January 2025, Volume 21, Issue 4

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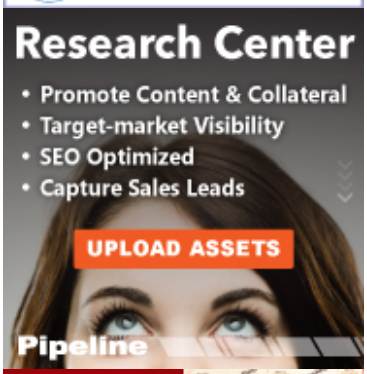

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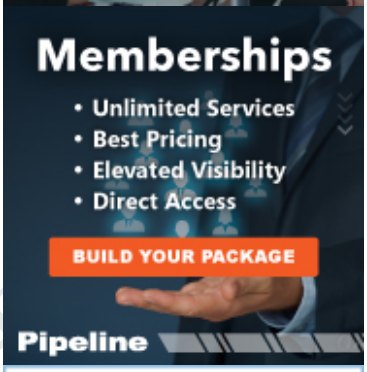

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Featured Content

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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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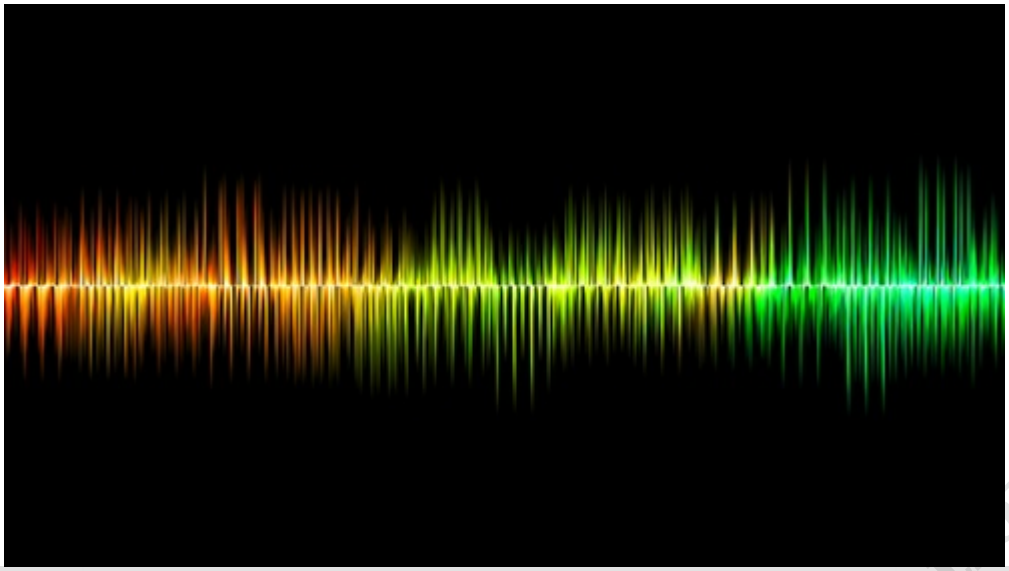
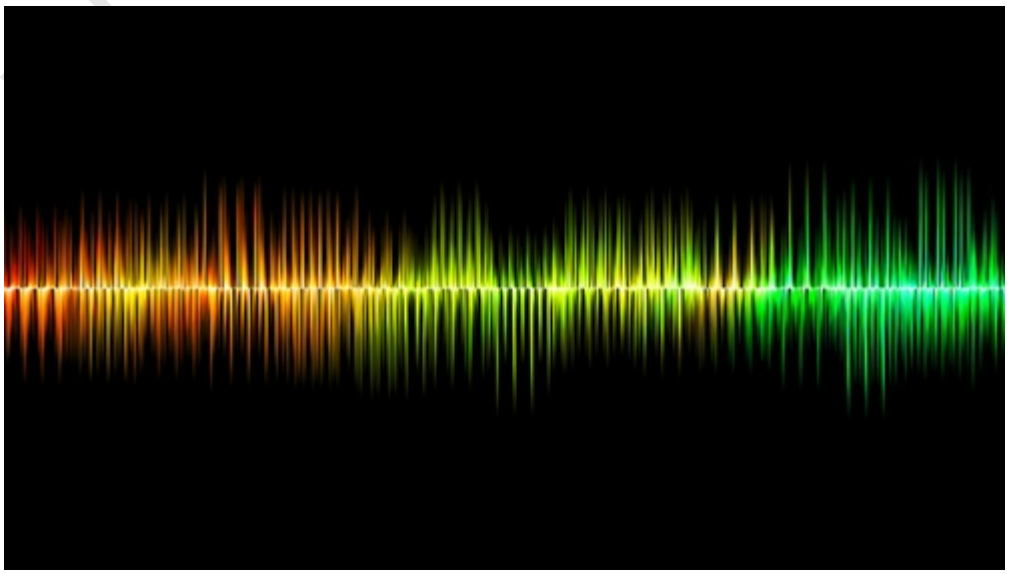


Predicting Colonial Pipeline: Mitigating Risk and Compliance

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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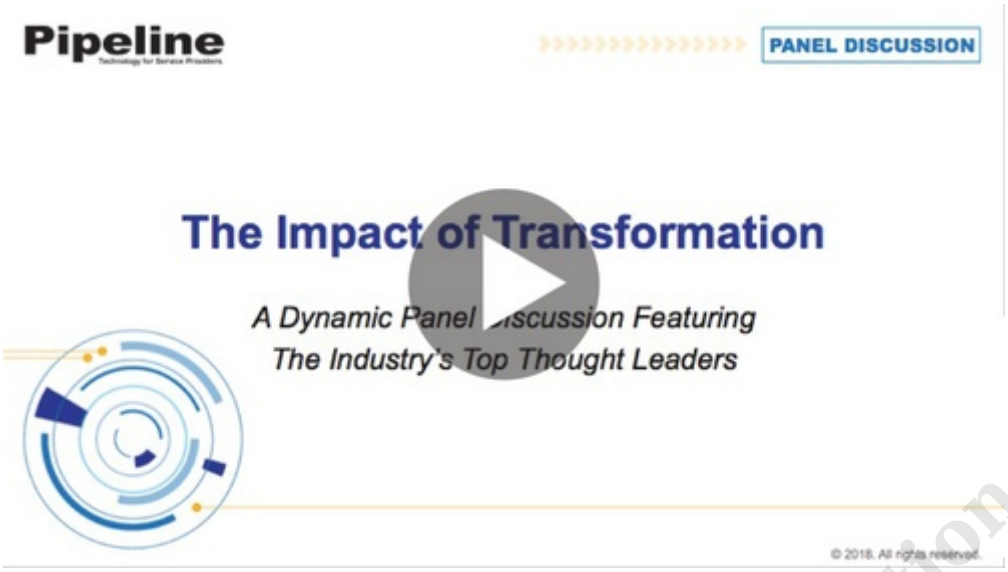

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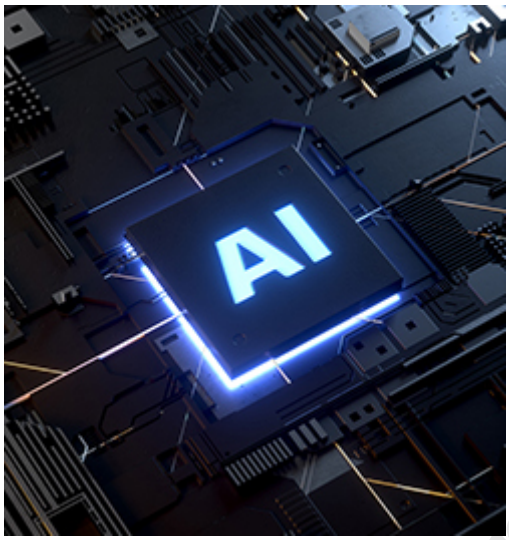

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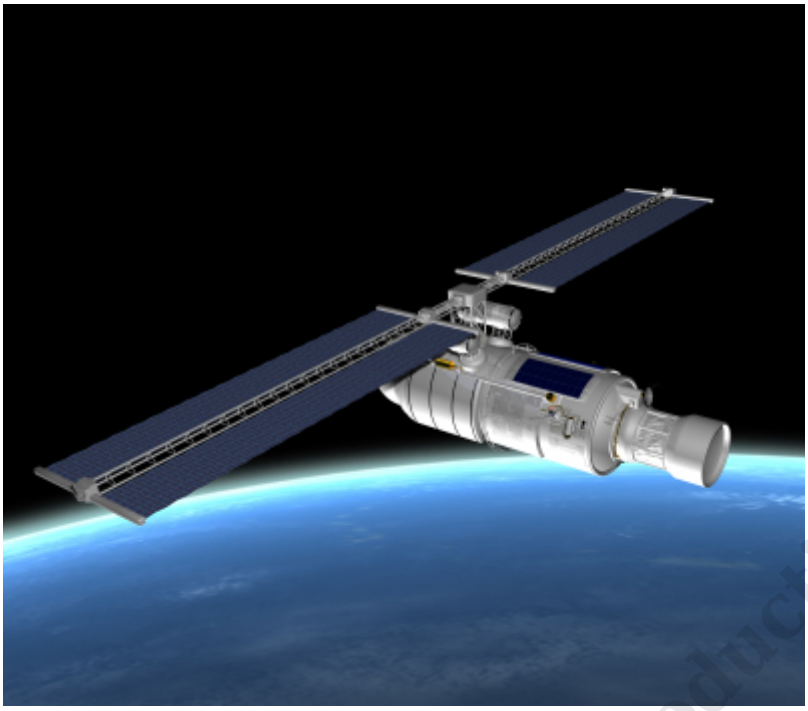

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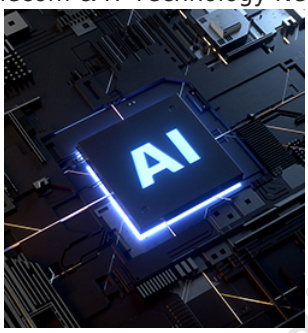

Enterprise ROI for GenAI

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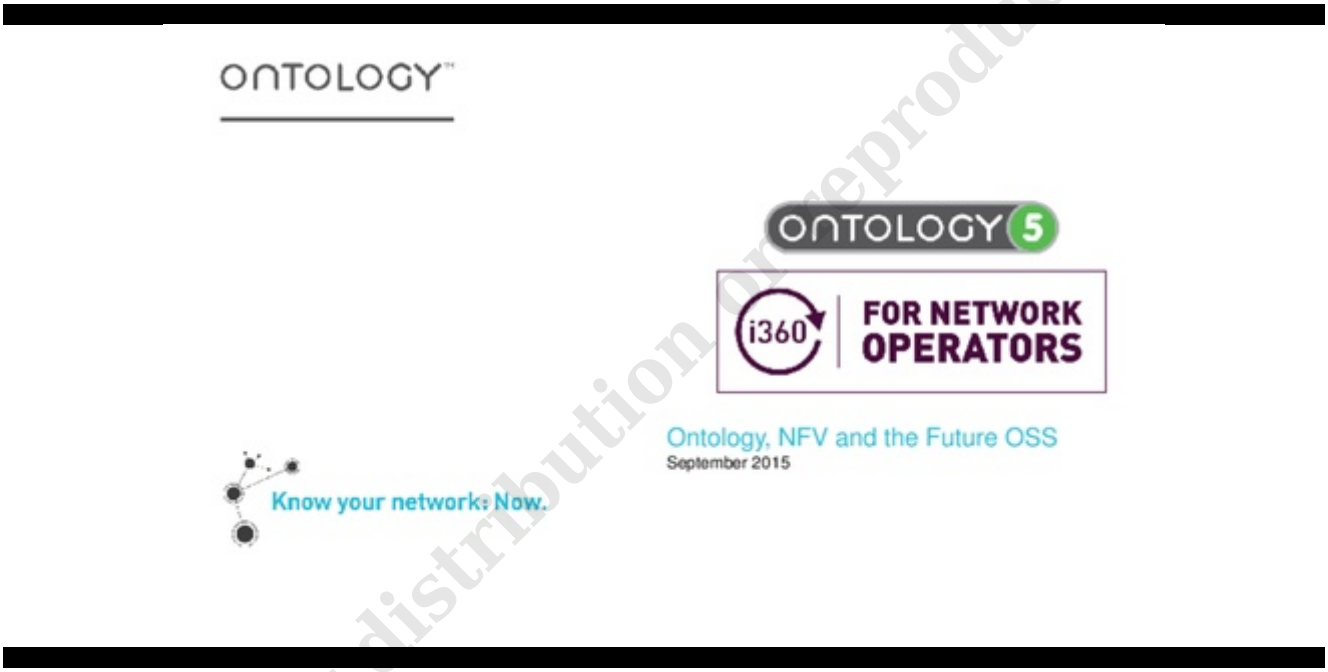

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Rich Media & Communications Consulting

A Communications
Industry Whitepaper

MAY 2010

ASSURING NETWORK BUILD INTEGRITY IN NEXT GEN NETWORKS

Reducing Management Costs and Speeding Rollouts for New Networks

An Independent analysis published on behalf of:

Nakina Systems

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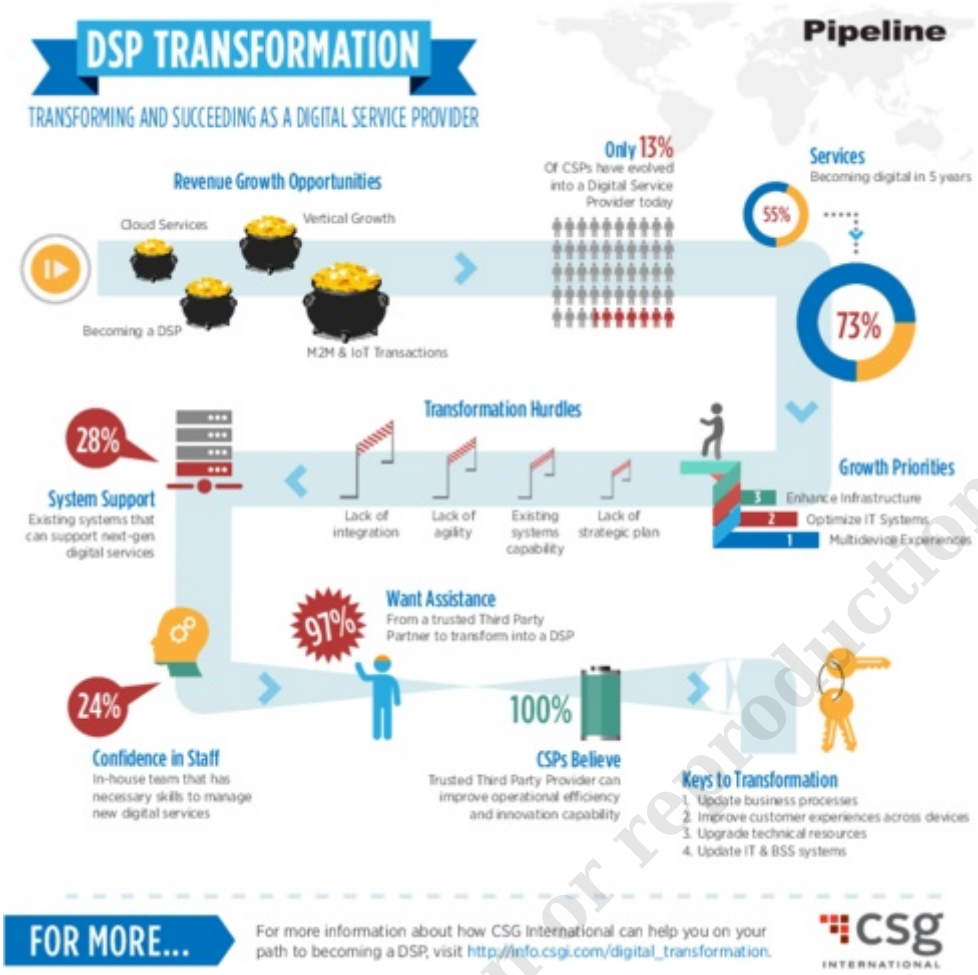

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e-billing and Analytics Solution

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

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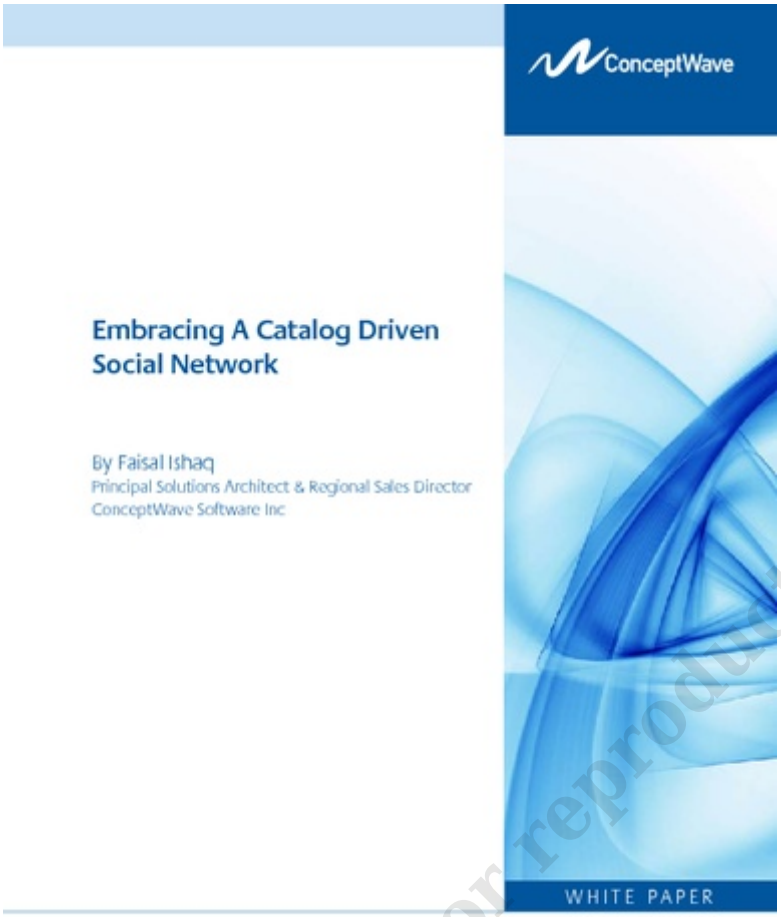

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STRENGTHEN YOUR BRAND. STREAMLINE YOUR OPERATIONS

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

MATRIXX Software
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Case Study

Chorus New Zealand: Evolving its Comptel OSS solution to support fast fibre roll-out

February 2014

Dean Ramsay and Dr. Mark H Mortensen

Ref: RXB39

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MDS BillAnalyzer

Deliver clear e-bills to business customers, provide the management information and customized reporting they need to effectively manage their accounts and services, simplify integration with existing infrastructure, improve ROI and reduce risk.

Consolidated e-billing and Analytics for Business Customers

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. One revenue growth strategy being pursued is to expand into new business areas and increase the range of products offered. However, this expansion can increase billing complexity and have a negative impact on customer experience. As business customers represent a significant source of revenues for CSPs, it is imperative to deliver increasing levels of value to customers while reducing complexity and minimizing the cost to serve.

Businesses are demanding access to tools that enable them to view their consolidated bills, analyze usage, leverage business intelligence reports and control the cost of the services they use across their organization. CSPs need to satisfy this need to differentiate from the competition, attract and retain key customers, and efficiently deliver a superior customer experience.

MDS BillAnalyzer

MDS BillAnalyzer is a sophisticated e-billing and analytics application that allows you to present an integrated view of products and services to business customers. It provides a seamless customer experience from disparate billing systems and allows business customers to manage their consolidated bills in a convenient manner that eliminates the need for paper bills. Powered by the Lavastorm Analytics Engine, MDS BillAnalyzer provides light-touch integration capabilities to deliver rapid go to market and low-risk deployment that capitalizes on existing infrastructure.

MDS BillAnalyzer

MDS BillAnalyzer Analysis Dashboard

Advantages for CSPs

Single View of Products and Services

MDS BillAnalyzer has been designed to be billing-system agnostic. It streamlines the task of bringing together information from multiple billing systems, presenting the customer with a single, converged view of their services. Its non-intrusive ETL functionality and standard APIs simplify the capture of data from multiple sources, provide data synchronization and assurance, support data enrichment for presentation, and offer rapid system integration with low project risks and costs.

Single View of Customer

With MDS BillAnalyzer, CSP care staff and relationship managers can view bill and usage data in the same way as customers. It provides them with a holistic view of the customer and their services, enhancing first-time call resolution and helping staff to have a better understanding of the true value of the customer.

MDS

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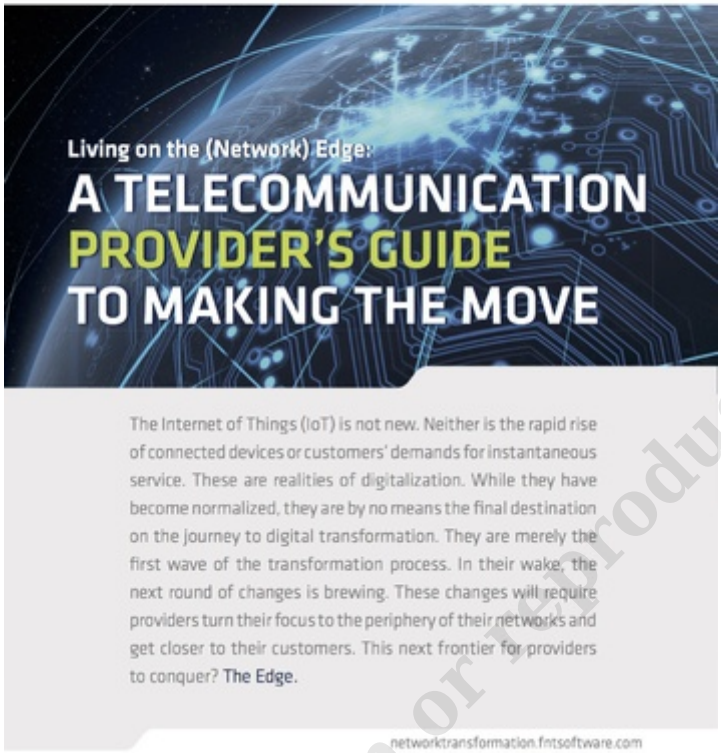

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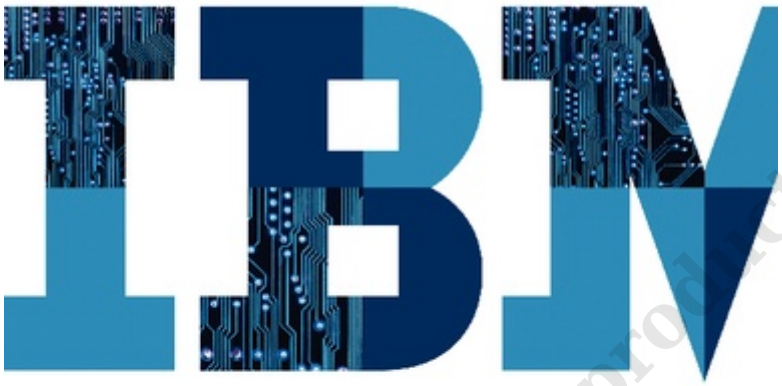
Delivering a new ROI for communications

Return on insight in a big data world



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NEXT GENERATION DATA CENTER STRATEGIES FOR SERVICE PROVIDERS

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CSG Point-of-View: The Promise of Television Commerce

Interactive Television Technologies Can Deliver New Ways to Engage Your Customers and Increase Revenue and Upsell Opportunities in Real Time.

Using Interactive Television to Build Revenues, Engage Customers

The television viewing experience has been forever changed by the Internet. Consumers want to engage and interact with their favorite television content—much like they do with content on their computers, mobile phones and other technology devices.

The mass adoption of web-enabled devices is transforming the way households access and consume media content on their televisions—and how they interact with businesses via the TV. Market research firm In-Stat projects that more than 200 million web-enabled devices will be in use in the United States by 2014, and the average household will own between five and 10 such devices—televisions included.

With the set-top box in millions of U.S. households, cable and DBS providers have a clear advantage in leveraging T-commerce models to seize new revenues and deliver new ways of interacting with customers that build loyalty and deliver a more personalized experience.

With new technology standards from CableLabs—namely the Enhanced TV Binary Interchange Format (EBIF)—T-commerce is a viable business model for cable and DBS providers.

The EBIF standard has already made its way into 25 million subscriber homes, offering an innovative and immediate way for providers to entice new consumers and retaining existing ones.

Interactive Customer Care Drives Loyalty

Interactive TV models enable cable and DBS providers to deliver a more enriched customer experience. What better and more direct way to communicate with consumers than through their television?

The beauty of interactive TV is that it enables two-way communication between a provider and their customers in real-time.

Providers can send messages directly to subscribers about their bill, and then prompt the subscriber to view and pay their cable bill right from the television screen using their remote control.

With direct integration from the set-top box to back-office billing, customer care and other applications, any changes a customer makes to their account from the comfort of their couch are updated in real-time.

W www.csgi.com

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HEAVY READING

White Paper

Real-Time Streaming Analytics for Telecom: The Essential Guide

Prepared by

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on behalf of

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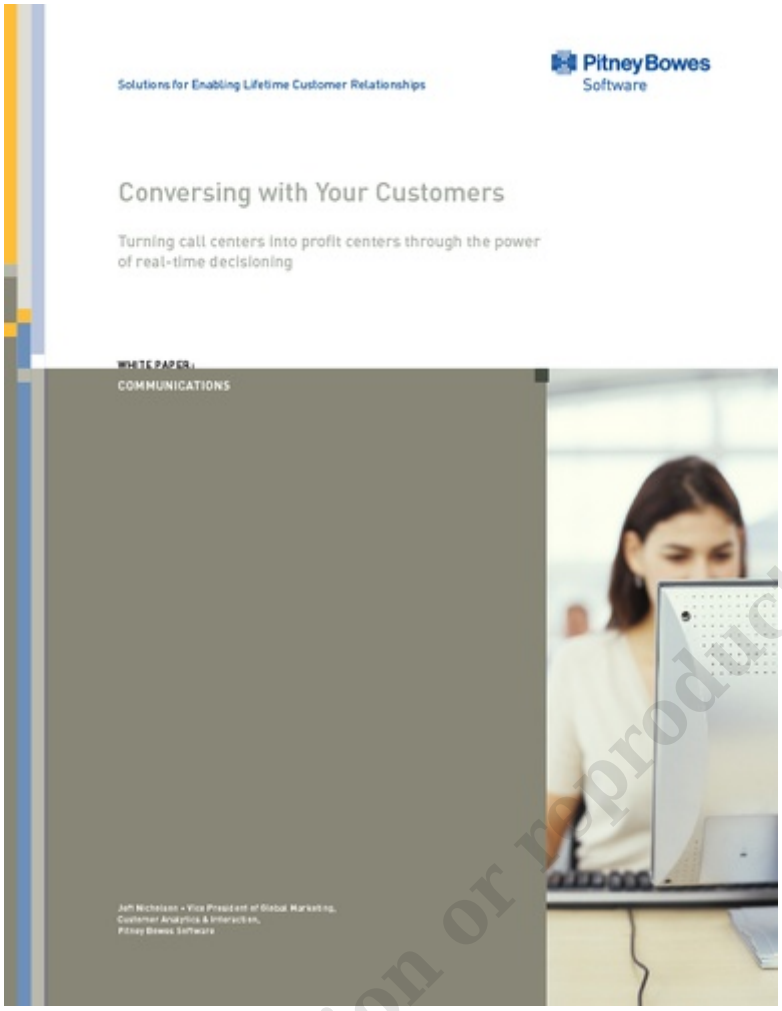

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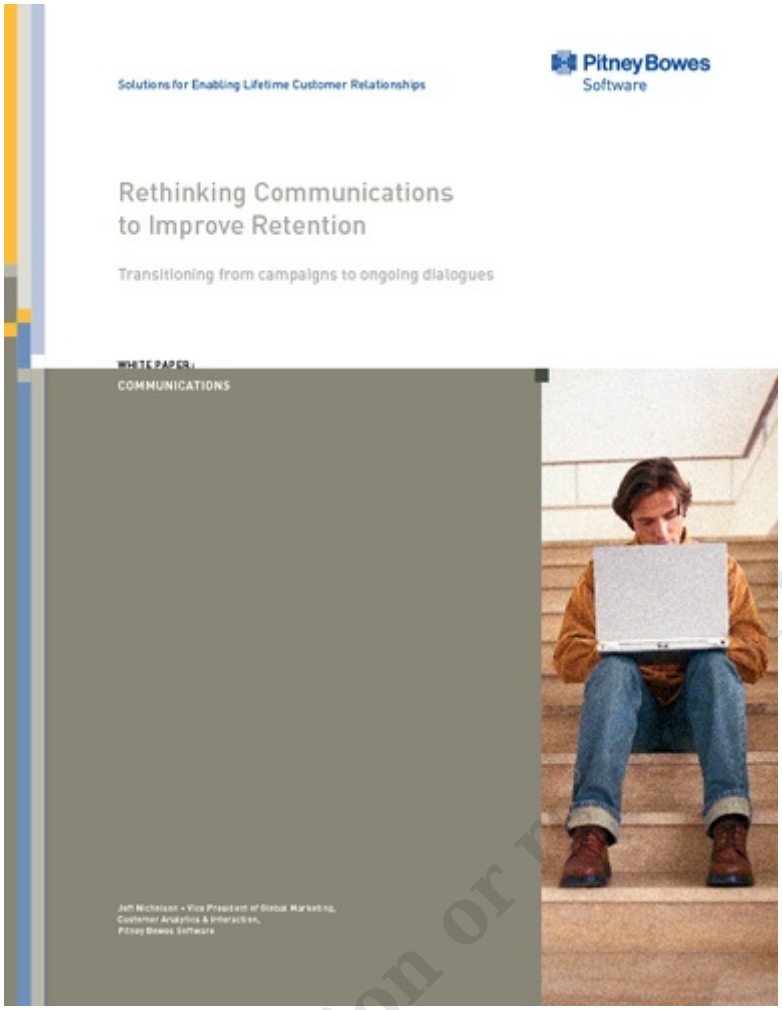

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ETIYA

ARTIFICIAL INTELLIGENCE PLATFORM | COGNITUS

Artificial Intelligence (AI) has become one of the most powerful, transformative technologies that enable the development of new business models, new product/service offerings, and business ecosystems in many industries. AI technologies help organizations to enhance performance and productivity by enabling effective automation which provides larger revenue increases, greater cost reduction, and higher customer loyalty.

Why Etiya's AI Platform?

Etiya uses the building block of future technology, artificial intelligence technologies, and enables automation between service and operation processes. It allows companies to be able to offer personalized services and propositions through emotional, contextual predictions and recommendation mechanisms.

Advanced capabilities with ML & NLP

Etiya AI Platform, Cognitus, is an advanced artificial intelligence platform that provides standardization, simple and centralized management, monitoring and improvement, easy ROI detection and measurement, fewer implementation failures, and scaling with its advanced capabilities along with advanced machine learning and natural language processing services.

Multi-language Support

The platform currently supports Turkish, English, French, and Spanish languages. In addition to these, developments continue to support more languages in a short time.

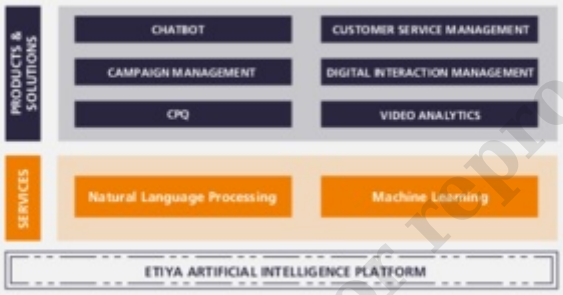
Increasing Revenue & Reducing Costs

Etiya also offers innovative and experience-oriented approaches that will contribute to the digital transformation of the corporate processes of companies and create cost advantages with Artificial Intelligence-Cognitus supported products and solutions in its product portfolio.

At this point, Cognitus which is also located at the heart of Etiya product architecture, works in harmony with all Etiya's products, solutions, and services and enhances their features with AI capabilities.

These AI-supported Etiya products and solutions enable effective automation and operational productivity by making information understandable in different business areas.

Etiya AI supported products and services:



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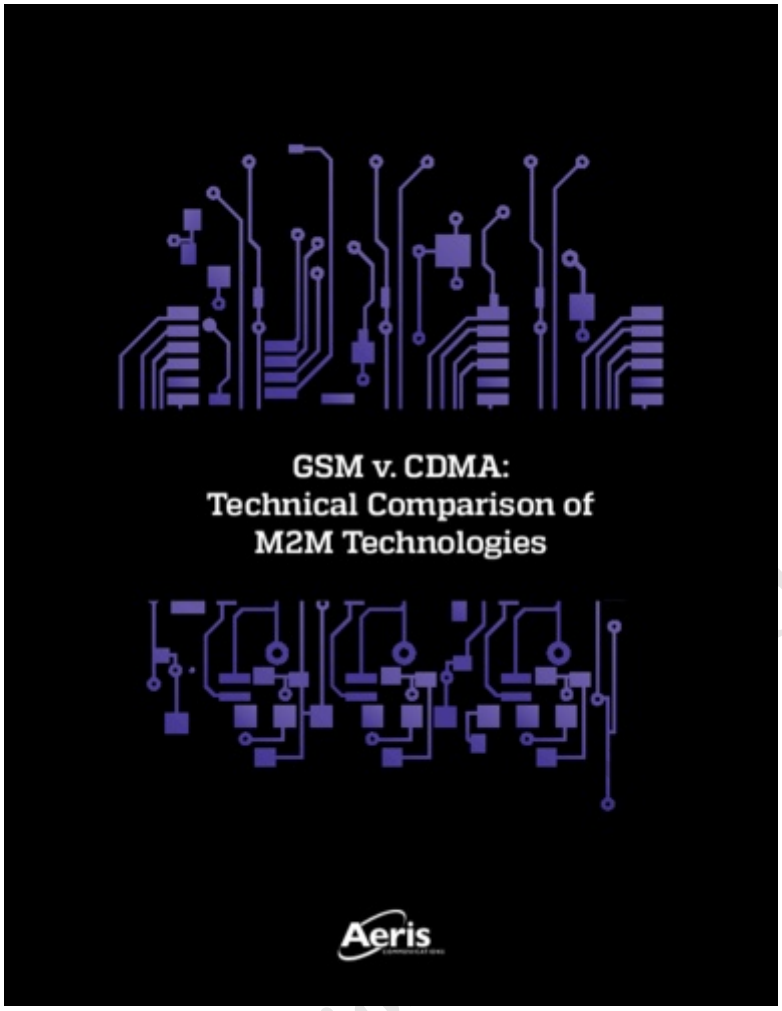

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