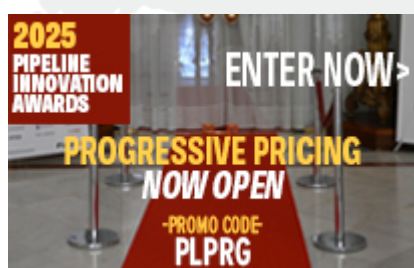


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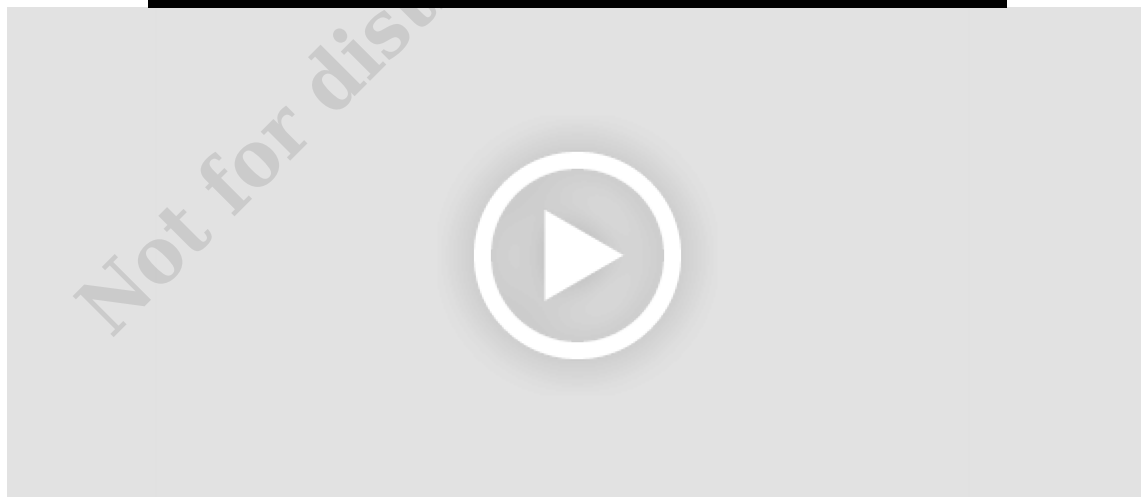
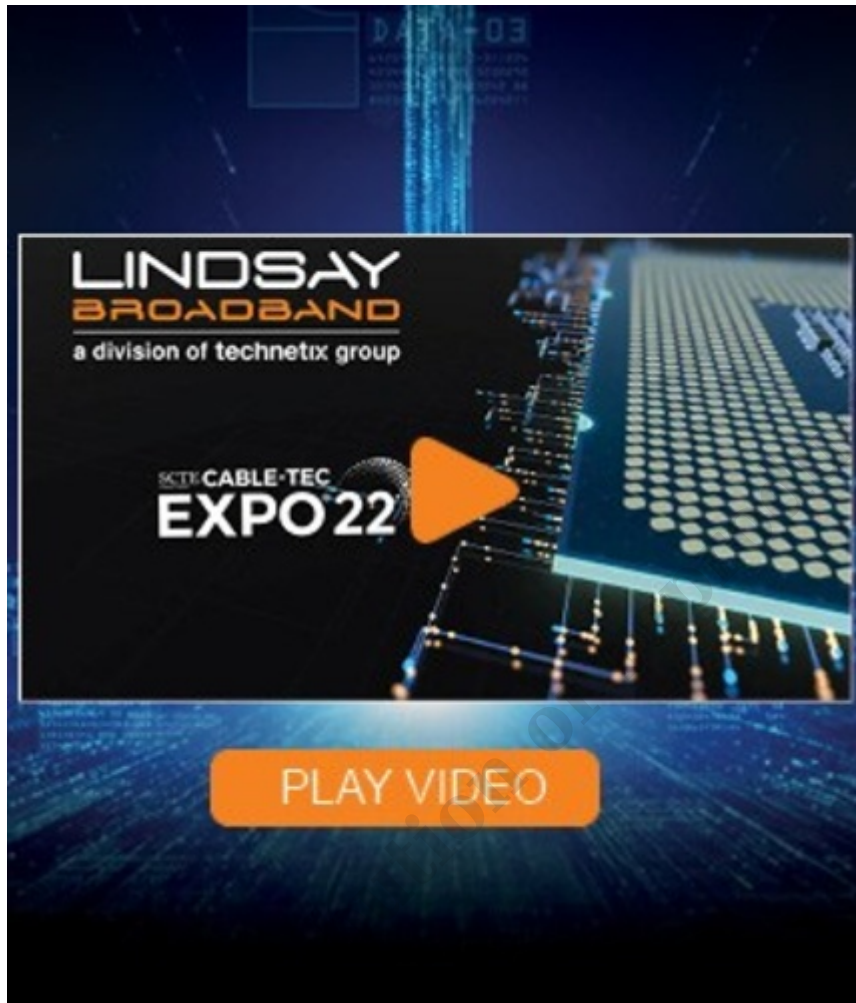
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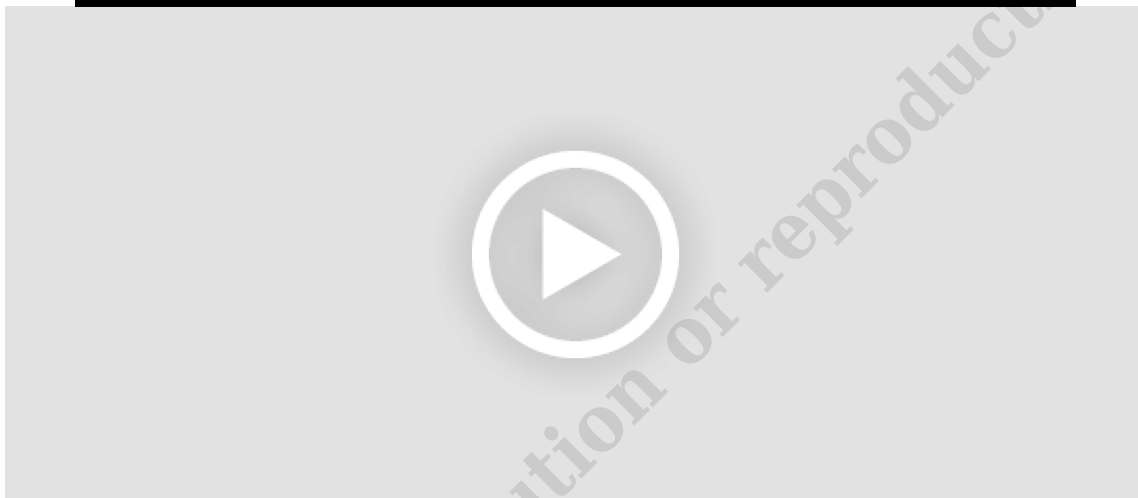
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### End-to-End Solutions for Broadband Networks

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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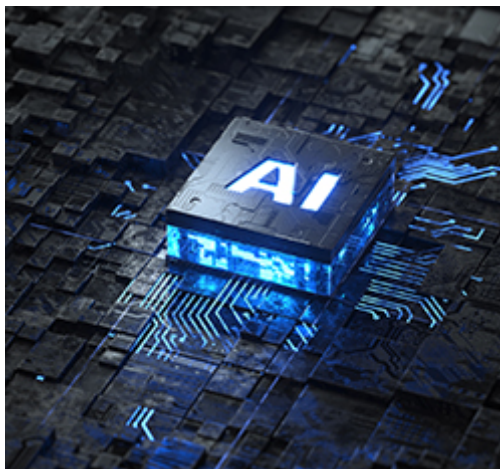
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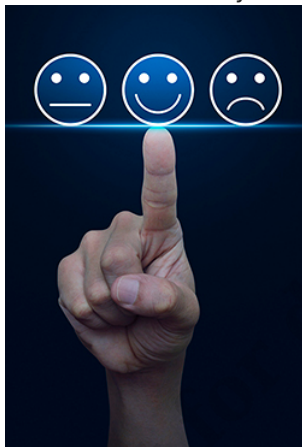
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### ORDER MANAGEMENT (ORDER TO CASH)

CHR's Order Management accelerates cash flow with an integrated order-to-cash process — providing a faster path to revenue, improved operational efficiencies, and higher customer satisfaction. Order Management supports complex product bundling, parallel and sequential order flows, and end-to-end automation from order capture to fulfillment. Our intuitive tool makes it easy to identify and correct errors. Order Management provides robust pricing and promotion capabilities to include bundling and discounting. We provide a complete solution for credit analysis, order entry, fulfillment and billing.

### PRODUCT LIFE CYCLE MANAGEMENT

Clearly defined products drive order entry and service fulfillment. CHR's Product Life Cycle Management takes a product through design, approval, release all the way to retirement. Our team of experts partner with you to craft products that meet customer demand in alignment with available technology and support infrastructure. Products are able to be built by component and managed with expiration dates. Throughout the product life cycle CHR works with you to adapt to new business models, added products and services.

### CUSTOMER CARE MANAGEMENT

CHR's Customer Care Management is a powerful tool which provides you a 360 degree view of the customer—allowing you to review all relevant information about a customer's account, add new locations, and launch a service order to add or change data. Customer Care Management offers a combination of search, inquiry and order entry tools. Our unique "account-at-a-glance" feature provides flexibility for the CSR to manage their view of the customer—helping the CSR deliver efficient and effective service. CHR's Customer Care Management delivers the right tools and necessary authority for CSR's to solve client problems—improving quality of care and reduction in issue resolution time.

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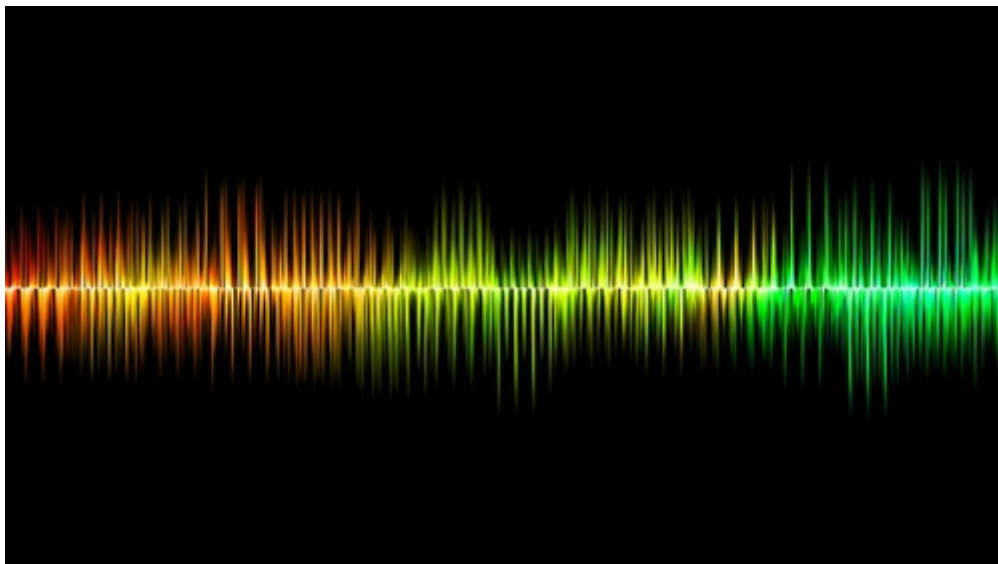


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## Customer-Focused Experience Management Must Be an End-to-End Process



by Susan McHale and Sheryl Kingstone | June 2011

### Key Takeaways

- The new market reality for communications service providers (CSRs) is to transform their business around their customers.
- Yankee Group believes enhancing customers' experience is CSR's last remaining opportunity for real competitive differentiation.
- Today's CSR operations infrastructure is neither meeting the needs of customers, nor is it as cost-effective as the competitive market requires.
- CSRs must have an end-to-end perspective on customer experience.
- Intelligent, interactive operations software is key to delivering on this perspective.
- Transformation to customer-centric operations requires a process-based overlay to existing operations.

### A Good Customer Experience Is Essential in the Connected World

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

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

### The Customer Is Now in Charge

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

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

- More channels of interaction, e.g., mobile and social networks
- Immediate delivery of content and applications
- The latest digital lifestyle solutions

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Weathering the Wireless Tsunami  
**How MNOs Can Reach  
High Ground in Today's  
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By ConceptWave Software Inc.

WHITE PAPER



### 3 WAYS YOU WILL OVERPAY FOR YOUR MOBILE WORKFORCE MANAGEMENT SOLUTION AND 3 STRATEGIES TO AVOID IT



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**CHR's Connected Services** provide the platform for next-gen networks and brings them to life. Our expertise in execution enables IP evolution—guaranteeing improved network reliability and scalability to support the services that maximize ARPU, reduce churn and generate new revenue while achieving regulatory requirements and reducing CAPEX.

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STRATEGIES FOR DYNAMIC ORDER MANAGEMENT  
(OSSCS 11-11)



January 2011

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## EXFO Service Assurance and Juniper Networks Assure Performance and Quality of Multiplay Networks

### BENEFITS SUMMARY

- » Ensures service performance and quality throughout the multiservice delivery network
- » Enables service providers to establish a quality advantage to increase customer satisfaction and reduce churn
- » Delivers actionable information to proactively identify, diagnose and resolve issues before subscribers are impacted
- » Reduces operational costs by minimizing truck rolls and maximizing technician and customer service time

The promises of increased average revenue per user (ARPU), lower operational expenses and gaining a competitive advantage are driving service providers to expand their multiservice IP networks. Voice, video and data services over separate networks are being converged over next-generation IP networks to deliver interactive multiplay service offerings. Providers are banking on these multiplay bundles to build customer loyalty, increase customer satisfaction and significantly reduce churn.

As providers roll out these new, dynamic business, communications and entertainment services, they face significant challenges to deliver service bundles that exceed the quality expectations of their subscribers. While the converged network simplifies service delivery, it is very complex and must be properly managed and monitored to meet quality of experience (QoE) and quality of service (QoS) expectations.

### BUILDING A SERVICE-AWARE DELIVERY ARCHITECTURE

The launch of multiplay services requires that best-effort Internet networks evolve into secure, resilient infrastructures that can assure user experiences. The transition introduces many considerations that must be addressed. For example, video service delivery can vary greatly from one time to another with multiple sources impacting traffic volume and quality.

Delivering multiplay services means service providers must re-examine their network architectures and make decisions that will affect their success now and in the future. Offering a broad portfolio of scalable, intelligent systems, Juniper Networks provides service-aware network solutions for introducing and further developing multiplay services. Juniper's unique converged edge architecture enables the dynamic allocation of bandwidth, to efficiently deliver high-quality multiplay services from multiple sources, including voice, video, data, gaming and more. The company's proven experience and partnerships with companies like EXFO Service Assurance give providers confidence in their evolution.

### THE NEED FOR MULTIPLAY SERVICE ASSURANCE

While bundled multiplay service offerings can help build customer loyalty, it is essential for providers to monitor the performance and quality of their services to continually ensure customer satisfaction. Quality and performance issues that can result in service interruptions and downtime will force customers to switch to other providers that can promise higher quality services at similar prices. Competition is pushing providers to develop an advantage based on quality because price alone is becoming less of a factor.

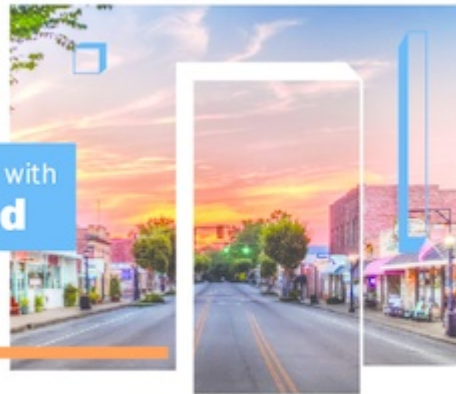
To establish a quality advantage, providers need to shift from pure network management tools to converged service assurance solutions that ensure the end-to-end delivery of critical IP services. Simply gathering statistics from network devices does not offer providers the necessary service intelligence to monitor performance and quality.

A converged service assurance solution coupled with a network capable of supporting multiplay services enables providers to continually meet customer expectations and verify service-level agreements (SLAs). Service quality matters and business success relies on it.





## Building the Future with **Broadband**



### Creating Communities

Communications service providers play a vital role in building rural America. Connecting unserved or under served communities through broadband technology improves their way of life and closes the digital divide by providing economic opportunities otherwise not possible.

CHR Solutions is a proven industry leader with over 75 years of experience and will help you invest in broadband. Our complete solution gives you the tools necessary to make strategic business decisions for building, marketing, and monetizing your network.

ENGINEERING SERVICES	BUSINESS SOFTWARE	BUSINESS CONSULTING
Network Planning & Design Broadband Viability and Feasibility Studies Outside Plant Engineering (Architecture, Field Notes, Design, Permitting) GIS/CAD Services Project/Construction Management Loan & Grant Assistance	Customer Management Billing Service Activation Sales & Marketing Order Capture Facilities Management Dashboards Case Management Financials	Regulatory Marketing Product Management Customer Service Billing CyberSecurity NOC Monitoring Invoice Fulfillment Systems Rollout

# SS8<sup>®</sup>

## Collect. Monitor. Analyze. Visualize.

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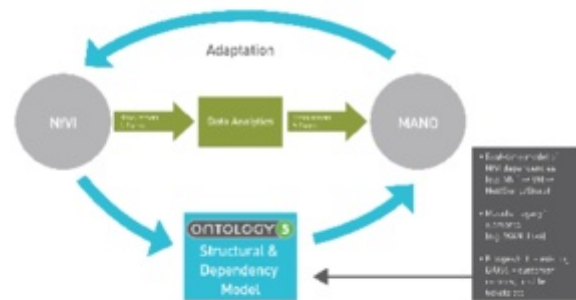


As NFV moves from labs and trials into production, the need to assure the services it delivers has become urgent, but legacy tools struggle to deliver because they are unable to absorb the new reality of automated, high-speed orchestration.

Ontology 5 builds a real-time service topology across legacy, physical, logical and virtual service components and uses it to power next-generation service inventory and assurance functions for NFV, hybrid and multi-domain services.

This complete view of service elements, at all layers in the infrastructure in complex and high-automation environments, is indispensable to operationalising NFV, enabling functions such as:

- Service assurance and service impact analysis in both next-generation and hybrid environments
- Fault investigation
- Coordination of multiple orchestration components
- Close integration with the OSS/BSS - required for functions such as order and trouble ticket management



Building coherent and complete views of "legacy" infrastructure and services is a hard problem because of the variety and quality of the source data required to do so: it is spread out over many systems and is generated by processes with many manual steps that introduce noise. This is a problem that Ontology 5's Intelligent 360 for Network Operators has already solved.

The high-automation in virtualised environments will mean that data is of much higher quality - with far less of those environments - but it will nevertheless come from a range of sources - VMs, orchestration, data centre management and, of course, the OSS - and it will be much higher velocity data. OSS and network data will start to look like "big data": high velocity, high volume and high variety. Ontology 5's real-time features are ready to address this.

Cost-effectively combining these two worlds is what Ontology 5 does, so you can continue to know your network: now.

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## Why MVNOs and Carriers Aren't Right for Your M2M Application



## 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.





## WITCOM deploys open multi-vendor solution to power smart city initiative

### Secure open platform powers edge cloud for IoT, video and next-gen services

WITCOM provides business customers, government institutions, and ITC service providers in Wiesbaden with professional telecommunication services and secure data center services. Now WITCOM is deploying an open uCPE platform as an edge cloud to host smart city services, including IoT, traffic control, surveillance, and wholesale services.

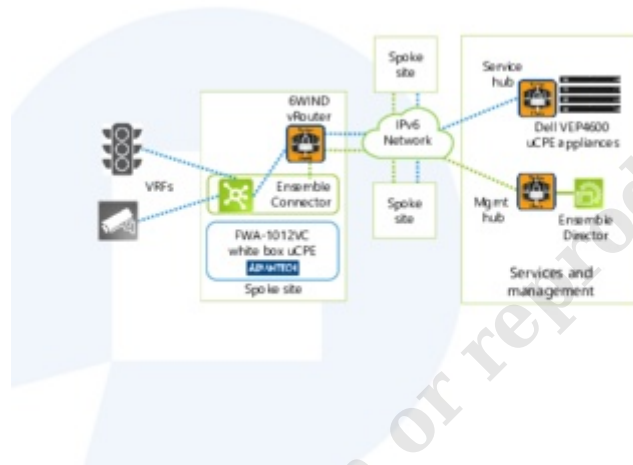
With network functions virtualization (NFV) and universal CPE (uCPE), smart city operators like WITCOM can rapidly and efficiently deploy next-generation services. And once the uCPE servers and software are deployed, the operator can use it as a platform for innovation. New services can be added dynamically, without changing the deployed hardware, drastically increasing the rate of innovation.

decisco, an IT service provider in continental Europe, assembled a solution using best-of-breed suppliers to power this innovative deployment. Working together, the suppliers teamed up to meet WITCOM's stringent requirements for performance, cost, ease of deployment and security.

The solution is deployed on a central hub site as well as rimotespoke sites (as shown below).

Security is an essential element of the solution, and is provided by the 6WIND Turbo IPsec vRouter. The vRouter is deployed in virtual machines (VMs) at each of the spokes, and at the hub as an aggregator.

The spoke sites are located in outdoor cabinets featuring the widely adopted FWA-5012VC white box uCPE from Adiantech. This optimized and versatile appliance integrates the Intel Atom® C3758 processor (8 cores), and 2x 10Gb SFP and 6x 1Gb RJ45 interfaces, providing sufficient compute headroom and flexible connectivity to meet edge site requirements.



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