and more. Acumen360 allows for a 360° view into the customer and the business, enabling an award-winning customer experience platform unique to the telecommunications industry.

**Pains That Weigh Down Service Providers**

- Lack 360-degree visibility into customer touchpoints
- Lack overall digitization & automation strategy
- Provisioning time is way too long
- Net Promoter Score continues to decline with CX
- Need to drive revenue from new services & solutions
- Internal teams lack time or skillset to innovate

**A SINGLE-SOURCE-OF-TRUTH FOR END-TO-END INTELLIGENCE**

EMPOWERED CUSTOMER | EMPLOYEE OPERATIONS | PARTNER ECOSYSTEM | SALES/AGENT

**ACUMEN360 MARKETPLACE PLATFORM**  
DELIVERING A 360° UNIFIED SERVICE EXPERIENCE

OSS | BSS

DIGITAL EXPERIENCE: On-demand Service Performance, Enhanced Customer Care, Analytics & Insights

MARKETPLACE EXCHANGE: Multi-Channel Product Management & Monetization, Multi-Vendor Service

SERVICE ACTIVATION: Order Tracking, Service Management, Troubleshooting, Self-Service Provisioning

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## Videos

**JAMES D. TAYLOR** | Director of Carrier Services | Bluebird Network



# Omnia360™ Product Bulletin

## PLATFORM

- Centralized Customer Management
- Dynamic Product Catalog
- Powerful Business Analytics
- Market-Leading CRM

## MODULES

- Account Management
- Billing
- Product Catalog
- Case Management
- Order Capture & Management
- Financials
- Service Activation
- Dashboards
- Facilities Management
- Sales & Marketing
- Capital Credits



- **Improve Monetization Opportunities** with a unified customer view and increased pipeline visibility
- **Simplify Business Systems** with a complete, pre-integrated back office solution
- **Elevate Customer Experience** with consistent customer interactions

## A dynamic, pre-integrated billing and CRM solution that brings together your entire business ecosystem.

Omnia360 transcends traditional billing platforms with a complete "out-of-the-box," pre-integrated customer relationship management and billing solution. Available as a fully-hosted cloud-based solution or on-site license subscription, our next-generation solution empowers communications service providers (CSPs) with a client-centric model for service differentiation and rapid deployment of new services, especially within the Enterprise space.

Leveraging Microsoft Dynamics® CRM, Omnia360 best-of-breed software platform delivers a complete, turn-key back-office solution for CSFs to monetize new, untapped revenue opportunities.

### Centralized Customer Management

Omnia360 provides a holistic view of your customers. Within a single screen, service providers can view all billing, accounts receivable, orders, and service details. Our solution helps drive operational efficiencies by empowering you to enforce business-specific rules, create custom fields, and even integrate third-party applications with simple point-and-click customization.

### Dynamic Product Catalog

Omnia360 delivers a dynamic, centralized product catalog enabling the selling and fulfillment of next-generation products and services, such as cloud services, productivity solutions, unified communications, and Voice over IP products — all while enabling traditional voice, video, and data products. This unlimited product flexibility capability helps optimize sales accuracy while reducing the time it takes to complete the entire concept-to-cash cycle.

### Powerful Business Analytics

It is critical for management to be able to monitor business performance. Omnia360 maintains a single scorecard that covers sales, marketing, and customer service. Thanks to the minute information provided in line charts, with drill-down intelligence to view service data, identify trends, and uncover new insights.

### Market-Leading CRM

Combine the familiar Microsoft® Office 365 user interface with powerful CRM software to maximize marketing effectiveness, win more sales, and enrich customer service interactions. Leveraging the power of Microsoft Dynamics® CRM, marketing and sales professionals are equipped with flexible segmentation tools, simplified campaign management capabilities, lead-to-cash visibility, real-time sales forecasts, and much more. Customer service specialists are empowered with tools that simplify case management, streamline escalators, improve knowledge sharing, and enable more effective resource management, all while helping to contain service costs.

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Dynamic Product Management for Communication Service Providers (CSPs) – The Time is Now

A Stratecast Whitepaper



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- Loan and Grant Application Assistance
- Network Planning & Design for Fiber, Wireless, Hybrid
- Outside Plant Design Engineering (Architecture, Field Notes, Design, Permitting)
- GIS/CAD Services
- Construction Plans, Specs & Management

**MARKETS**

I/EC	Global Carriers
C/EC	OEM
Cable	Municipalities
Wireless	Utility
IOC	IOC
Small/Medium Businesses	

**NETWORKS**

Wireline	Cable
Wireless	LAN/WAN

**ENVIRONMENTS**

- Central Office
- Headend/Hub
- Network Ops Center
- Outside Plant
- Switching Center
- Customer Premise
- APOP/Data Center

**We identify and implement infrastructure solutions that meet your technical needs, timelines, and financial requirements!**

CHR understands that traditional communications isn't just Voice, Data, and Video services anymore. Knowledge and expertise of current and emerging technology is our business, and our staff is experienced in applying those technologies to replace revenues that are eroding under pressure from changing demographics and competition. We don't provide a quick fix, we partner with you every step of the way and work to provide long-term solutions.

“CHR's designs build better in comparison to other Engineering companies.”  
—a Utility Construction Director

**Who Are We, You Ask?**

CHR is a leading provider of engineering, billing software, and managed services for communications service providers. Our legacy was built by providing comprehensive services to the independent and rural carriers for all of their network and business needs. We have taken that knowledge and created specialized programs, most notable being Outside Plant, FTTH, wireless, access equipment, network and switching design. Our industry experts help clients grow revenue and reduce cost through operational efficiencies and enhanced customer experience.

**Our Experience is Your Advantage**

- 75+ years of service to broadband providers
- Professional Engineers, certified in 44 states
- Surpassed 2 million FTTH packings designed
- Secured over \$2.5 billion in private and government funding
- Completed over 300 RUS loan designs; helping clients acquire Federal funds
- Prepared applications and design engineering for 50+ RUS/FCC-funded projects

**Why CHR?**

CHR provides holistic program and project management and has the experience and success to deliver overall network deployment projects. We are an industry leader with intimate knowledge of large and small broadband providers, including power, fiber, radio, and cable. Our Infrastructure Engineers and Project Management resources are experienced in construction, which heavily influences our design methods, resulting in lower build costs.

CHR can deliver an end-to-end solution or a subset of individual projects, such as engineering designs. A project manager will be assigned to work with our subject matter experts to lead your project from beginning to end, delivering all aspects. We take on complete ownership of delivery, including managing all partner agreements and performance.

**BUILDING THE FUTURE WITH BROADBAND**



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## Improving Wholesale Bottom Line by Deploying a Premium Reporting Portfolio

Network and Service Quality Visualization Supports Service Offering Differentiation

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Monitoring 4G LTE and IMS  
Performance at Scale  
White Paper

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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.



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Congestion Management and the Mobile  
Broadband Revolution

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