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- ▶ AI & Mobile Transformation
- ▶ Efficient Mobile O-RAN & DAS
- ▶ Satellite Connectivity Trends
- ▶ eSIM, iSIM, IoT & Industry 4.0
- ▶ US MVNO Growth Breakout
- ▶ Satellite for IoT, 5G & 6G
- ▶ V2X for Autonomous Cars
- ▶ Mobile Edge Innovation
- ▶ AI Risks & Really Smart Phones
- ▶ GenAI Network Transformation
- ▶ Letter from the Editor
- ▶ IT & Telecom Technology News
- ▶ Article Index



PIPELINE / VOLUME 21 / ISSUE 4

# PL

## MOBILE ECOSYSTEM TRANSFORMATION

### SAVING POWER WITH MOBILE O-RAN FEATURING: **SOLID**

### 2025 SATELLITE TRENDS

### MAXIMIZING MOBILE CONNECTIVITY

### UNDERPINNING IOT, 5G, 6G AND BEYOND



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



### MVNO BREAKOUT

### V2X & AUTONOMOUS DRIVING

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**VIAVI Introduces AI RSG**

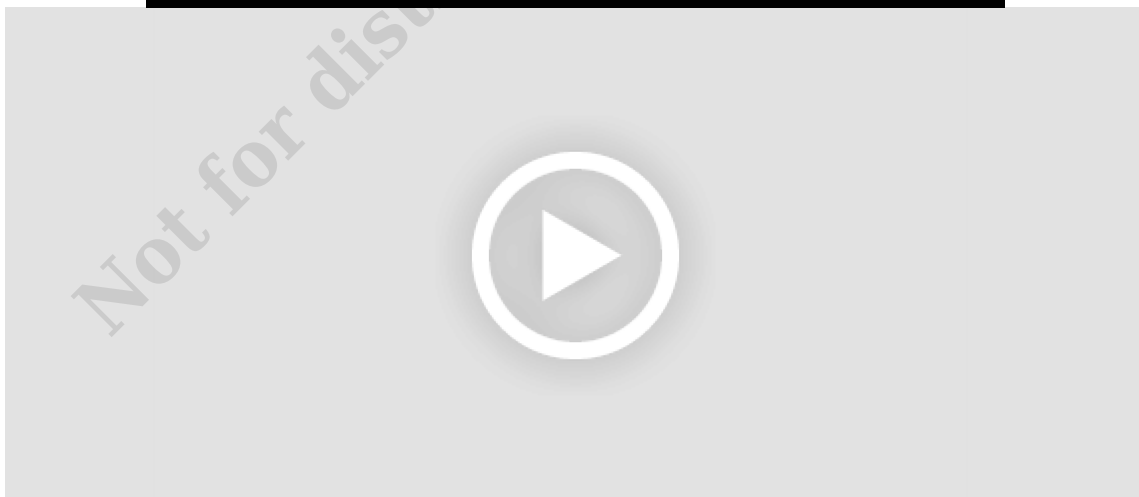
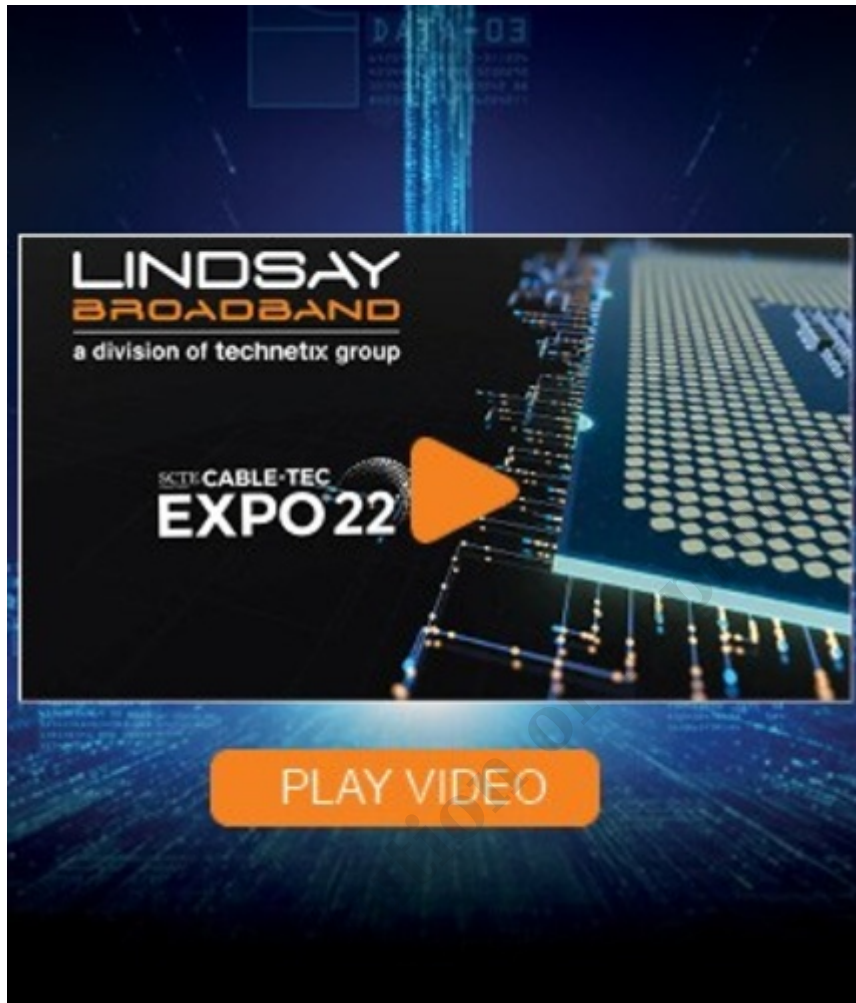
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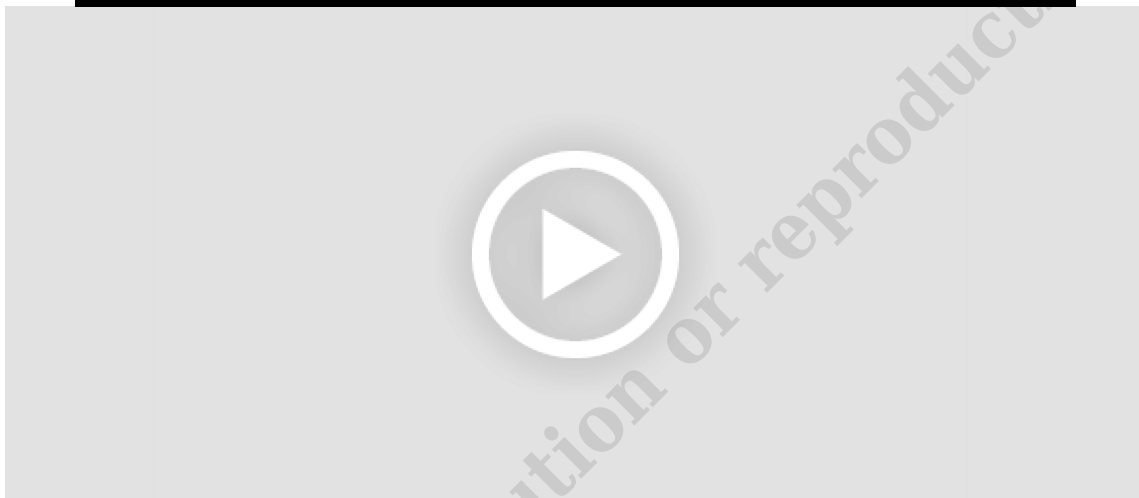
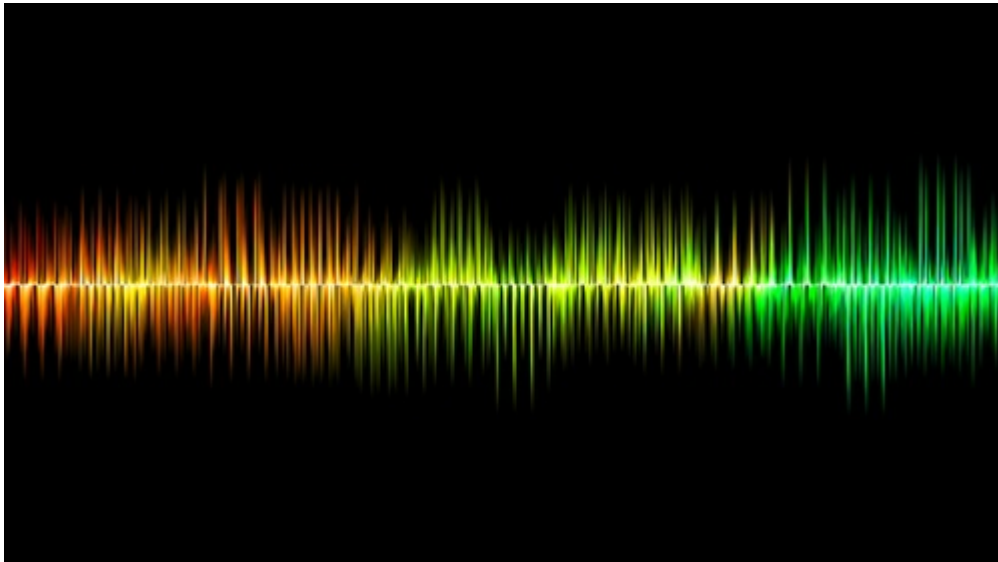
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### End-to-End Solutions for Broadband Networks

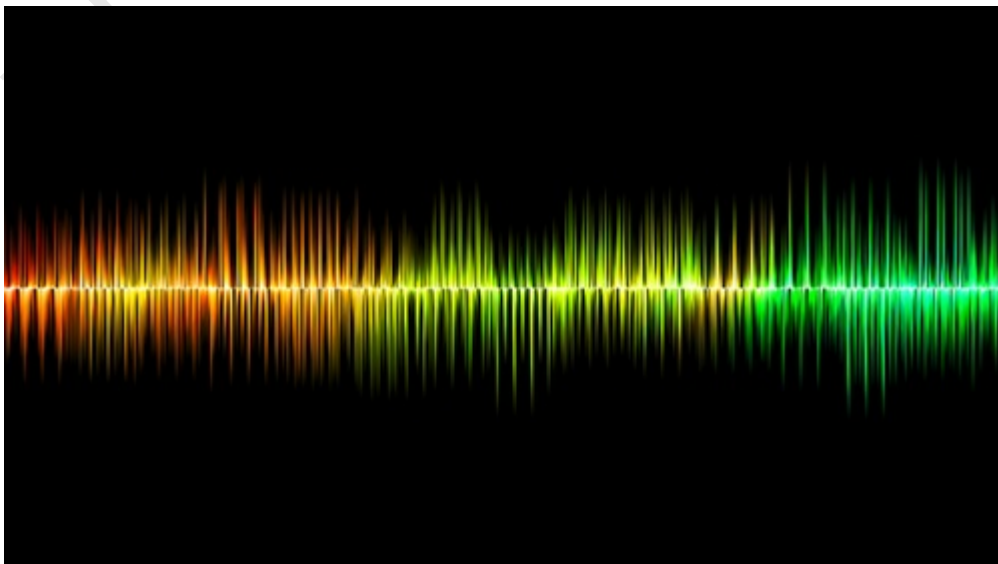
In case you missed Lindsay Broadband - a division of Technetix group at the SCTE Cable-Tec Expo, this video highlights the must-have, end-to-end solutions for your network.





## 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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Discover how to mitigate risks of 2024

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



## The Impact of Transformation

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



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## The Network Transformation Imperative

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



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## Agile Architecture for Digital Innovation

*A Dynamic Panel Discussion Featuring  
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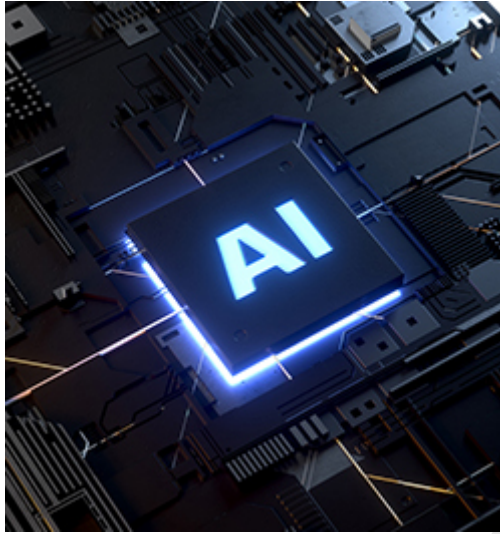
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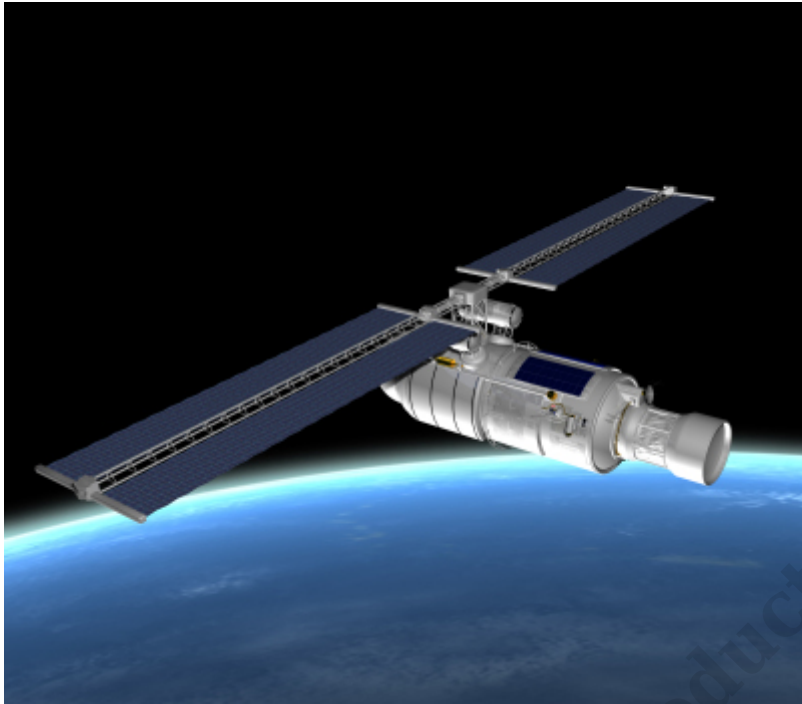
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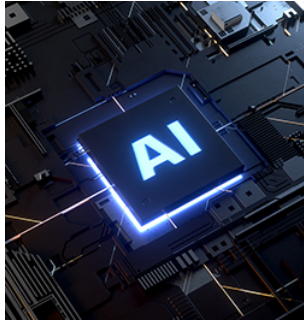
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UI & UX Data Design



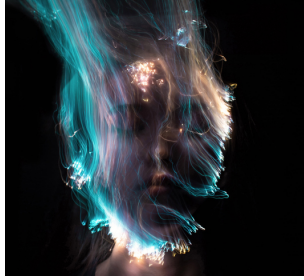
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Know your network. Now.

Ontology, NFV and the Future OSS  
September 2015

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:**



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# DSP TRANSFORMATION

TRANSFORMING AND SUCCEEDING AS A DIGITAL SERVICE PROVIDER

# Pipeline



**FOR MORE...**

For more information about how CSG International can help you on your path to becoming a DSP, visit [http://info.csqi.com/digital\\_transformation](http://info.csqi.com/digital_transformation).



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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 represents 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 from 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



## Embracing A Catalog Driven Social Network

By Faisal Ishaq  
Principal Solutions Architect & Regional Sales Director  
ConceptWave Software Inc.

WHITE PAPER





## 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

779 E. Evelyn Ave | Suite E | Mountain View, CA 94041 | [matrixx.com](http://matrixx.com)



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: RX839

[www.analysismason.com](http://www.analysismason.com)

**Whitepapers**

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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 Analytics 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.



## Whitepapers



## 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, Fiber, 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 filter output

### Reconcile and Configure

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



## Brochures



## Managed IT Services

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**We focus on your network so you can grow your business.**

CHR's Managed IT Services is a comprehensive suite of managed solutions that help drive down operational costs and free clients from capital constraints and resource restrictions. Whether you're looking to install your first computer network, support an existing network, or expand your current technology, we are 100% committed to making sure business owners have the most reliable and professional IT so they can concentrate on growing their business.

“CHR's IT team is consistent, skilled and extremely knowledgeable about what they do. Having them here and being proactive in what we need, plus the time-saving factor without us trying to “fix” our own IT needs allows us to be so much more productive and happy.”

— Terri B., Haddington Ventures

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**24x7 IT Support**

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**Cloud Solutions**

Our Cloud Solutions offer a flexible and affordable solution that allows businesses to connect to their office and clients across the country. Along with our Managed NOC Services, we can provide you with a team of engineers to help run and optimize your cloud operations.

**IT Consulting**

IT projects can be overwhelming. Understanding the right mix of servers, applications, and security solutions to maximize performance and minimize risk is often a daunting task. We perform IT assessments, Office 365 migrations and offer other IT project services that provide the economical and reliable business continuity our clients demand.

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## Whitepapers



Living on the (Network) Edge:

## A TELECOMMUNICATION PROVIDER'S GUIDE TO MAKING THE MOVE

The Internet of Things (IoT) is not new. Neither is the rapid rise of connected devices or customers' demands for instantaneous service. These are realities of digitalization. While they have become normalized, they are by no means the final destination on the journey to digital transformation. They are merely the first wave of the transformation process. In their wake, the next round of changes is brewing. These changes will require providers turn their focus to the periphery of their networks and get closer to their customers. This next frontier for providers to conquer? The Edge.

[networktransformation.fntsoftware.com](http://networktransformation.fntsoftware.com)

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## Delivering a new ROI for communications

*Return on insight in a big data world*



IBM

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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 InStat 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 OTS providers have a clear advantage in leveraging T-commerce models to create 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 OTS 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.

W [www.csg.com](http://www.csg.com)

## Interactive Customer Care Drives Loyalty

Interactive TV models enable cable and OTS 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.

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## White Paper

### Real-Time Streaming Analytics for Telecom: The Essential Guide

Prepared by

Ari Banerjee  
Senior Analyst, Heavy Reading  
[www.heavyreading.com](http://www.heavyreading.com)

on behalf of



[www.vitria.com](http://www.vitria.com)

## Conversing with Your Customers

Turning call centers into profit centers through the power of real-time decisioning

WHITE PAPER  
COMMUNICATIONS

Jeff Michelson - Vice President of Global Marketing,  
Customer Analytics & Interaction,  
Pitney Bowes Software



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## Rethinking Communications to Improve Retention

Transitioning from campaigns to ongoing dialogues

WHITE PAPER  
COMMUNICATIONS



Jeff Michelson - Vice President of Global Marketing,  
Customer Analytics & Interaction,  
Pitney Boves Software

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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.

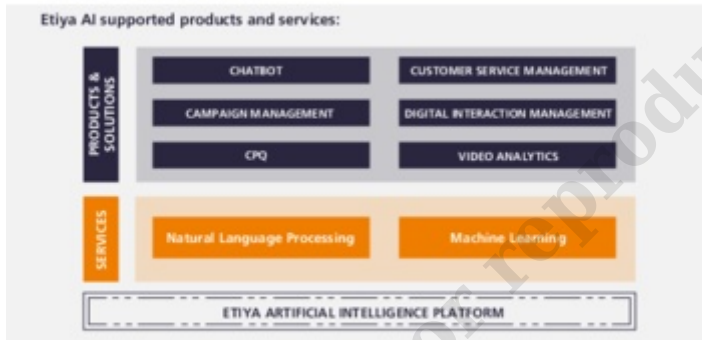
|                                 |   |
|---------------------------------|---|
| <b>Why Etiya's AI Platform?</b> | Etiya uses the building block of future technology, artificial intelligence technologies, and enables automation between service and operation processes. It allows companies to be able to offer personalized services and propositions through emotional, contextual predictions and recommendation mechanisms. |
|---------------------------------|---|

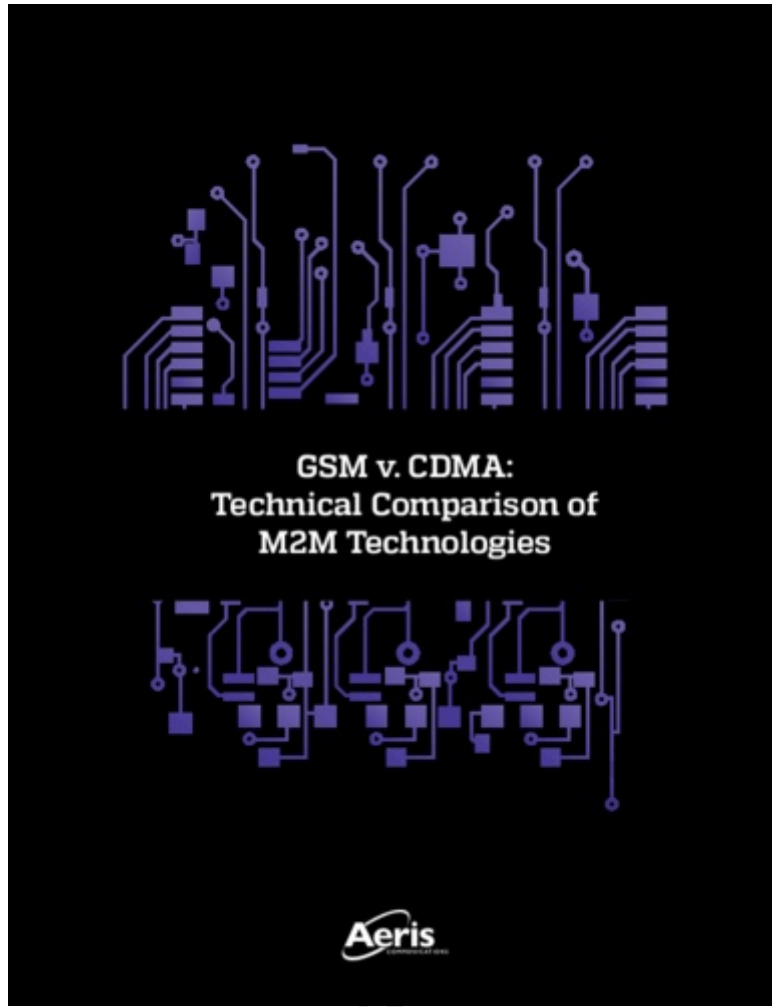
|  |   |
|--|---|
| <b>Advanced capabilities with ML &amp; NLP</b> | Etiya AI Platform, Cognitus, is an advanced artificial intelligence platform that provides standardization, simple and centralized management, monitoring and improvement, easy ROI detection and measurement, fewer implementation failures, and scaling with its advanced capabilities along with advanced machine learning and natural language processing services. |
|--|---|

|                               |   |
|-------------------------------|---|
| <b>Multi-language Support</b> | The platform currently supports Turkish, English, French, and Spanish languages. In addition to these, developments continue to support more languages in a short time. |
|-------------------------------|---|

|  |  |
|--|--|
| <b>Increasing Revenue &amp; Reducing Costs</b> | 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.





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