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PIPELINE / VOLUME 21 / ISSUE 4

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MAXIMIZING MOBILE CONNECTIVITY

UNDERPINNING IOT, 5G, 6G AND BEYOND



SOLVING MOBILE LATENCY REALLY, REALLY SMART PHONES AI & NETWORK TRANSFORMATION



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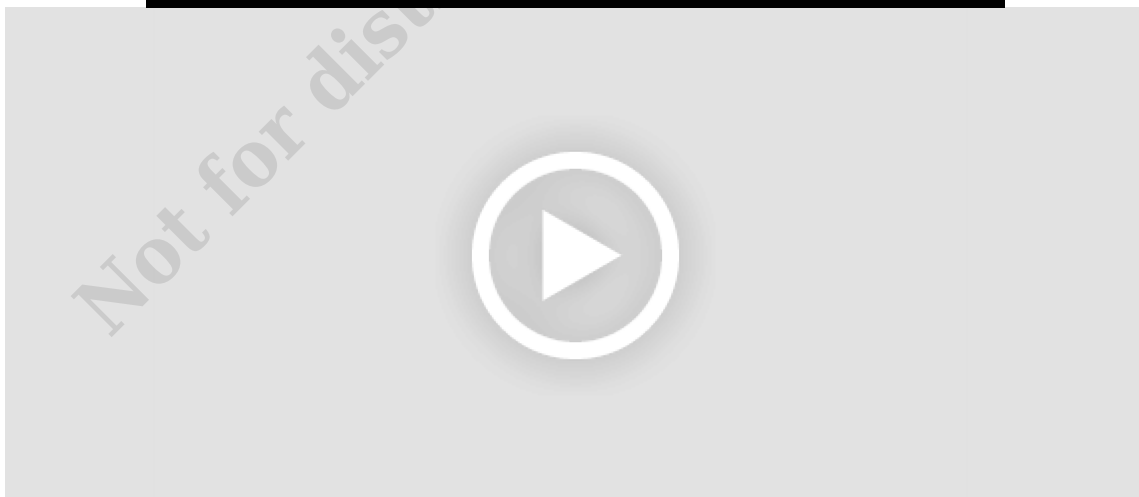
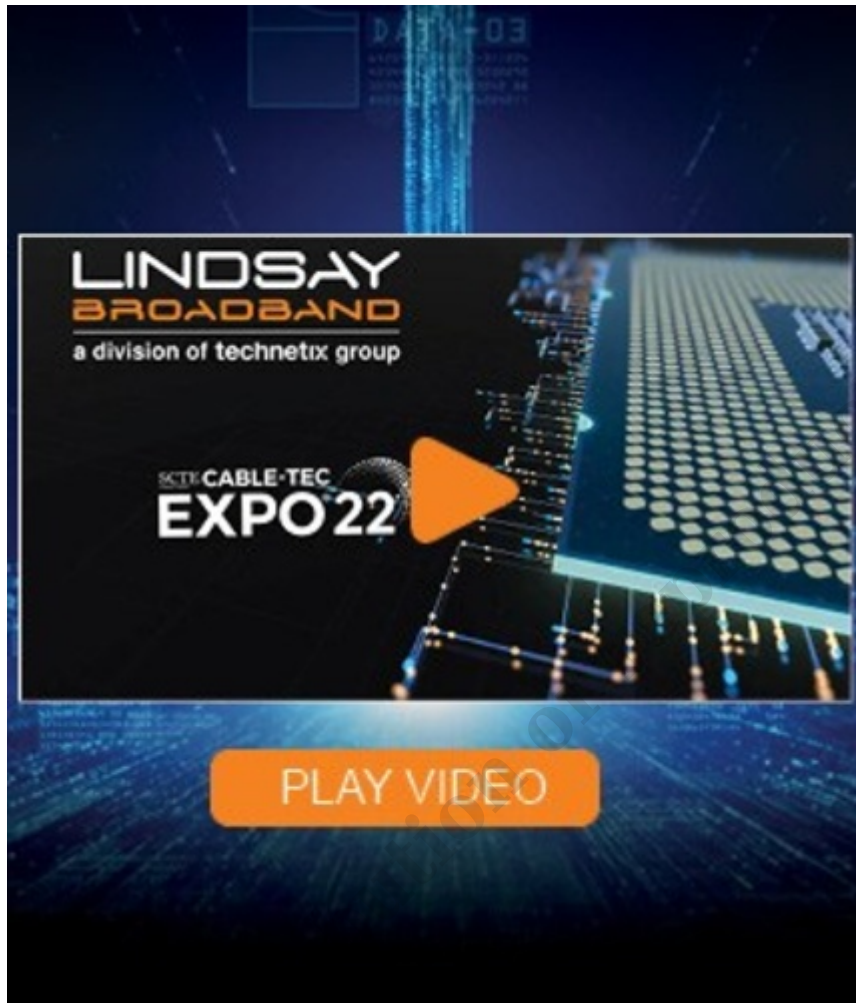
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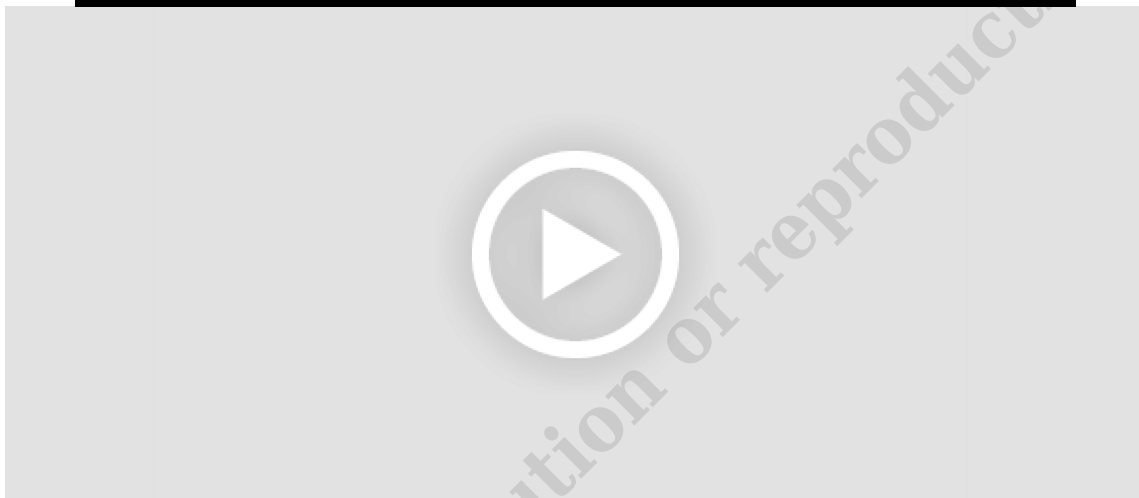
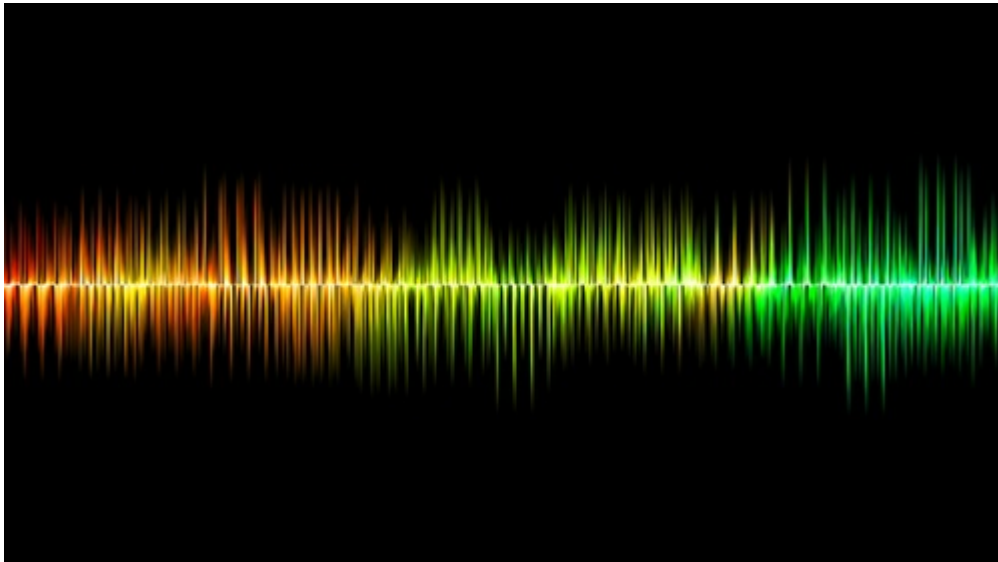
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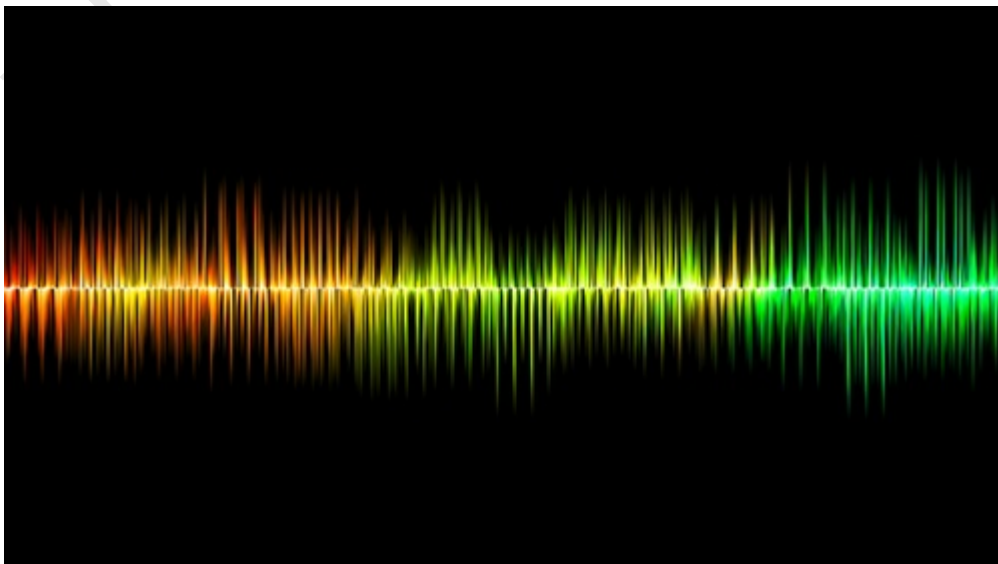
End-to-End Solutions for Broadband Networks

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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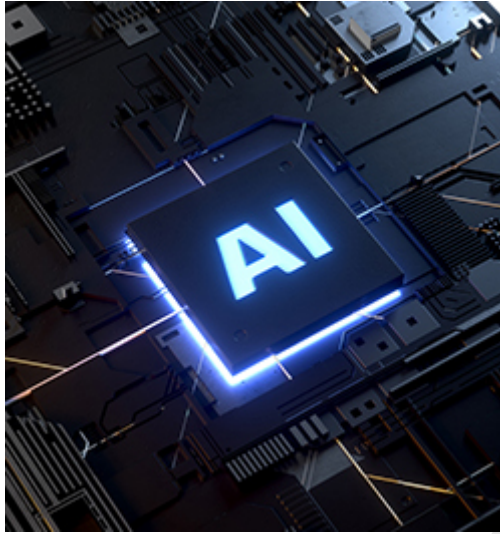
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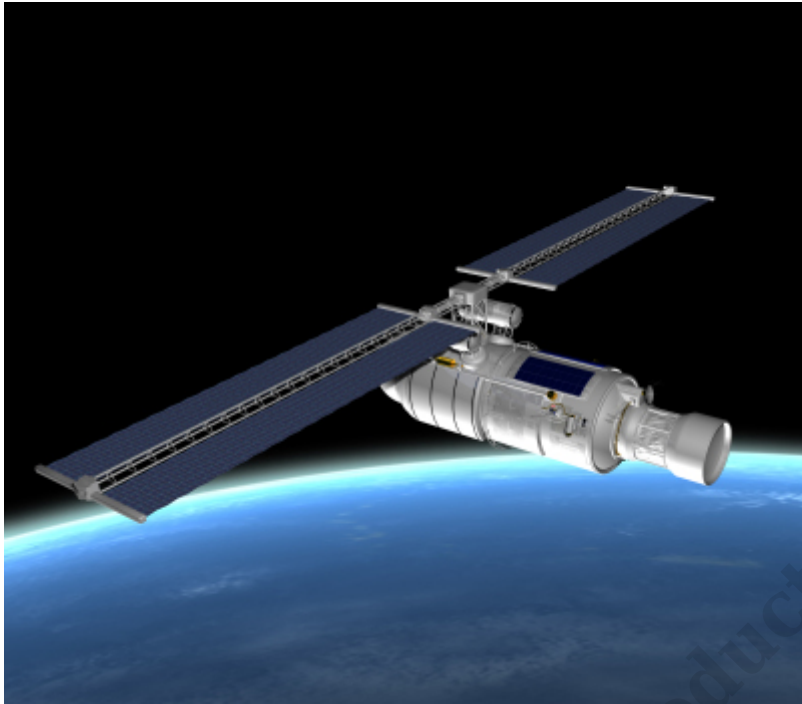
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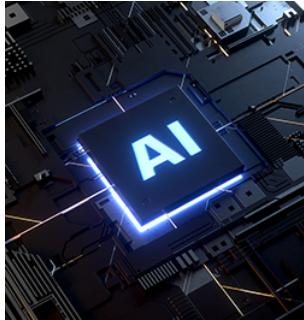
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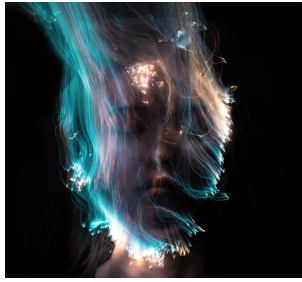
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case study **TruOps Common Language®**
simplify financial compliance, streamline asset management

challenges	solution	results
Maintain accurate view of fixed assets Track assets in multiple networks/territories Fixed Asset Register compliance.	connectiv TruOps Common Language®	Realize ~10 percent saving on procurement costs Simplify tracking and reporting to meet financial compliance requirements.

knowing what you have, what you need and what you don't

For mobile service providers, maintaining an accurate view of the fixed assets across an entire network has always presented a challenge. For group operators, that challenge is multiplied - tracking the value of its fixed assets in multiple networks across different territories, managed, maintained and upgraded locally with equipment sourced from multiple vendors is near impossible using traditional methods.

Whether it's across one service provider or a group operator, an accurate fixed asset register allows a service provider to more proactively manage and improve performance across a variety of business, operational and financial metrics. For example, an improved understanding of the capabilities of the assets on the register not only allows for more informed purchasing decisions, it also allows both the operations and finance teams to be more proactive. On top of that, in a group situation it enables information across networks to be consolidated to deliver economies of scale for the procurement team.

the driving factors

From a business perspective, being able to demonstrate that the Group keeps an accurate Fixed Asset Register is essential from a compliance perspective. For many service providers, the audit process usually involves inspectors taking samples from the Fixed Asset Register and then checking the actual locations where the equipment was reported to be held to determine the accuracy of the inventory. Only if all the assets sampled, in all the locations, delivered an exact match, could the auditors say that the company's assets were properly safeguarded. The unpalatable truth is that, for many service providers, the mismatch between the data on the registry and the equipment in the field is significant.

What's more, it is vital that the same granularity of detail is held by both the operators and the finance team and that exactly the same descriptors are used across the business. Without that commonality, accurate records cannot be maintained.

In addition, given the frequency with which the technology evolves and the constant replacing and upgrading of parts, today's Fixed Asset Register needs to be both dynamic and easily maintained. This will ensure that as assets are added and removed, any changes in functionality are accurately tracked to a granular level. Without that dynamism and accuracy, the register may be behind reality and the auditor's sampled assets may have already been replaced.

"Common Language helps service providers meet compliance requirements, it helps measure the return on its capital expenditure on network equipment and it supports operational efficiency in network management and maintenance. No other single solution can help service providers meet their Regulatory Capex and Opex targets quite like Common Language."

Digital transformation, which is the key for higher agility, efficiency, cost reduction and improved customer experience, is inevitable for CSPs to survive in the new digital economy. However, large-scale digital transformation projects are expensive and risky and may take years to complete. Meanwhile, agile competitors are eroding your market share. Speed to digitalization is imperative.

Why Etiya's Digital Business Platforms??
 Etiya Digital Business Platforms, unlike legacy BSS, will create real value for your business. They do not only provide technical capability, but offer an infrastructure to create an all-digital customer experience, with the personalization and flexibility demanded by Connected Customers. All this in a matter of months, while ensuring business continuity and, at the same time, reducing traditional BSS costs.

Advanced technology to enable better customer focus
 Etiya's AI expertise and platform capabilities are used to differentiate the BSS platform via better customer insights, more personalized customer experiences and increased process automation. Knowing your customers' behaviour and needs allows personalized customer interactions and service targeting, and supports smart decision making during the customer journey, that will ultimately drive both customer and employee efficiency and satisfaction.

Etiya uses innovative AI technologies, including natural language processing (NLP) techniques and predictive analytics in its platforms to help companies transform their businesses and reduce costs.

Modular, flexible, cost effective and scalable digital solutions
 Etiya Digital Business Platforms are 5G ready, agile, end-to-end, and fully virtualized digital platforms. They are cloud-native, full-stack platforms that are pre-integrated into partner solutions and include all Etiya's product portfolio: Customer Relationship Management (CRM), Customer Service Management (CSM), Configure, Price, Quote (CPQ), Product Catalog, Order Management, OmniChannel Management, Billing and Charging and APIs gateways. They support both B2C and B2B customer segment operations.

Since the platforms use a modular, API-driven architecture, they are flexible. CSPs can select to launch a full-stack new BSS platform, to replace their legacy platform, or modernize it step-by-step, by choosing which platform components they want first and add new solutions, as needed, later.

Its cloud-compatible implementation significantly reduces up-front CapEx, and all this enables fast implementation and a cost-effective digital transformation. And easy scalability also means, that the costs grow as the business grows.

Etiya real-time, automated digital platforms use microservices to speed time-to-market for new products and enable easy experimentation with new business models and service concepts.

How does it work??
 Etiya Digital Business Platforms contain three main layers: Experience, Engagement, and Enablement. Data analytics, AI, and business intelligence functions are used to add intelligence to these layers and enable personalization, process automation, and efficiency.

Etiya Digital Business Platform Solutions			
Digital Experience	Online self-care, E-commerce, Mobile App, Content Management	Open APIs	Data Analytics, AI, Business Intelligence
Digital Engagement	CRM, CPQ, Offer Management, Rewards & Loyalty, Community Management, CSM, Recommendation Engine, Order Management		
Digital Enablement	Product Catalog Management, Charging & Rating Management, Billing Management, Partner Management, Policy Management		



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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

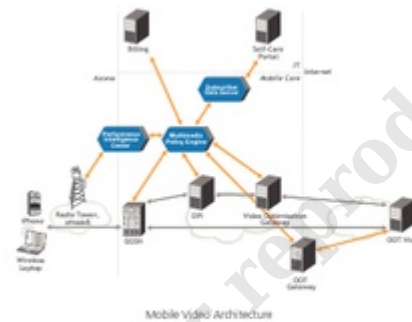


Business Requirement

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.



CSP ENTERPRISE PRODUCT MANAGEMENT: THE SOLUTION TO ORGANIZING THE FACTORY AND THE STORE

A model for getting organized

In running a retail store, there are some basic principles that everyone understands about products and inventory. For a start, the Sales staff rely on knowing exactly what they have to sell – what is in stock, what options are available and to whom, what the lead times are for special orders, etc.

Purchasing needs the same information to know when to source additional stock to match customer demands and to find suppliers that can deliver.

And Marketing and Product Management need to know which products are doing well, which ones need refreshing or retiring and where to focus their next product campaigns and development ideas.

The common thread across these departments is the need to service the customer with the right products.

To that end, the idea of product is at the center of the retail universe. The retail business is all about procuring, marketing and selling products, with business success clearly linked to product success. Retail success is therefore heavily dependent on factory supply – the product design, build, warehousing, and distribution tasks associated with making the products the retailer wants to sell.

Communication Service Providers (CSPs) certainly share the same challenges of the physical product retailer, especially when it comes to determining and then supplying the products that customers will find attractive and want to buy.

There are a few important differences for a CSP, given the fact that CSP products are mainly service offerings that they often supply themselves. Services are not lined up in boxes on shelves. Services are not shipped from distant factories whenever stocks run low. Still, services *are* products. They must be designed, manufactured and packaged.

The underlying service delivery capability must be in place before the services can be delivered, just as the factory for the retailer's product must be operational before a retailer can expect to have that product to sell. And like any other products, services are subject to supply limitations – their delivery is constrained by network and systems capacity and capability, and by the ability of the organization to manage the delivery and support of those services.

With this dual role as Wholesaler and Retailer, CSPs have all the same requirements as an automotive company for the manufacturing, management and supply of products, on a day-to-day basis as the orders flow in from the customers and on a longer term basis as products are created, delivered, and eventually retired. But while everyone in most any CSP company understands the primary importance of products, too many CSPs continue to package products across this chain in a fragmented and uncoordinated way. They simply do not have either the day-to-day or long term viability of their products that is essential for profitable performance.

SPIRIT COMMUNICATIONS

Switches to EMC Watch4net and reduces
OPEX by 60%



ESSENTIALS

Challenges

- Customer contracts required robust SLA monitoring solution
- The legacy system (InfoVista) grew too expensive and difficult to maintain
- InfoVista was slow to deliver upgrades
- InfoVista's upgrade costs were comparable to purchasing an entire solution

Solution

- Watch4net was deployed in just a few days
- Watch4net is running in a virtualized environment
- Dedicated Oracle, Solaris resources are no longer required, resulting in cost savings

IT improvements

- 60% reduction in cost-per-managed device
- 40% savings on collectors and additional modules
- Replaced Java JRE with fast AJAX/Web 2.0 front end
- Troubleshooting is simpler, faster due to Watch4net's streamlined architecture

Business Benefits

- Increased revenue from premium portal offerings
- Improved data retention (from 7 days to 7 months of "5-minute" data)
- Improved SLA metrics and more accurate billing from more granular bandwidth utilization reports
- Enhanced service offering with ad-hoc reporting and automated report delivery

CUSTOMER PROFILE

ABOUT SPIRIT COMMUNICATIONS

Headquartered in Columbia, SC, Spirit Communications provides carrier-class telecommunications services to businesses and government agencies throughout the southeastern U.S. over its private fiber-based MPLS network. Spirit offers a wide variety of solutions including VoIP, SIP trunking, local and long-distance calling, wholesale long distance, SS7, AIN, on-demand video conferencing, audio/Web conferencing and hosted Internet services. Spirit Communications prides itself in providing solutions that are reliable, flexible and responsive to customers' business needs.

Monitoring efficiently the wide choice of bandwidth and quality of service along with the service level agreements (SLA) is essential to the success of their enterprise.

BUSINESS CHALLENGE

Spirit operates a mixed network comprising equipment from Alcatel-Lucent, Cisco, Adva, Avian, Ciena, Brocade and more – over scores of servers and several thousand network devices. Proactive performance monitoring is strategic to Spirit success in delivering a competitive offering that features a variety of options for granularity of bandwidth and quality of service (QoS). Spirit provisions service level agreements (SLAs) that allow customers to select end-to-end performance metrics based on CIR, frame loss, delay and jitter. Spirit's customer contracts absolutely require robust SLA monitoring solution.

In 2006, Spirit implemented InfoVista's performance management solution. The product met the initial requirements, but as time went on, the software became more cumbersome to upgrade and maintain; additionally, Spirit needed upgrades to support the Alcatel-Lucent 5620 SAM and these were slow in coming. Spirit decided to investigate a variety of alternatives, including using open source tools to build their own solution as well as purchasing commercially available products.

EVALUATION AND SELECTION

Spirit embarked on a search for solutions capable of providing performance reporting for Alcatel-Lucent equipment. Spirit determined that the cost of InfoVista upgrades equaled the cost of purchasing an entirely new solution. Next, the IT team carefully


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White Paper

Common Language Drives Customer Value for All Network Technology: 5G/MEC and Virtualized Networking Included

Sponsored by: icorectiv

Karl Whitebeck
January 2021

EXECUTIVE SUMMARY

icorectiv TruOps Common Language was established to facilitate the service design and asset tracking needs of the operations and business management processes for prevailing and emerging network connectivity architectures. Common Language has been used by communications service providers for over 40 years.

Complexity from new technology evolution (e.g., network virtualization, private networks, hosted networks, 5G, multi-access edge computing (MEC), and the Internet of Things [IoT]) requires assets to be aligned with business and technical objectives to keep costs within expectations, address end-to-end (E2E) service objectives, support partner accountability, maximize interactive efficiency, and show business management responsibility. On the basis of its successful long-standing customer implementations and evolutionary approach to the network management processes, Common Language is expected to play a major role in the evolution and deployment of new facilities-based networks and the virtual aspects upon which these new technologies come to rely.

This paper explains how teams with network and partner-provided asset management responsibilities can achieve business value by maximizing the use of common nomenclature. In addition, the paper describes how a common naming strategy improves the effectiveness of real-time network operations and key business management functions. This paper also explains how Common Language can bring increased awareness when defining, launching, and managing new network-based services.

Introduction

As network technology and business strategies continue to evolve, the greatest challenge asset-based communications service providers face is how to manage the physical and virtual assets that define the services they provide. Understanding the physical and logical placement of assets is strategic to several information operations functions including network planning, inventory, service orchestration, catalog, activation, network assurance, service-level agreements (SLAs), policy, provisioning, and charging. The multilevel construct of the underlay and overlay connectivity infrastructure and the E2E partner-provided services to customers of all types brings additional layers of asset tracking complexity that must be addressed by each of these business and operations management domains.

January 2021, IDC #US47230621

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MATRIXX CONVERGENT CHARGING

As communications business models evolve and mature, marketing organizations are constantly creating new services, payment models are evolving, and devices are becoming increasingly sophisticated. Customer segments are becoming more defined and granular, and what once was either a prepaid or a postpaid relationship has grown into a multi-faceted array of payment options. These mix and match payment methods also provide options to charge physical goods to a mobile account or access personal funds as a customer would at a bank.

Devices and access methods are also multiplying making the picture yet more complex for service providers. Their subscribers have a choice of Smartphones, set top boxes, tablets, PCs, laptops, gaming consoles, and mp3 players to access services via cable, DSL, FTTH, 3G, Wi-Fi, Wi-Max and new LTE networks. However, competition is fierce and network access charges are becoming commoditized.

Communications service providers are challenged with rising above these complex operational and service delivery environments to focus on the customer. Regardless of device, access method or

payment option, customers should be presented with compelling, integrated service bundles that are intuitive and customizable to fit their personal needs. Convergent charging applications play a key role in delivering a differentiated and consistent customer experience as they provide the central link between services, payment methods, and devices.

MATRIXX Convergent Charging provides a highly flexible, hyper-efficient application that runs on low cost, commoditized hardware and which easily integrates with existing billing systems. It helps the marketing department and the business implement initiatives to strengthen the brand and increase customer value while providing dramatic scale and driving cost out of operations.

Increase Customer Value

MATRIXX Convergent Charging enables service providers to better monetize their portfolio of services and content and increase customer lifetime value. It provides a flexible and configurable set of pricing, charging and balance management features so that service providers can quickly and cost-effectively implement a convergent charging layer without disrupting existing IT and network assets.

Functional Highlights

- ▶ Bundle products and services together regardless of access network
- ▶ Quickly deploy new pricing models, promotions or discounts
- ▶ Manage balances and payment relationships
- ▶ Develop and implement loyalty programs and preferred pricing
- ▶ Track and enforce usage quotas, allowances and credit limits
- ▶ Bundle services together to provide cross-product discounts
- ▶ Roll out the same offers across prepaid and postpaid subscribers
- ▶ Share balances across devices, such as sharing a data allowance across a laptop, tablet and Smartphone
- ▶ Create prepaid/postpaid hybrid offerings

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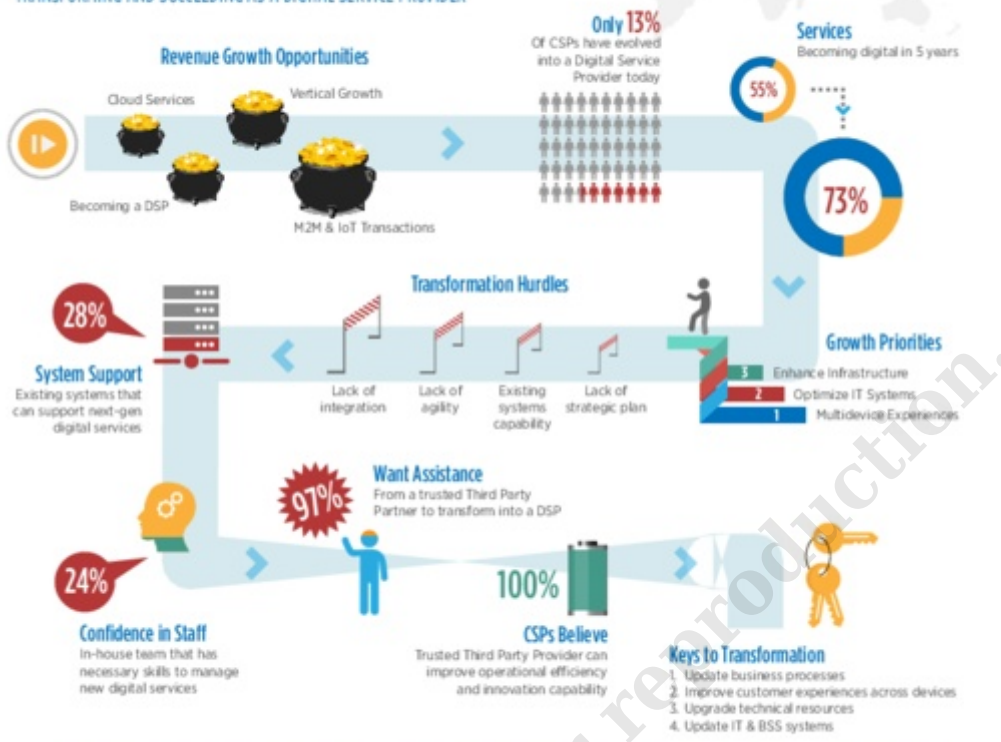
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Small-to-Medium sized Businesses (SMBs) are looking to leverage the latest technology in order to improve and efficiently grow their businesses. Many SMBs are now looking for Next Generation Operators (NGOs) who offer compelling, integrated business solutions that are quick to implement and easy to manage. This SMB market represents a new opportunity for many operators and Sigma Systems helps NGOs tap into the SMB market by providing them with all the necessary components to efficiently design, deliver, and manage next-generation business services.



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

MODULES

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- Product Catalog
- Case Management
- Order Capture & Management
- Financials
- Service Activation
- Dashboards
- Facilities Management
- Sales & Marketing
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- **Simplify Business Systems** with a complete, pre-integrated back office solution
- **Elevate Customer Experience** with consistent customer interactions

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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 CSPs 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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Network Integrity Controller

Set sail with total visibility of your network – and the journey ahead. Our Network Integrity Controller automates software audits of network devices in multi-technology, multi-vendor environments.

Check your gear regularly

As service providers build out new networks that provide new services—such as VoIP, video, and other high-bandwidth offerings—as accurate picture of the network can mean the difference between rolling out new services on-time, or being a market opportunity to a competitor. In today's environment, network managers are facing a conundrum: more traffic, more services, and more complexity have to be delivered with fewer people, fewer errors, and fewer outages.

Network integrity is the key to making sure that your gear will get you where you want to go. In spite of quantum leaps in network architecture and technology, maintaining configuration integrity has remained a manual, time-consuming, and error-prone craft. Design standards for device configuration to support VoIP, a new wireless data app, or an LTE network service may be painstakingly developed in the lab, but actual implementation in the field drifts rapidly through error, repair, replacement, and provisioning processes.

Use accurate maps

The only way to achieve complete network integrity improvement is, in spite of the opposing forces of network expansion and operations

resource contraction, is to automate the quality feedback loop of network audit, discrepancy check, and gold standard maintenance. Nakina's Network Integrity Controller is designed to show exactly which equipment is present, ensure that the firmware, patches and operating systems that run the equipment are correct and up-to-date, and that all software parameters are set as intended.

Set sail with confidence

Most network outages are like navigation errors—they are the result of human error. The Network Integrity Controller minimizes the risk of outages by reducing inadvertent errors through sophisticated online auditing and parameter checking. It can scale to support the auditing of thousands of network elements and network-attached servers. Because it is automated, and works in any environment—LTE, Ethernet, Fibre, IMS, or other—with equipment from a wide range of vendors, the Network Integrity Controller streamlines tedious spreadsheet maintenance with automated table and report creation. With the data generated by the Nakina Systems solution, you can bring services to market faster, reduce outages as these services scale, and realize significant cost savings.

Key Functions

Nakina Systems' Network Integrity Controller automates the most tedious and error-prone part of your job—maintaining network integrity. With an accurate picture of the network, you can feel more confident about the state of the network and your ability to deliver new services on-time and on-budget.

Data Ingest

- Store gold standard data in a common baseline data repository
- Import data or manage the life cycle of the gold standard input

Data Collection

- Extract real-time settings from networks

Audit

- Compare planning tool reports or templates to live network views, using specified tolerance criteria
- Display and report discrepancies
- Provide notification of any service-affecting change

Parameter Baselineing

- Create hierarchical templates of parameters based on groupings
- Compare and commit settings across a network

NE Resource Audit

- Select by NE or group of NEs
- Customize and file output

Reconcile and Configure

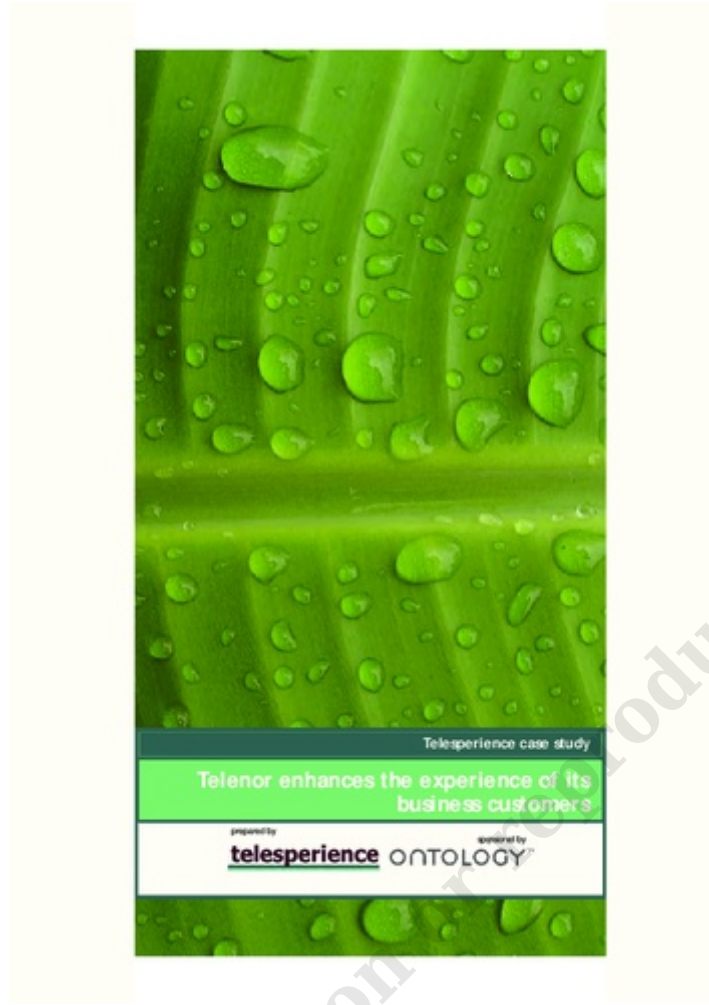
- Apply override network view with planning tool data
- Configure specific parameters on specific elements
- Re-audit to confirm changes



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