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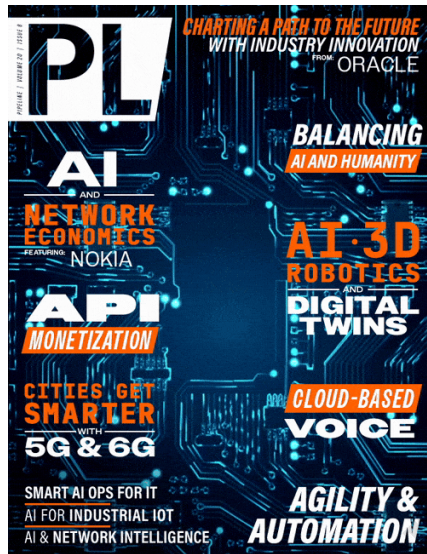
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TRENDING NEWS

CHR Solutions Fortifies Cybersecurity for CSPs

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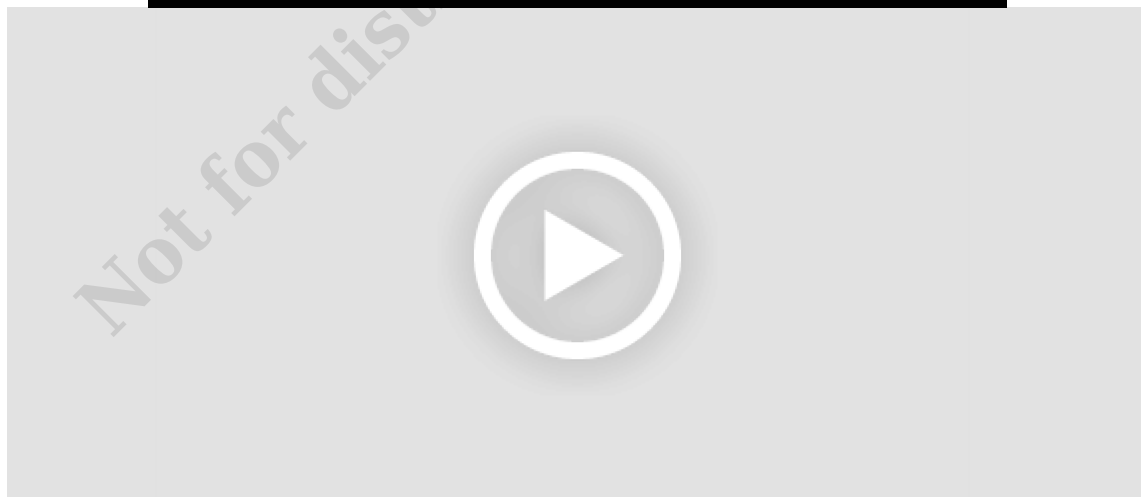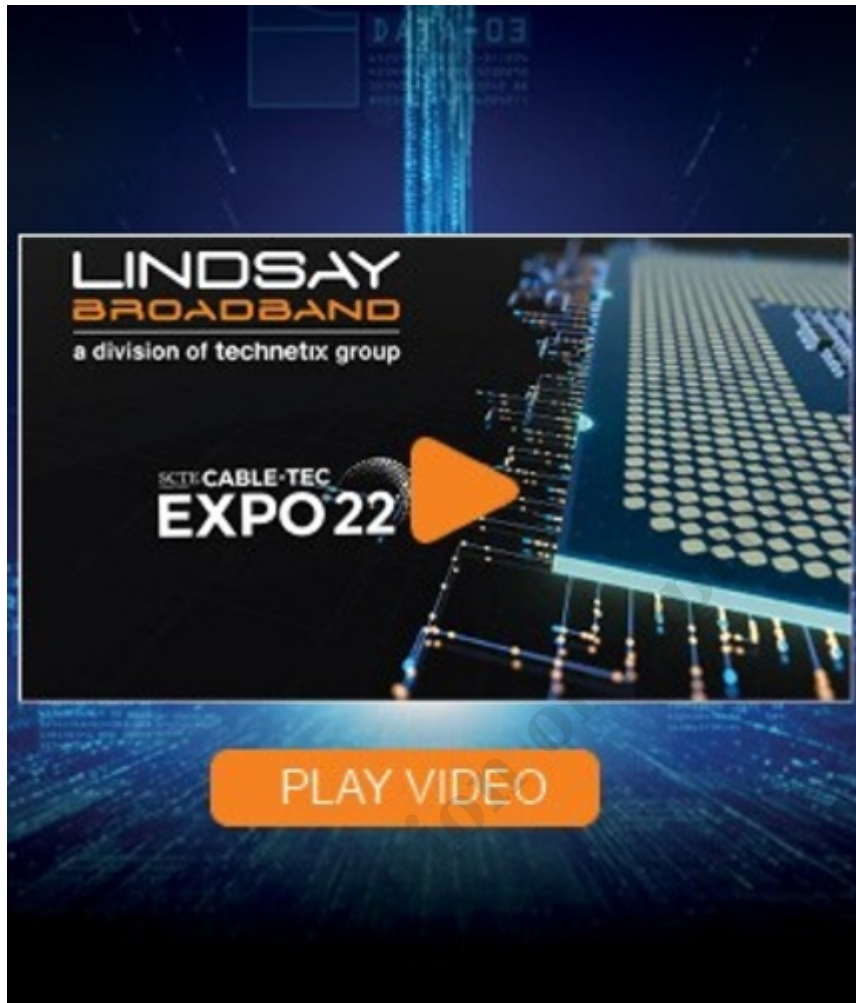
End-to-End Solutions for Broadband Networks

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.
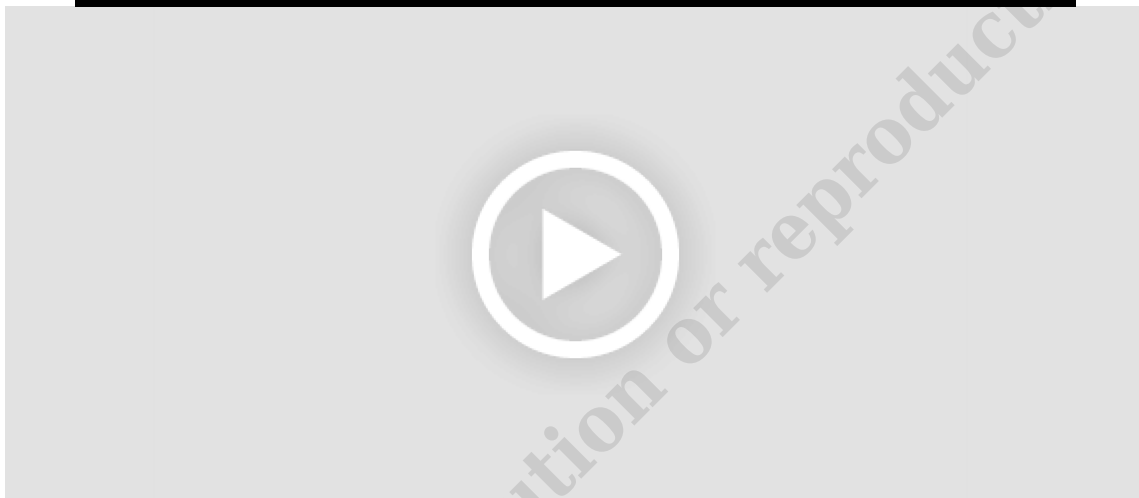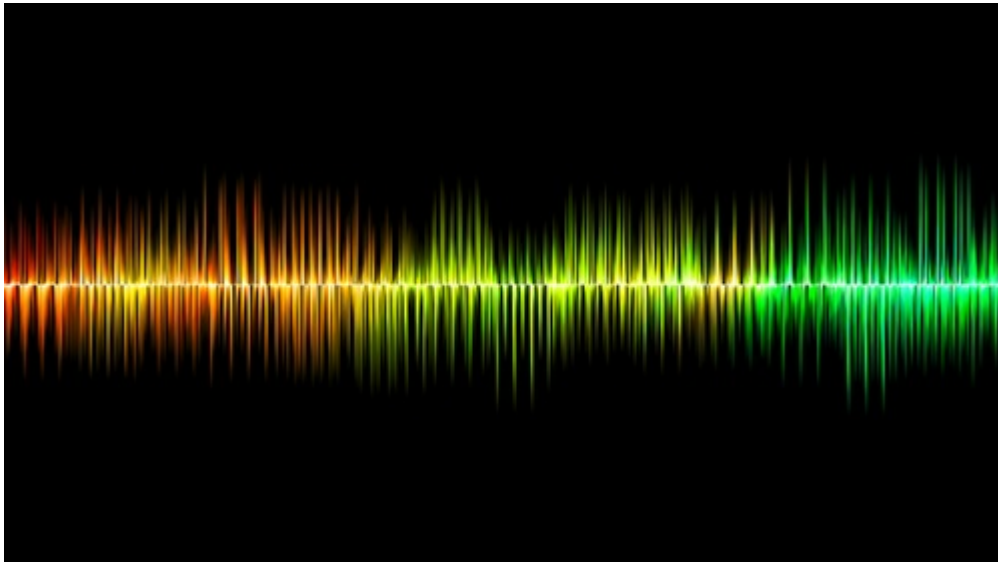
Predicting Colonial Pipeline: Mitigating Risk and Compliance

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.
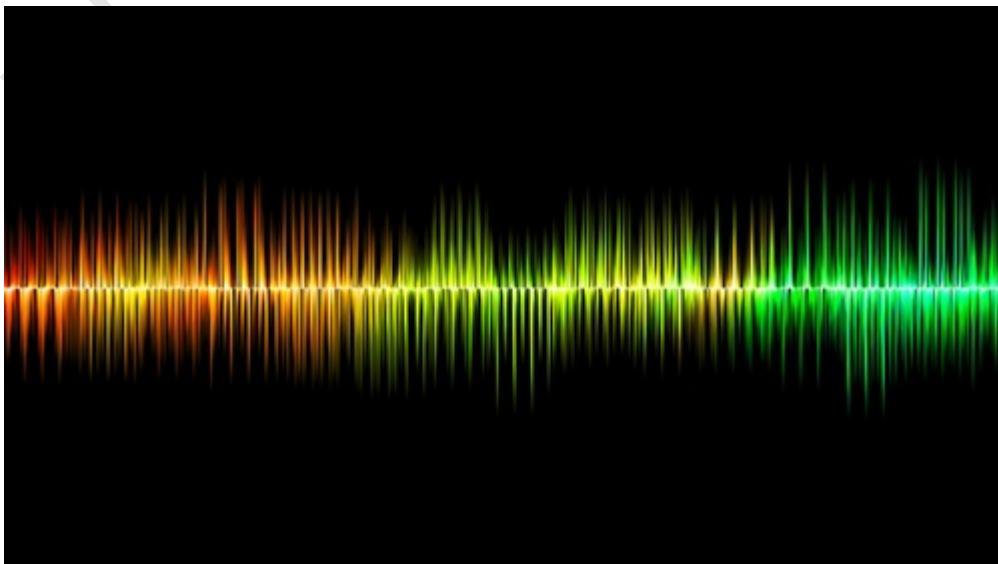
Podcast: The Evolution to 6G

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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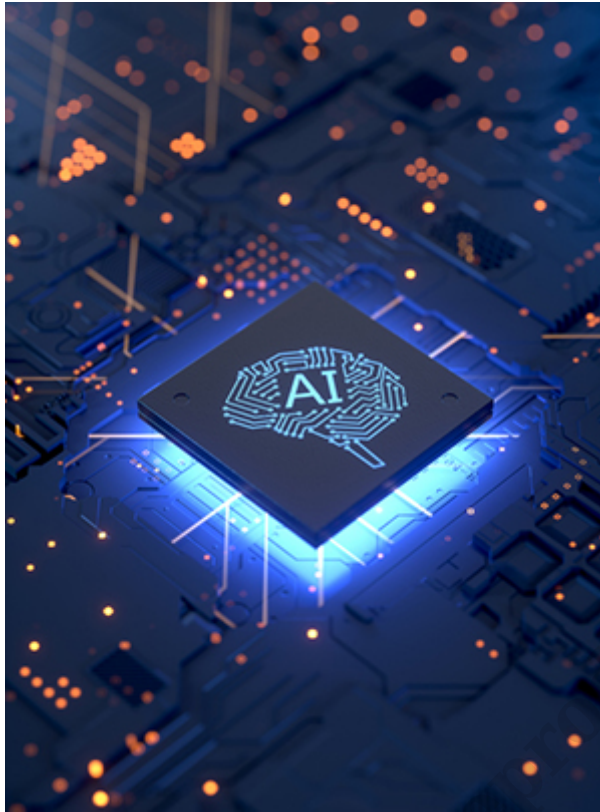
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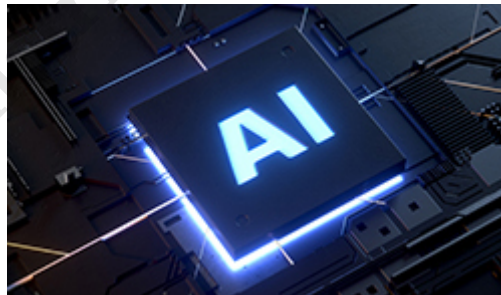
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BSS TRANSFORMED: SHAPING UP FOR THE NEXT GENERATION

At present, the requirements for Business Support Systems in the communications industry are changing. Two sets of forces are driving this, particularly where the functions of billing and mediation are concerned. They can be defined as first, forces that impact the commercial landscape in which CSPs operate generally and second, as forces that drive each individual service provider as it responds to its own specific business goals.

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Our solutions make analyzing, enriching and managing complex data sets simple, helping LEAs stop organized crime, catch criminals, and prevent terror attacks. For CSPs, we provide a trusted foundation for meeting regulatory requirements efficiently and effectively.

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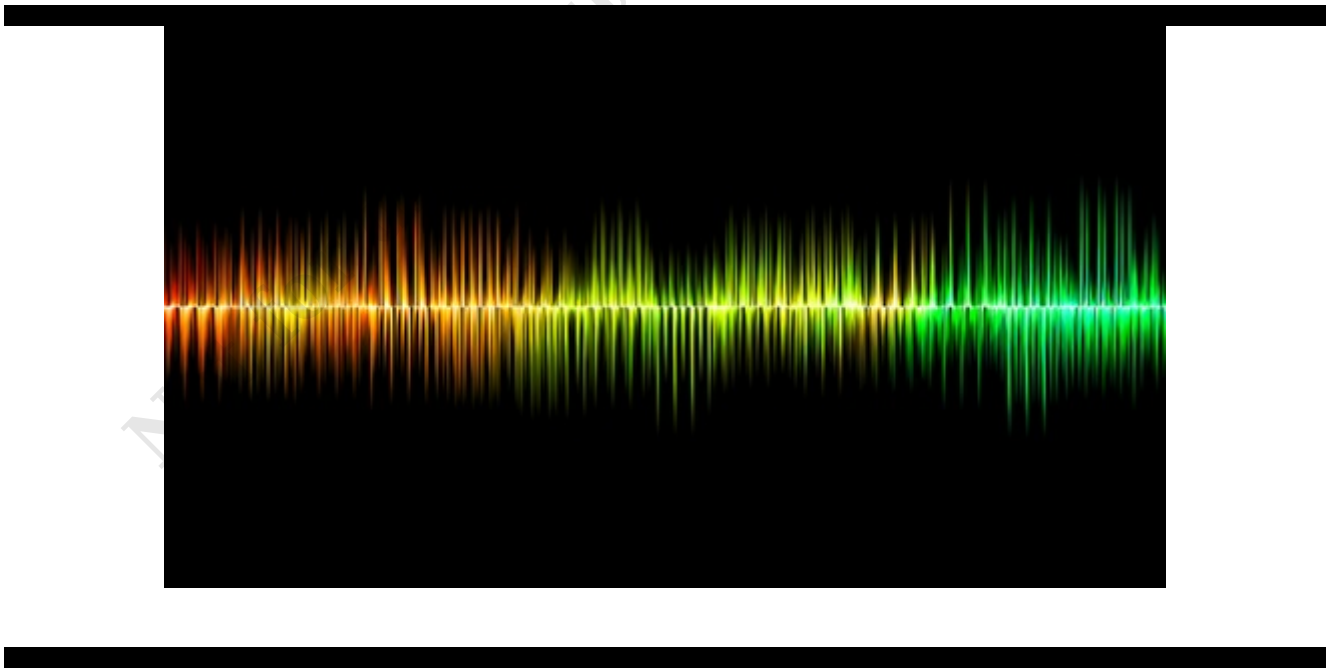
cycle30
we empower

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.

ADVA

FSP 3000 OLS
A versatile and truly open line system

5G and cloud-based applications offer enterprises, carriers and service providers enormous potential for growth. However, this continuous and rapid change also creates the need for more network capacity and flexibility. It's essential to build today's networks on an open, flexible and scalable optical layer ready to accommodate evolving demand and innovation. Featuring a fully modular and open design, our FSP 3000 open line system (OLS) provides complete versatility and best performance in metro, core and data center interconnect (DCI) applications.

Truly open

Open disaggregated optical networking is one of the industry's hottest trends. By decoupling terminal functions from the line system, this approach offers complete flexibility to adopt the latest technology when and where needed. Our FSP 3000 OLS is truly open, allowing total freedom to evolve and optimize each network layer separately. Network operators can leverage and expand their infrastructure at any time with the technology of their choice. What's more, with open and standard interfaces, our FSP 3000 OLS easily integrates into software-controlled networks.

Build your own OLS

Our FSP 3000 OLS empowers network operators to create the solution that meets their exact requirements. With a modular architecture, multiple amplification and multiplexing options, and different chassis sizes, our FSP 3000 OLS enables customized solutions. Operators can simply mix and match the optimum filters and amplifiers and pack them into the best-fitting shelf. This makes our FSP 3000 OLS ideal for any type of network infrastructure.

Future-proof investment

Coherent modulation schemes are becoming increasingly diverse to maximize transport network capacity and minimize the cost-per-bit of transport. Flexible terminals with variable modulation formats and baud rates enable highest capacity-reach ratio. The ultimate network performance relies also on line system capabilities, and that's why open line systems have increasingly become important strategic assets. With a combination of high-performance features, our FSP 3000 OLS transports any coherent modulation format as well as all varying signal baud rates with best performance. The high-resolution flexgrid and modular architecture of our ROADMs guarantee a future-proof OLS that can scale and accommodate any modulation format and baud rate. What's more, our FSP 3000 OLS provides a new level of flexibility with configurations able to support direct detect technologies.

Your benefits

- **Open hardware**
  No technology or vendor lock-in, successfully tested in multi-vendor environments

- **Open programmable interfaces**
  Easy integration into software-defined networks with open, programmable APIs

- **For any type of network infrastructure**
  Modular design with multiple amplifiers and filter options to meet your exact requirements

- **Purpose-built components**
  Amplifiers and filter options engineered for metro, core and DCI-specific demands, and optimum transport of latest innovation, e.g., 400ZR and high baud rates

- **Visualization and control**
  Comprehensive monitoring and diagnostic tools, spectrum visualization and fiber surveillance

- **Ecodesign**
  High-density design with low power consumption

- **Flexible footprint**
  Chassis sizes from 1RU to 12RU, ETSI / data center racks, AC/DC power options

ILISSA MILLER | President / CEO NEDAS / iMiller PR

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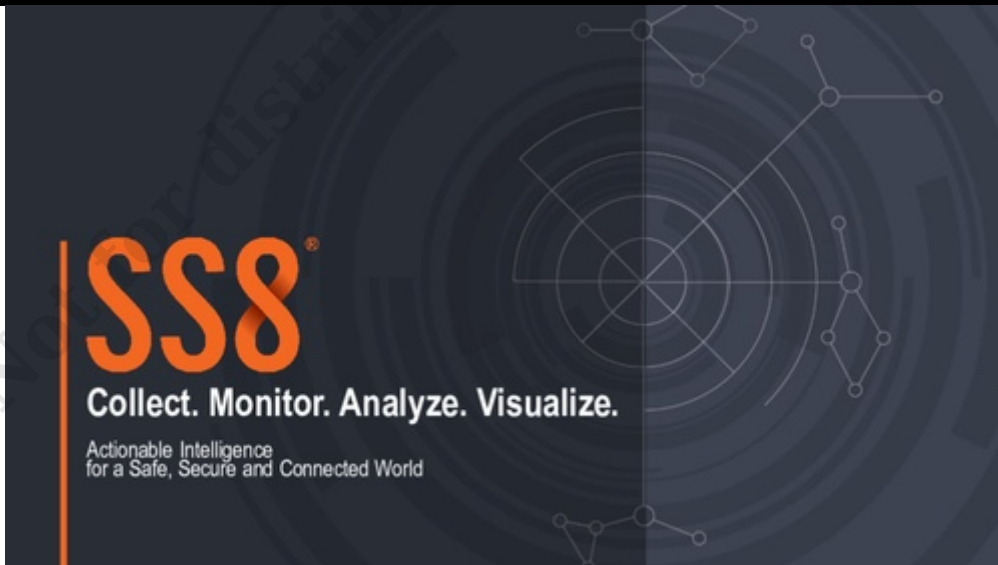
info@sevone.com | www.sevone.com

Case Studies

Case Study

Mobily: Transforming their OSS landscape with Comptel solutions

January 2015

Dean Ramsay and Justin van der Lande

Ref: RXB98

www.analysysmason.com

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Report

Reducing order fallouts: Key to
success with business services

January 2015

Mark Mortensen and Anil Rao

www.analysysmason.com

MDS CareStream

Provide real-time access to accounts and services, give customers the tools they need to self-serve and reduce cycle time, offer personalized customer interactions, provide exceptional support and reduce churn.

Consolidated Account Management

Communication Service Providers (CSPs) are faced with the challenge of how to increase revenues and drive up profitability despite intense competition and slow growth in core markets. In developed economies, market saturation is making it increasingly difficult for CSPs to attract net new customers, emphasizing the need for them to retain customers and optimize customer lifetime value. In response, many CSPs are focusing on customer experience improvement programs to increase customer satisfaction, loyalty, and profitability.

Businesses are demanding access to self-service tools that allow them to monitor their organizational spend, take direct control of their services and inventory and, get convenient access to help and support. Fortunately for CSPs, providing online self-service tools to business customers is a win-win situation, allowing CSPs to deliver personalized customer interactions anytime, anywhere and at lower cost.

MDS CareStream

MDS CareStream enables CSPs to provide business customers with online access to their account and service data. It delivers a presentation layer that consolidates information from multiple billing and CRM systems and provides the customer with a single view of services, allowing them to manage their convergent services at a time and place of their choice. Powered by a sophisticated business process engine, MDS CareStream can orchestrate and streamline the processing of service updates across existing infrastructure elements, providing process assurance.

Advantages for CSPs

Single View of Products and Services

MDS CareStream is billing-system agnostic. The powerful integration capabilities enable data aggregation from disparate BSS systems, allowing CSPs to provide business customers with a holistic view of their convergent services. In addition, CSP care staff can use MDS CareStream to provide them with a unified view of the customer's services and account information, enabling them to resolve customer inquiries faster and offer a better experience.

MDS CareStream Allowances and Usage

Light-touch Integration

MDS CareStream abstracts the presentation of customer information from the underlying BSS infrastructure. Its use of open standards and SOA-compliant services accelerates integration with legacy systems, reduces deployment time and eliminates the need for costly, and complex, billing transformation projects. The customizable business process orchestration capabilities enable MDS CareStream to control and co-ordinate the processing of service updates across existing infrastructure elements, offering robust business processes and service assurance.

MDS CareStream

MDS

MATRIXX SUBSCRIBER POLICY & CHARGING SYSTEM

MATRIXX Subscriber Policy & Charging System (SPCS) integrates the use of subscriber policies and preferences with sophisticated online charging to drive emerging business models to success in the Telco 2.0 era. It takes policy management and online charging to the next level by providing operators with a single, flexible way to control and charge for network traffic, combining it with subscriber preferences that both enforce fair usage and empower the subscriber to have visibility and control over their spending. This comprehensive view enables service providers to create new real-time relationships with their subscribers that are more personalized and profitable than those of today's market.

MATRIXX subscriber policies interact with customer pricing and products to provide a better level of visibility, more control and real-time service interaction for subscribers. By enabling them to set their own preferences, controls, notifications and spending limits, service providers can offer more personalization, better visibility, and highly differentiated products and services.

Personalization Drives Differentiation and Loyalty

In the era of instant information, twitter, 24 hour news channels, and almost ubiquitous Internet connectivity, subscribers expect the same visibility and access to information about their spending on communications services as they do on their credit card or iTunes account. As devices and applications grow in availability and capability, it becomes more critical that subscribers understand and control how and when they use services and what factors impact how they are charged for services. By providing subscribers the ability to set preferences on service access, spending limits, balance sharing, quality of service, and other factors, service providers can drive a more meaningful subscriber relationship resulting in stronger customer loyalty.

In many markets today, mobile penetration is approaching saturation. In some markets, penetration is more than 100% as subscribers own multiple devices. In this highly competitive climate, the only way to attain a new customer is to take one from your competitor. While exclusive or bleeding edge devices traditionally drove service provider differentiation, current economic conditions have resulted in consumers placing higher value on family plans, bundles, pricing, self-care and spend management features. A host of retailers are also flooding the market with low end offerings. The result is that traditional 'one size fits all' service offerings do not provide the level of differentiation required to attain and maintain subscribers.

With MATRIXX, subscribers can choose to set spending controls, policies and preferences to personalize their offer and drive a more subscriber-oriented experience. They can set spending limits and notifications at the service level such as setting a higher level of spending for email than for Web browsing. Subscribers can limit access to specific services or limit usage to certain hours of the day. They can also set policies on how balances are shared among devices or family members.

Additionally, service providers can set policies that impact service usage or pricing to enforce fair usage, reward their best customers, or encourage subscribers to use high bandwidth services when network traffic volumes are low. Information about credit score, historical spending, or customer status can influence how services are priced and charged for.

MATRIXX ONLINE CHARGING

The Need for Speed and Real-Time

Everything is moving to real-time. Consumers want ubiquitous connectivity and instant access to applications, media, information and social networking. In today's diverse communications marketplace, there are a number of factors that are driving service providers to interact with subscribers in real-time:

▸ Increased adoption of prepaid services and payment methods

▸ Bill Shock prevention and spend control

▸ Third party content and applications

▸ 4G and LTE network rollouts

As these forces create a new Telco 2.0 marketplace, three trends are apparent: IP networks are the de facto standard. The usage events from these networks and the services that run on them are growing exponentially. Services providers need to interact with subscribers in real-time to deliver the exemplary customer experience and control required in the all IP environment.

As these trends converge, network bandwidth becomes a coveted asset where the return on investment needs to be maximized. This can be achieved through the shaping of subscriber consumption with a subtle combination of segmented pricing models, service class options,

personalized offers and subscriber policies. Get it wrong and the customers will head to the call center or even churn. Get it right and you've created an informed, dynamic relationship with the subscriber, turning bandwidth usage threats into opportunities and delivering an individual and compelling customer experience.

Service providers are challenged to keep up with subscribers' growing appetite for real-time-based services, keep their competitive edge, and keep costs and operational expenses from spiraling out of control.

MATRIXX Online Charging Empowers Operators to Meet the Real-Time Challenge

MATRIXX Online Charging helps service providers meet the challenges of the Telco 2.0 market by providing the industry's fastest, most efficient real-time charging application.

MATRIXX is the only real-time charging solution that can provide the scalability and speed needed to move to an all real-time world, while providing an extremely low and predictable Cost Per Transaction (CPT).

MATRIXX Online Charging delivers sophisticated real-time rating and discounting capabilities, giving operators the edge to differentiate, personalize and successfully compete.

Its extreme performance supercharges operators to accelerate their service offerings and easily scales to cost-effectively manage surging network traffic.

Its stability and efficiency drive increased profitability by providing operators with predictable and measurable costs so that service profitability is determined and ensured before services are launched.

Customer-Focused Experience Management Must Be an End-to-End Process

by Susan McNeice and Sheryl Kingstone | June 2011

Key Takeaways

- The new market reality for communications service providers (CSPs) is to transform their business around their customers.

- Yankee Group believes enhancing customers' experience is CSPs' last remaining opportunity for real competitive differentiation.

- Today's CSP operations infrastructure is neither meeting the needs of customers, nor is it as cost-effective as the competitive market requires.

- CSPs must have an end-to-end perspective on customer experience.

- Intelligent, interactive operations software is key to delivering on this perspective.

- Transformation to customer-centric operations requires a process-based overlay to existing operations.

A Good Customer Experience Is Essential in the Connected World

CSPs are experiencing pressure for a fundamental transformation due to the hyper-convergence of connectivity, media, mobility and devices. In a world where product differentiation leads to short-term success, customer-centricity is paramount. But unlike earlier times, managing customers' experience is not simply a matter of capturing customer information and order requests. Today's reality requires CSPs to evolve from an operational service strategy to a more customer-focused experience management model. This is the only way they can differentiate from the competition as they strive to increase customer loyalty and overall spend.

Likewise, CSPs are grappling with economic and ecosystem challenges. Iconic devices such as the BlackBerry and iPhone have stimulated customer demand for more sophisticated tools and services, changing their connectivity lifestyles. In the past, innovation was constrained by less feature-rich phones with architectures proprietary to specific CSPs. The new world order, however, is driving change across consumers, devices, data connectivity and application ecosystems (see Exhibit 1 on the next page).

The Customer Is Now in Charge

Yankee Group first identified the concept of the Anywhere Consumer® in 2007 as a class of consumers that demands connectivity at the core of their every activity. This point of view influences their buying behaviors, from the devices they acquire and the services to which they subscribe to the applications they download.

Today, we sharpen our focus beyond Anywhere to connected experience. This takes customers to a new world of always-on connectivity, smart devices with intuitive interfaces and cloud-based content and applications, all delivered according to the customer's expectations, including

- More channels of interaction, e.g., mobile and social networks

- Immediate delivery of content and applications

- The latest digital lifestyle solutions

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Embracing A Catalog Driven Social Network

By Faisal Ishaq
Principal Solutions Architect & Regional Sales Director
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