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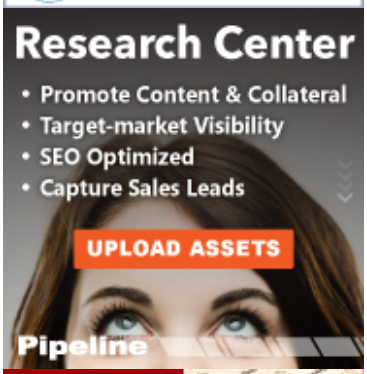

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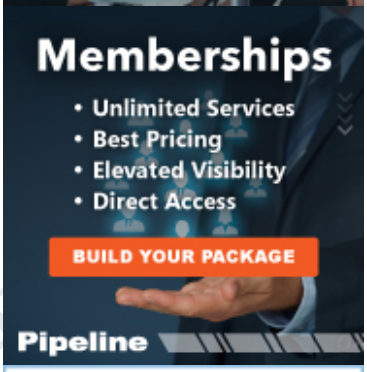

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Featured Content

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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.

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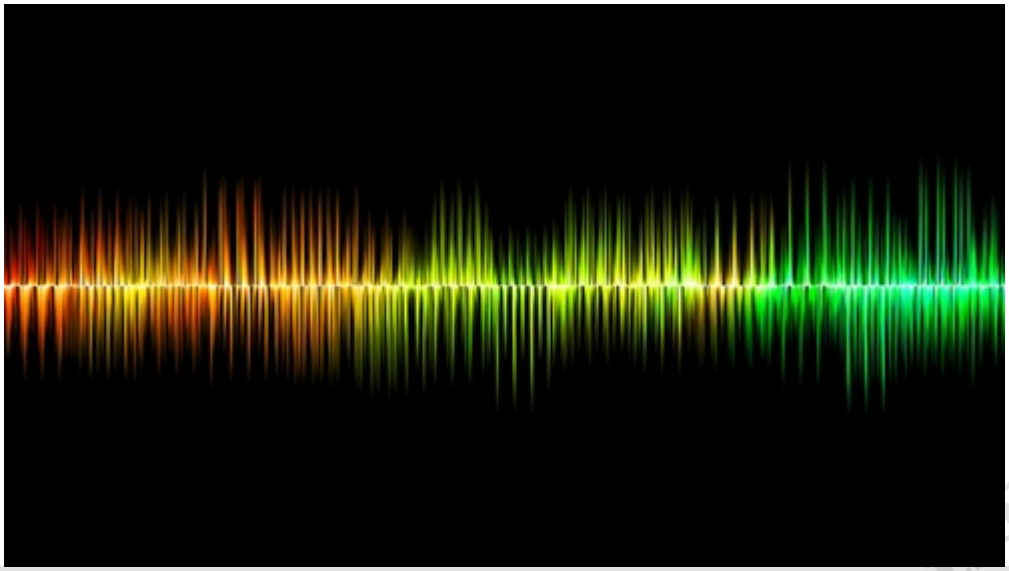
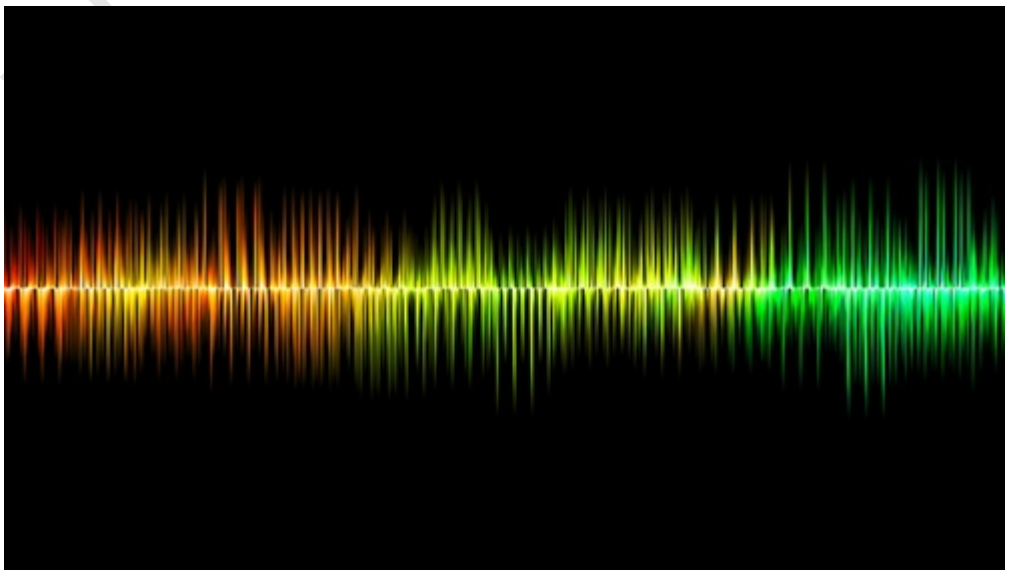


Predicting Colonial Pipeline: Mitigating Risk and Compliance

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.



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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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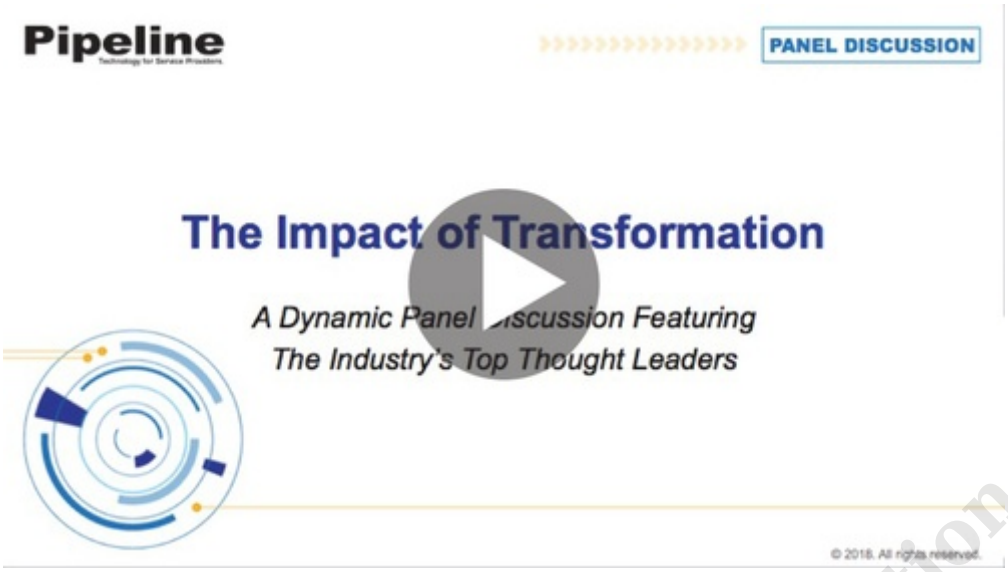

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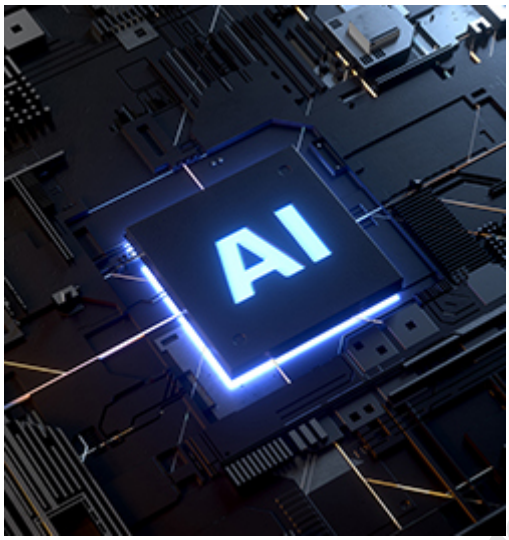

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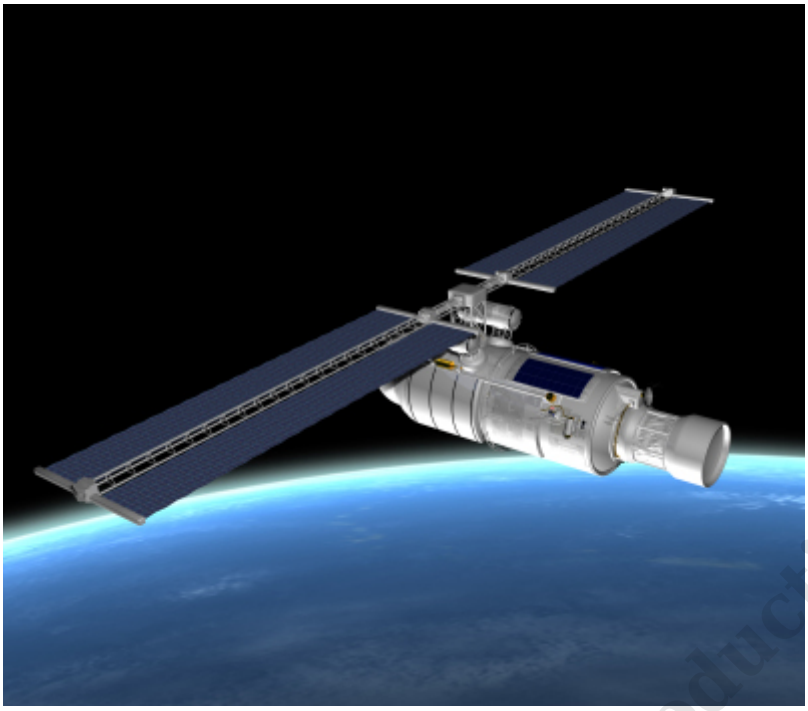

Satellite Connectivity Trends

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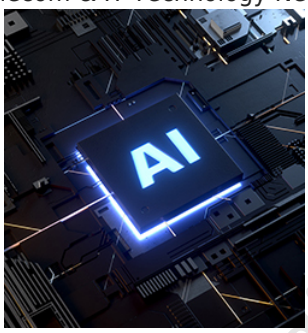

Enterprise ROI for GenAI

Flexible B/OSS for Self Service

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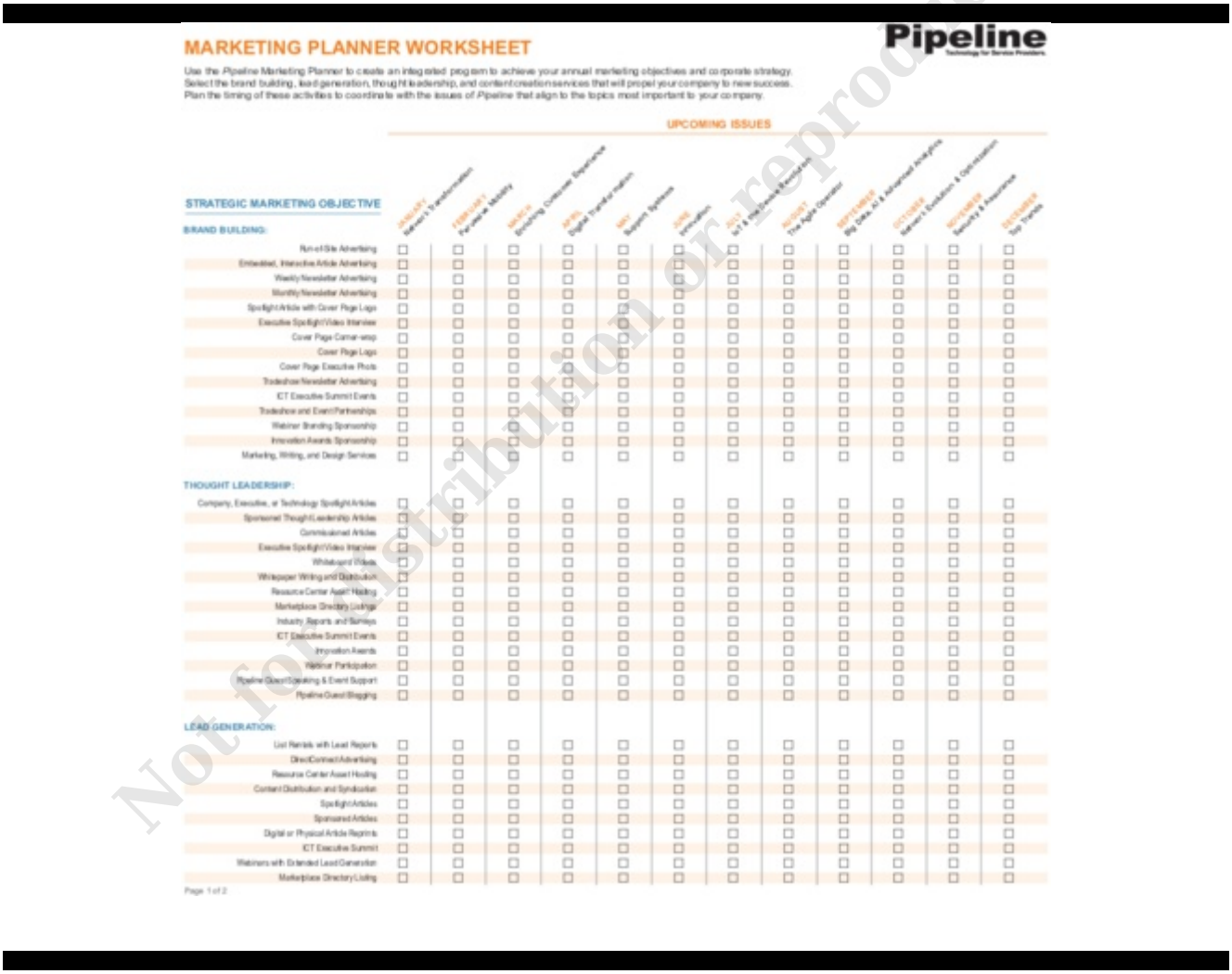

MARKETING PLANNER WORKSHEET

Pipeline

Use the *Pipeline* Marketing Planner to create an integrated program to achieve your annual marketing objectives and corporate strategy. Select the brand building, lead generation, thought leadership, and content creation services that will propel your company to new success. Plan the timing of these activities to coordinate with the issues of *Pipeline* that align to the topics most important to your company.

UPCOMING ISSUES

STRATEGIC MARKETING OBJECTIVE	JANUARY Network Transformation	FEBRUARY Pervasive Mobility	MARCH Disrupting Customer Experience	APRIL Digital Transformation	MAY Support Systems	JUNE Innovation	JULY IoT & the Edge Ecosystem	AUGUST The Agile Operator	SEPTEMBER Big Data, AI & Advanced Analytics	OCTOBER Network Evolution & Optimization	NOVEMBER Security & Assurance	DECEMBER Top Trends
BRAND BUILDING:												
Run-of-Site Advertising	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Embedded, Interactive Article Advertising	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Weekly Newsletter Advertising	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Monthly Newsletter Advertising	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Spotlight Article with Cover Page Logo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Executive Spotlight Video Interview	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Cover Page Corner-wrap	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Cover Page Logo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Cover Page Executive Photo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Tradeshow Newsletter Advertising	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
ICT Executive Summit Events	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Tradeshow and Event Partnerships	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Webinar Branding Sponsorship	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Innovation Awards Sponsorship	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Marketing, Writing, and Design Services	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
THOUGHT LEADERSHIP:												
Company, Executive, or Technology Spotlight Articles	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Sponsored Thought Leadership Articles	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Commissioned Articles	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Executive Spotlight Video Interview	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Whitepaper Writing and Distribution	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Resource Center Asset Hosting	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Marketplace Directory Listings	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Industry Reports and Surveys	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
ICT Executive Summit Events	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Innovation Awards	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Webinar Participation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Pipeline Guest Speaking & Event Support	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Pipeline Guest Blogging	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
LEAD GENERATION:												
List Rentals with Lead Reports	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
DirectConnect Advertising	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Resource Center Asset Hosting	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Content Distribution and Syndication	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Spotlight Articles	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Sponsored Articles	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Digital or Physical Article Reprints	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
ICT Executive Summit	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Webinars with Extended Lead Generation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Marketplace Directory Listing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

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Tekelec
For What's Next

WHITE PAPER

A Revolution in Evolution

Policy Control and Mobile Broadband's Long-term Leap

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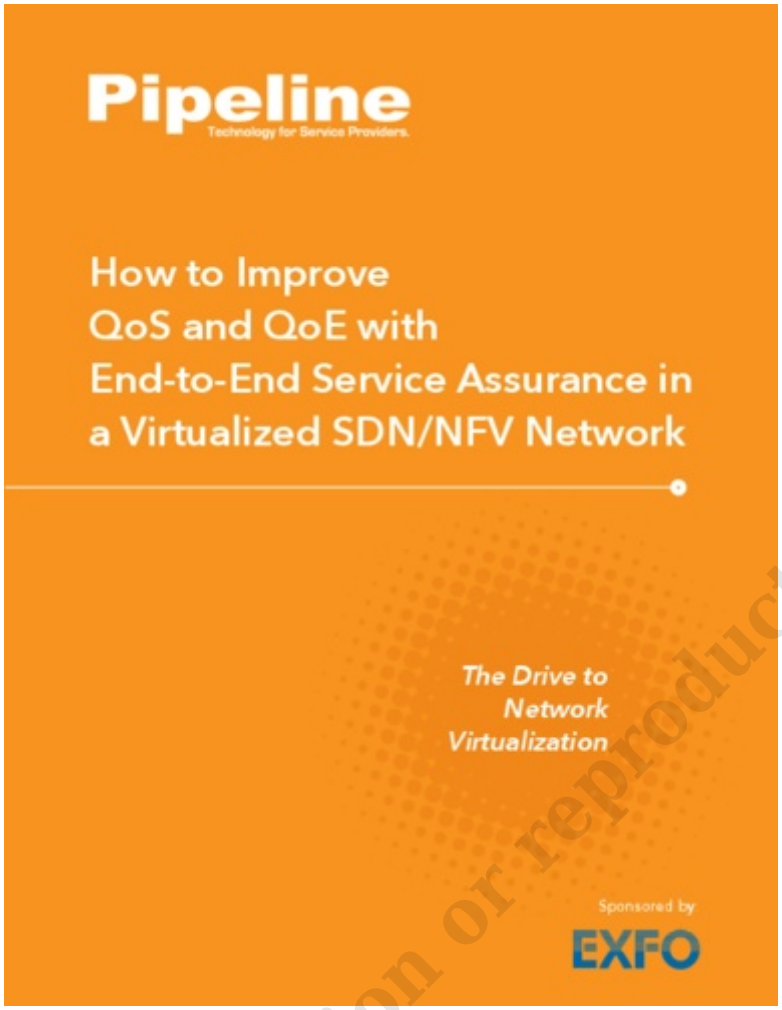

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e-billing and Analytics Solution

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

Customer Experience Competitive Advantage

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

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

Customer Needs

In maturing markets, business customers are increasingly basing their purchasing decisions on service quality and support rather than on price alone. Hard-working managers are demanding access to systems and tools that enable them to become more productive, simplify their tasks, take control of their organizational spend, and allow them to effectively manage their relationship with the CSP. Specifically, these customers want to have convenient and secure access to their consolidated service and usage information in a single online location; with the ability to view summary spend information across their organization, view out of the box and custom reports and, drill-down to analyze the detail of service usage.

MDS e-billing and Analytics Solution

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

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

E-Billing and Analytics Solution

MDS

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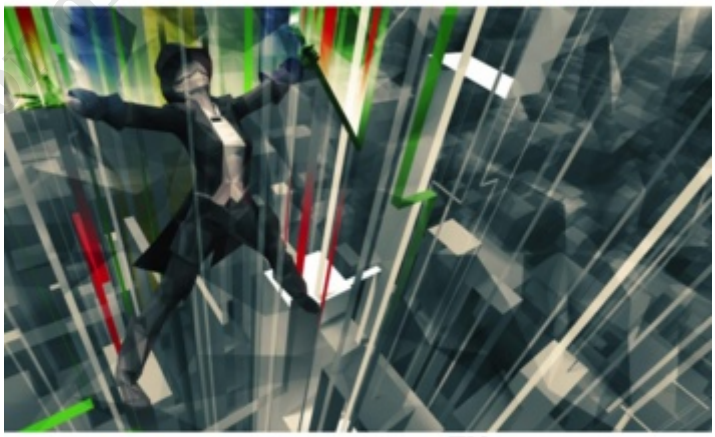
MORE TO MONETISE BUT LESS TIME TO DO IT



Monetizer™

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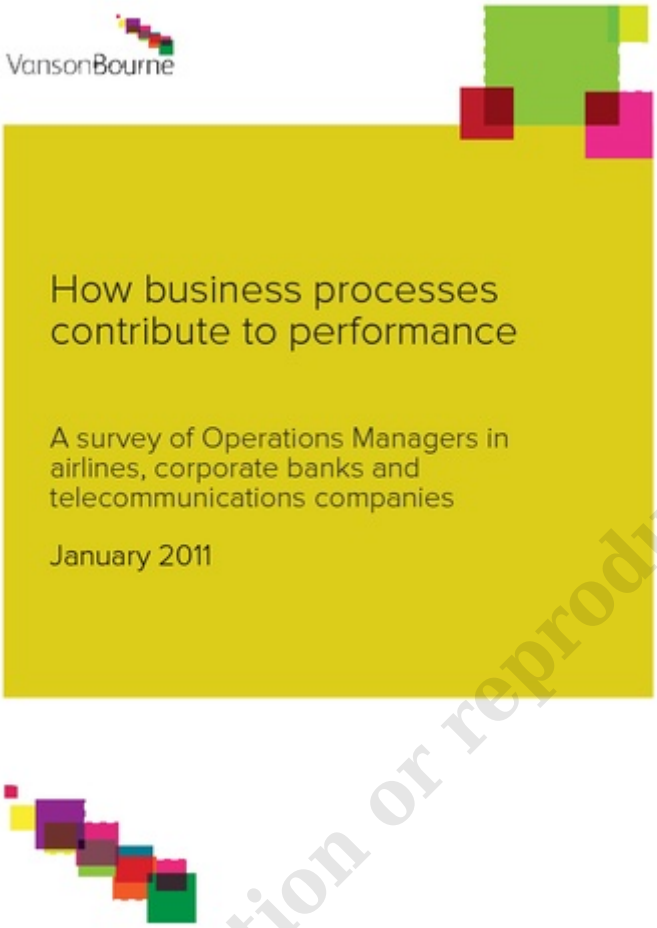

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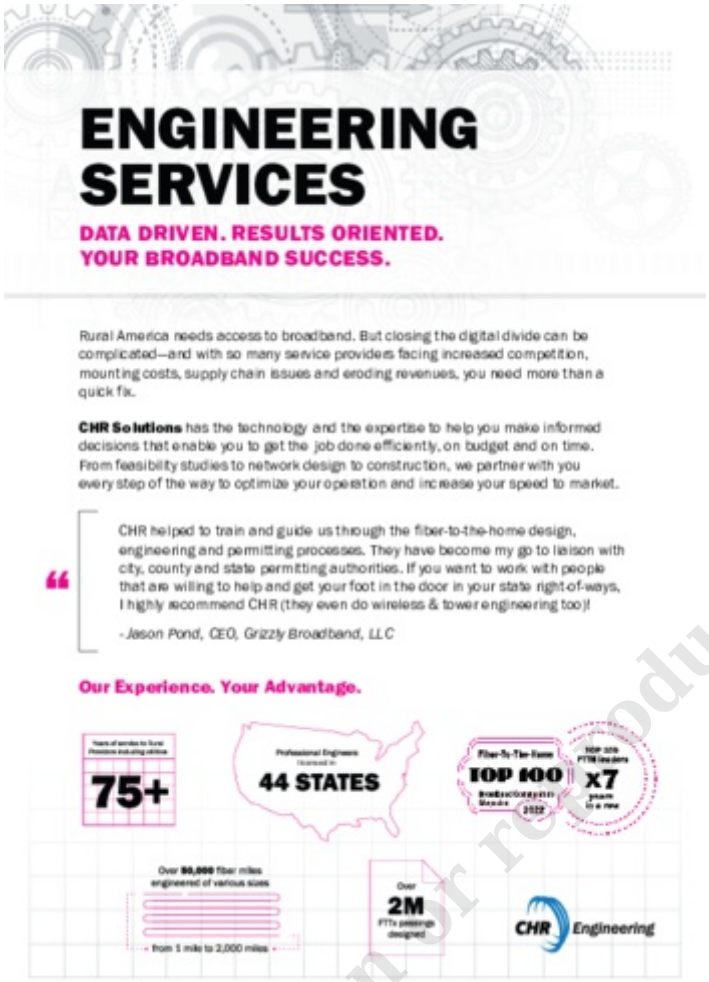

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Introducing our New State-of-the-Art Geographic Platform

One of the ultimate goals of Broadband providers is to bring fast, reliable service to their customers, who are often located in rural parts of the country. Connecting unserved or under-served communities through broadband technology improves their way of life and closes the digital divide. But doing so can be costly and time consuming.

What if there were a way to make it all easier by streamlining each phase of your network implementation, improving decisions by using real-time data and therefore optimizing your current and future operations?

CHR Solutions is a proven industry leader with over 75 years of experience and we have found a way to expedite your builds, decrease labor costs, forecast in real time, and increase monetization to speed up broadband access to rural America.

Geospatial Data is Not New-- But the Way We Use It Sure Is.

By using Geospatial data in a unique way, we provide our clients with a platform that utilizes real-time information to improve efficiencies, take the guesswork out of decisions, and ultimately increase speed to market. The platform features a customizable dashboard that enables all aspects of your business to format and display the data in a way that optimizes its use in their specific operations.

CHR's Geographic Platform

- Improves efficiencies
- Takes the guesswork out of decisions
- Increases speed to market

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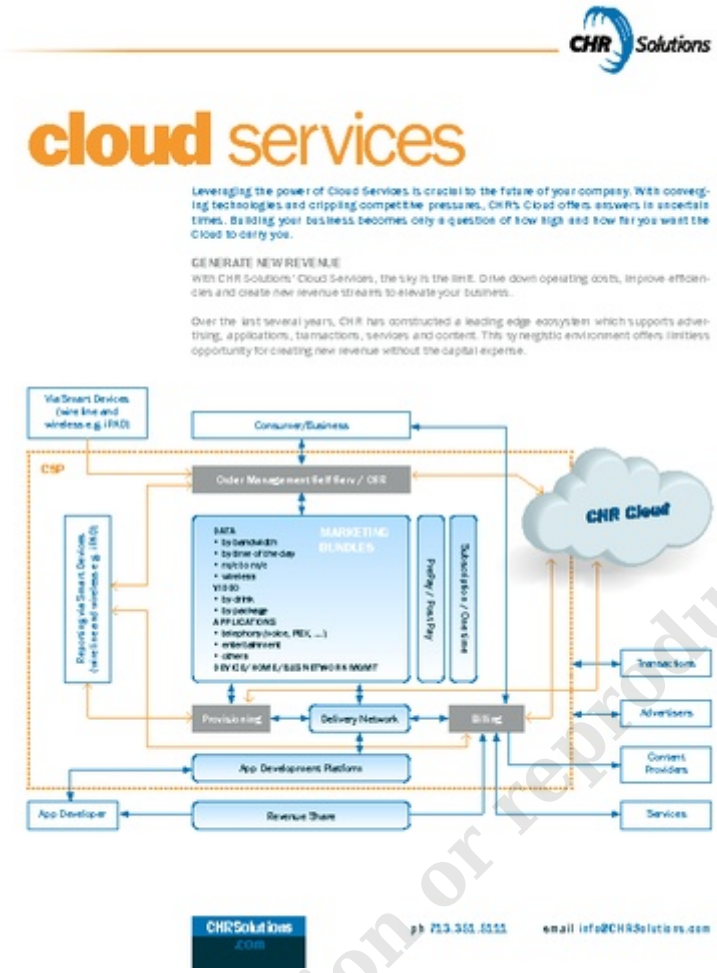

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Datasheet 2011

Sigma Systems and NDS

Orchestrating New and Unified Entertainment Experiences

Upgrading traditional offerings and deploying new hybrid/IP platforms are an increasing focus as service providers look to evolve to offer a truly personalized video entertainment experience to subscribers – anytime, anywhere and on any device. Sigma Systems and NDS have developed an integration partnership to help service providers achieve this goal by provisioning and delivering advanced video and entertainment services that attract subscribers and generate new revenue.

One Managed View of Video Access Entitlements

Critical to the success of leveraging the NDS solution portfolio for advanced TV/video services is the ability to seamlessly enable customers to access and view premium content. Sigma Systems' provides the service orchestration for the necessary authorizations, entitlements and provisioning of NDS systems for subscribers through a single OSS solution – managing video conditional access rights, entitlements for premium content, VOD, DVR/PVR and also provisioning IP set-tops and residential gateway devices.

TV Anywhere Authorized to Enable Multiple Devices

Subscribers are increasingly demanding anytime anywhere access to their premium content on multiple devices from their TV, personal computer, and personal tablets such as the Apple® iPad®. Sigma Systems provides comprehensive subscriber entitlements management, which is key in seamlessly delivering the multi-device, multi-room, TV anywhere entertainment experience to subscribers. Service providers benefit from service fulfillment that extends beyond subscriber service plans and profiles with a completely integrated view and management of users, devices, and cloud-application entitlements.

Effectively Migrate Subscribers from Standard to Premium Entertainment Packages

Delivering new entertainment experiences to subscribers doesn't have to involve an immediate and costly video network evolution. Sigma Systems' empowers service providers to leverage existing video networks in order to move beyond linear for services such as digital TV, PPV, VOD, and DVR/PVR through support for next-generation IPTV IP video platforms, like NDS, on a single integrated OSS service management platform. This co-existent service fulfillment environment manages the provisioning and activation of all enhanced entertainment services, helping service providers to launch new premium video services and bundled packages that drive new revenue and reduce customer churn.

SIGMA SYSTEMS

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THE EMC SOLUTION FOR SERVICE ASSURANCE

Transform Healthcare IT with an application-first approach to IT management

ESSENTIALS

Virtual Data Center Visibility

- Unified management of physical and virtual IT environments

Configuration Management

- Coverage across networks, storage, and servers

Identify and Act

- Advanced root-cause analysis for separating symptoms from problems

THE FOCUS OF IT OPERATIONS

"The goal of IT operations is to enable the business to operate more effectively, more efficiently, and with lower risks and costs....In short, IT operations isn't about bits, bytes, and bare metal; it's about enabling business leaders to do what they do best: run the business."

Gartner–Key Issues for IT Operations Management, 2011

ENSURING HEALTHCARE SERVICES AND APPLICATION PERFORMANCE

As a CIO or IT leader of a Healthcare company, you have a tw ofold charge:

- Ensure applications and IT services are delivered consistently and at the highest possible levels—because that's what the business and end users care most about.
- Fully understand and effectively manage your IT service delivery environment, so that service levels to the business can be met or exceeded, ongoing operational costs are minimized, and problems—when they occur—can be resolved rapidly with minimal impact.

CHALLENGES TO TRANSFORMING IT

Moving applications to the cloud makes service assurance anything but easy. Factors such as the dynamic nature of a virtual data center (VDC), the rapid pace of IT change, lack of operational visibility and insight, and ineffective problem management make providing service assurance more of a long-term goal than short-term reality for many IT leaders. They need answers to critical management questions, including:

- How can I ensure applications and IT services are delivered consistently and at the highest possible levels?
- How do I understand risk conditions and business impact so I can prioritize my team's actions?
- How do I monitor, isolate, report on, and prioritize fault and performance problems more effectively and efficiently?

IT MANAGEMENT THAT ENABLES SERVICE ASSURANCE

Fully understand and effectively manage IT service delivery, and, in turn, provide service assurance to the business with the EMC® Solution for Service Assurance:

- Virtual Data Center Visibility
- Configuration Management
- Identify and Act

EMC²

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Media(n)™ — a seamless IPTV interface that synchronizes all the elements of your IPTV ecosystem in order to streamline back office operations and drive revenue.

A Seamless
IPTV Interface

Designed to interface seamlessly with your B/OSS and Microsoft® Mediaroom™, Media(n) provides a true end-to-end automated experience for provisioning and activating services. Rather than struggling through the complexities and uncertainties of IPTV integration, Media(n) is a predictable solution that ensures successful integration.

- PPV/VOD processing
- Credit limit management
- Automated provisioning

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cycle30
we expand

Order-to-Cash Billing Services

Cycle30 provides a completely hosted platform for scalable and reliable converged billing. It includes convergent charging, rating and balance management for existing and emerging services across a variety of markets.

Unlike a traditional billing system you need to deploy, maintain and host yourself, the Cycle30 order-to-cash platform is ready today, so you can get to market quickly.

Order-to-Cash Services
Today's operator needs to focus on acquiring and retaining customers and delivering service. Your operations rely on accurate, timely revenue assurance.

From the moment of customer contact and order, the Cycle30 platform supports your operation by managing and accounting for the revenue associated with your products and services, all the way through invoicing, reconciliation and collections.

At the start of your interaction with customers, Cycle30 provides connections for core sales activities such as channel sales and retail commission tracking.

CUSTOMER MANAGEMENT
Manage your customer interactions via integrated systems in the Cycle30 platform. The Cycle30 Customer Management suite enables the major account management functions below.
- Account Management
- Order Entry
- Credit Checking
- Bulk Ordering
- Contact Management
- Serviceability

SERVICE FULFILLMENT
Cycle30 provides pre-built workflows and integration to fulfill the order upon completion.
- Order management
- Activation
- Inventory management
- Workforce management

BILLING AND REVENUE MANAGEMENT
The core of the Cycle30 platform ensures your revenue stream is completely covered, from customer credit worthiness to invoicing and collections.
- Product catalog
- Enterprise Mediation
- Rating & Pricing
- Post-Paid Billing
- E&PP
- Roaming
- Collections
- Invoicing
- Reconciliations
- Clearinghouse Reconciliations
- Financial Reporting

SERVICE ASSURANCE
Cycle30 service assurance helps you maintain your customers' services, diagnose issues, and ultimately drive revenue assurance.
- Trouble Management
- Troubleshooting Tools
- Usage Data Collection

BUSINESS INTELLIGENCE
Unlock the business intelligence inside your converged billing data, and better understand your customers' habits, trends, purchasing behavior and needs, as well as where to focus your efforts.
- Data Quality
- Real-Time Data Warehouse
- Ad Hoc Queries
- Financial, Operational, Marketing, Subscriber and Invoicing Reports

INTEGRATIONS
Cycle30 provides a large set of pre-set workflows and integrations to fulfill orders upon completion. In addition, specific integrations can be customized beyond the integrations below.
- Business to Business
- Financial Feeds
- Content Providers
- Point-of-Sale
- APIs
- Other Third Parties

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CHR Solutions

WiFi solutions

For more than 75 years, CHR has designed, built, managed and monetized networks that matter– including one of the first five LTE networks in the nation and fully integrated **WiFi** networks for the Department of Defense.

Whether your goal is to implement a **WiFi** network that guarantees outstanding coverage for broadband Internet access or you're seeking new revenue streams by becoming a VoIP or Wireless Internet Service Provider, our experience enables the entire ecosystem.

CHR's **WiFi Solutions** include flexible end-to-end or a-la-carte options that range from concept, to construction, to customer management. Our certified engineers and best-of-breed partners stand ready to aid in every aspect of your WiFi project.

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IDC

SPOTLIGHT

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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.

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.

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Datasheet

IP Video Services Accelerator

Sigma Systems' IP Video Services Accelerator is a robust solution enabling cable service providers to extend video service offerings to deliver an enhanced and unified entertainment experience.

Without a doubt, the enhanced entertainment experience over IP video networks is emerging as the "next big thing" for service providers as over-the-top (OTT) content, Internet video and 3rd party applications continue to threaten customer loyalty. Gone are the days of just delivering traditional video offerings as cable service providers begin embracing the opportunity to create new business models and deliver an exciting, personalized multi-screen experience to subscribers. But without the proper supporting service fulfillment foundation, the accurate delivery of this experience is a significant challenge for cable service providers.

Simultaneous Linear & IP Video Provisioning & Support

The IP Video Services Accelerator provides a service fulfillment solution that simultaneously provisions and supports both linear and IP video networks to deliver digital TV, PPV, VOD, DVR/PVR, Internet Video, OTT content, and 3rd party applications. This unique integrated OSS service management solution eliminates operational silos and provides seamless order management, provisioning, and entitlement management across all technologies, services, and systems.

Simplify All-IP Video Migration

By supporting a hybrid linear and IP video network that provisions all video services, the IP Video Services Accelerator gives you the ability to simplify and implement a logical migration strategy from legacy to all-IP video. You can manage this migration at the pace of your business and benefit from the flexibility to migrate in stages by managed service area, network segmentation, and even customer profile. With the IP Video Services Accelerator you can rapidly launch enhanced entertainment services and migrate linear video subscribers to a common OSS back-office solution when your business is ready.

SIGMA SYSTEMS

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