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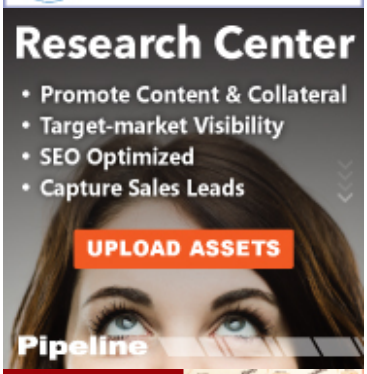

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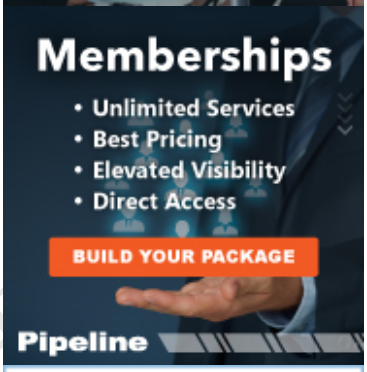

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Featured Content

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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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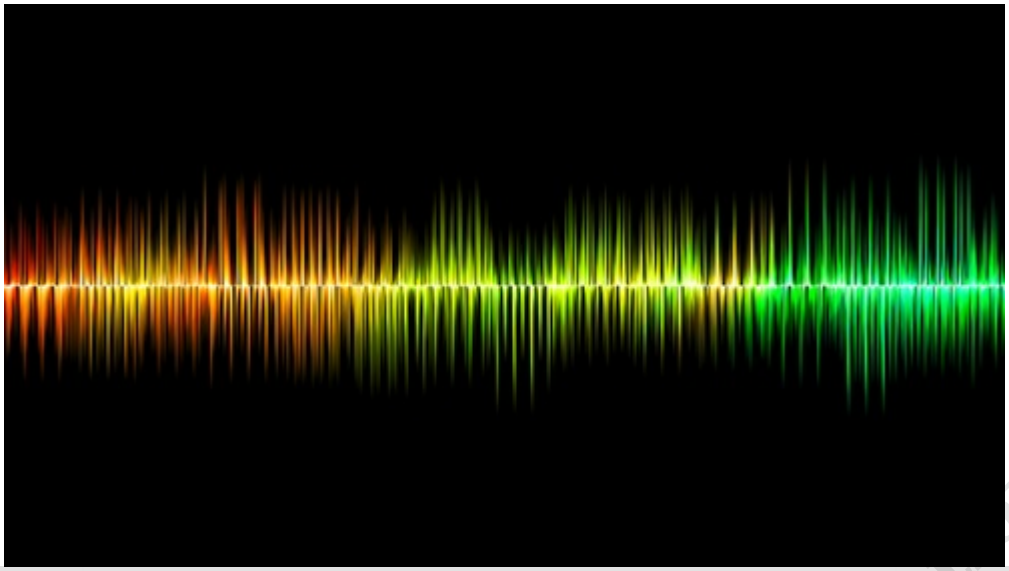
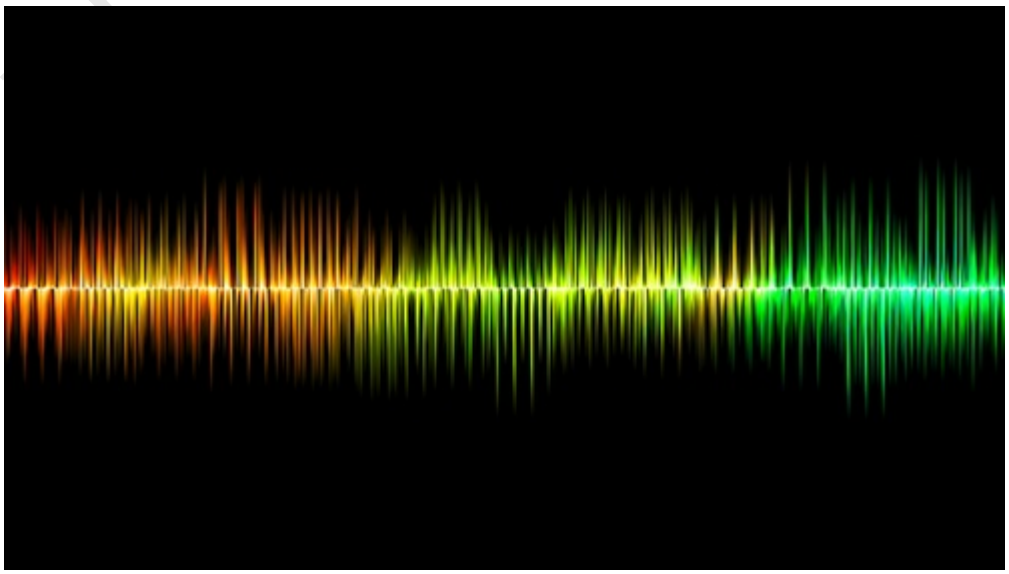


Predicting Colonial Pipeline: Mitigating Risk and Compliance

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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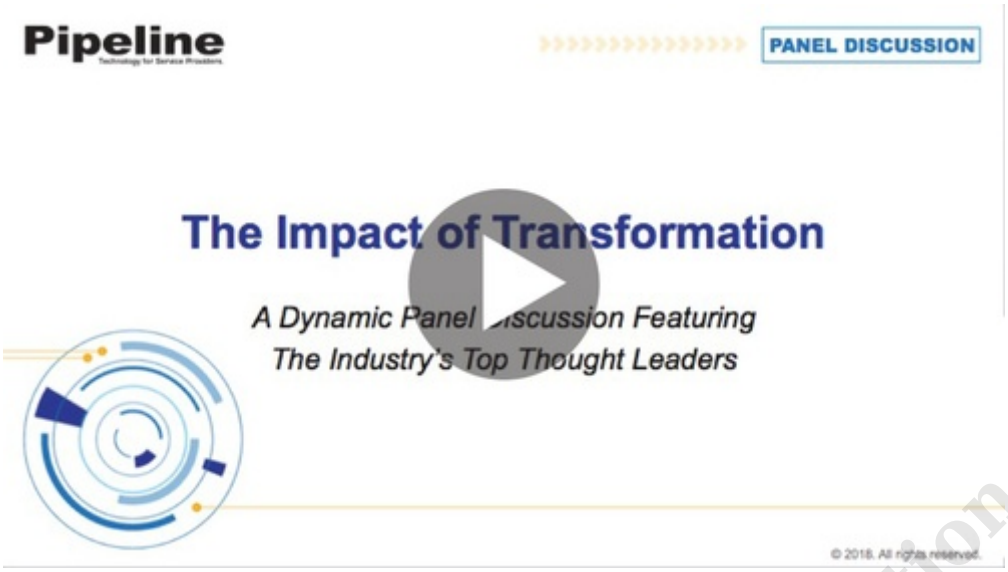

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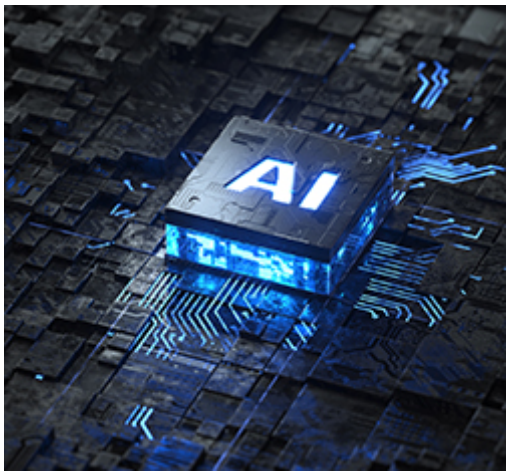

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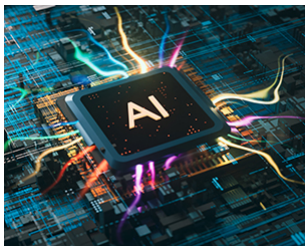

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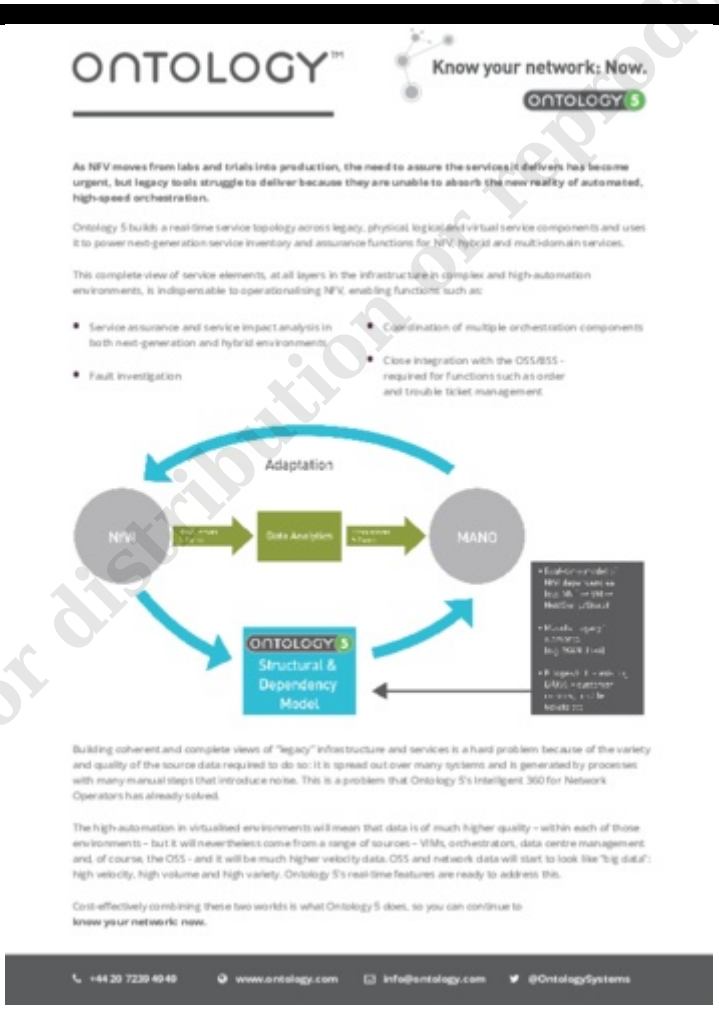

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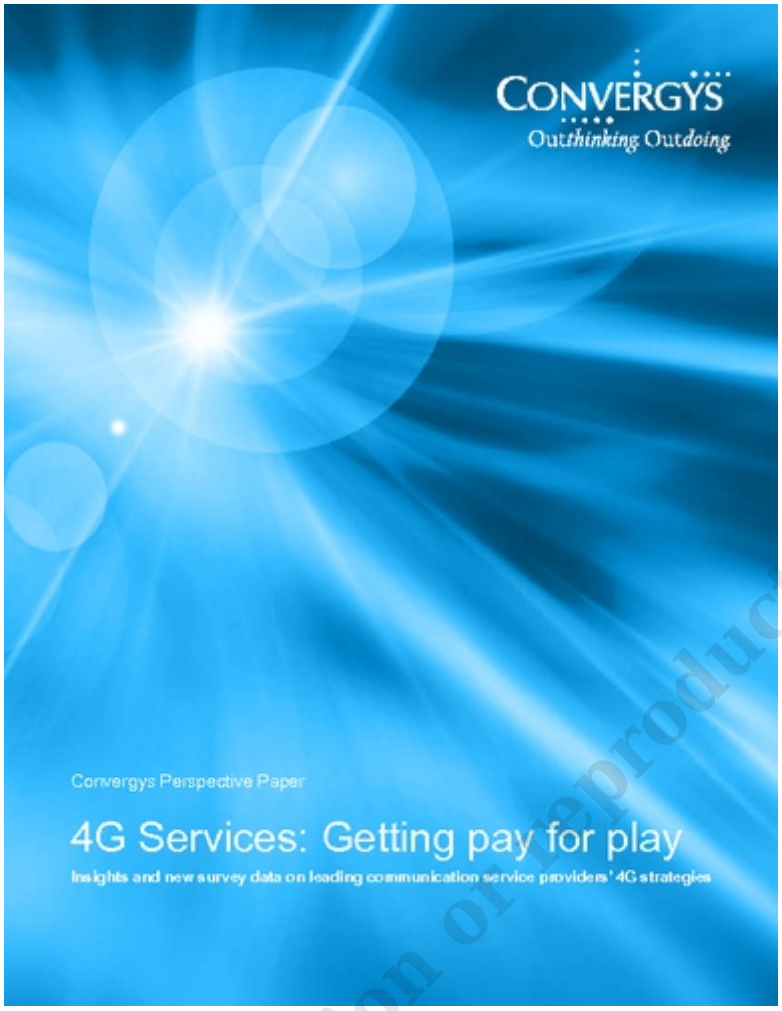

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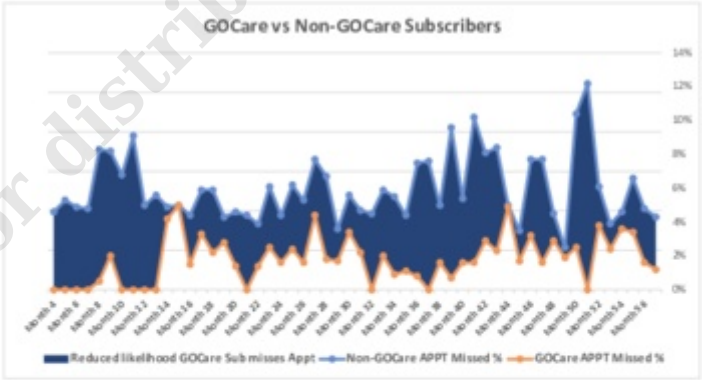
Missed Appointment Analysis



When possible, it makes sense to compare the behavior of a customer opted in to GOCare vs customers that are NOT opted in to GOCare. Prior to the GOCare deployment, this operator averaged roughly 6% -8% of subscriber appointments as "no access". AFTER the GOCare deployment, GOCare subscribers were routinely below 2% of subscriber appointments as "no access" or 70% fewer missed appointments for GOCare subscribers. As the opt-in rate increased, GOCare was successful in dramatically reducing the overall missed appointment rate. At an estimated $150 cost per truck roll, the savings in missed appointments more than covered the cost of the GOCare offering.

Potential OpEx Impact:

Missed Appointment Analysis: Calculate an estimated 8% missed appointment KPI monthly, multiplied by an assumed $150/truck roll. A 70% reduction in missed appointments represents an EBITDA improvement of significant revenue annually.

In addition to the savings of OpEx, assuming the "no access" improvement applies equally to new installs, the improved completion ratio will ***accelerate revenues*** at improved margins.

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ONTOLOGY 5

Ontology 5 Intelligent 360 for Network Operators | v4.0.2015

Case Study

Mobily: Transforming their OSS landscape with Comptel solutions

January 2015

Dean Ramsay and Justin van der Lande

Ref: RXB98

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SPIRIT COMMUNICATIONS

Switches to EMC Watch4net and reduces OPEX by 60%

ESSENTIALS

Challenges

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

Solution

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

IT Improvements

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

Business Benefits

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

ABOUT SPIRIT COMMUNICATIONS

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

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

BUSINESS CHALLENGE

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

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

EVALUATION AND SELECTION

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

CUSTOMER PROFILE

EMC²

Stratecast | A Division of FROST & SULLIVAN

An Excerpt - BRIDGING THE OSS/BSS GAP – STRATEGIES FOR DYNAMIC ORDER MANAGEMENT

(OSSCS 11-11)

January 2011

www.frost.com

"We Accelerate Growth"

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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 tri-fold 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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Vista360

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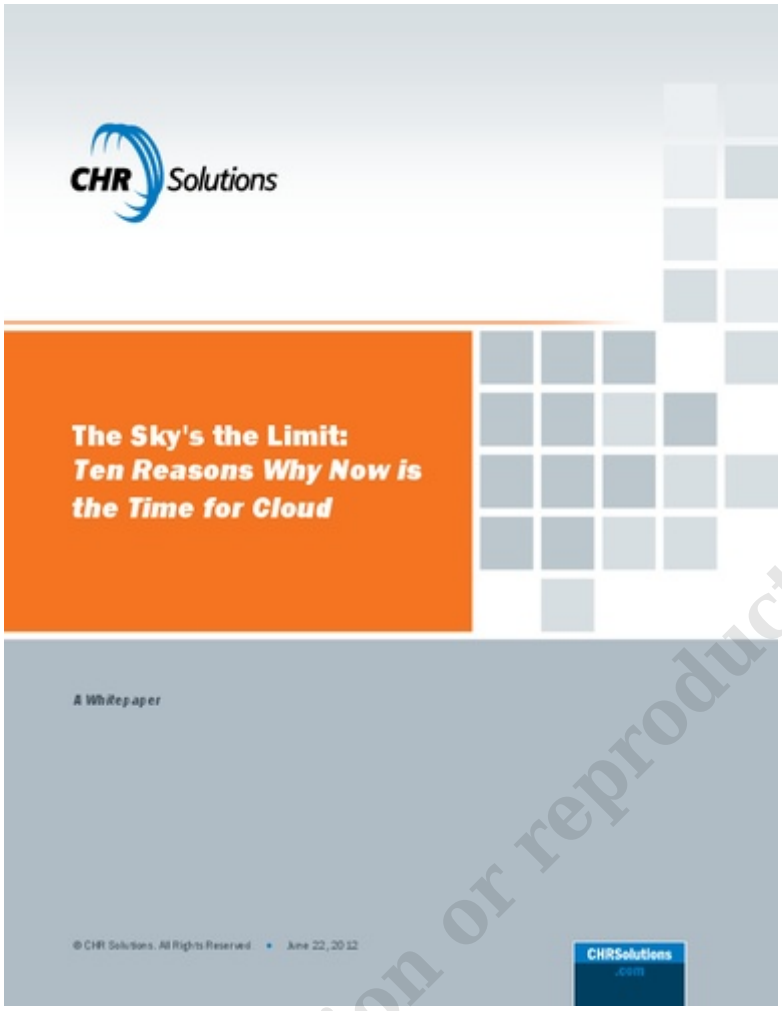

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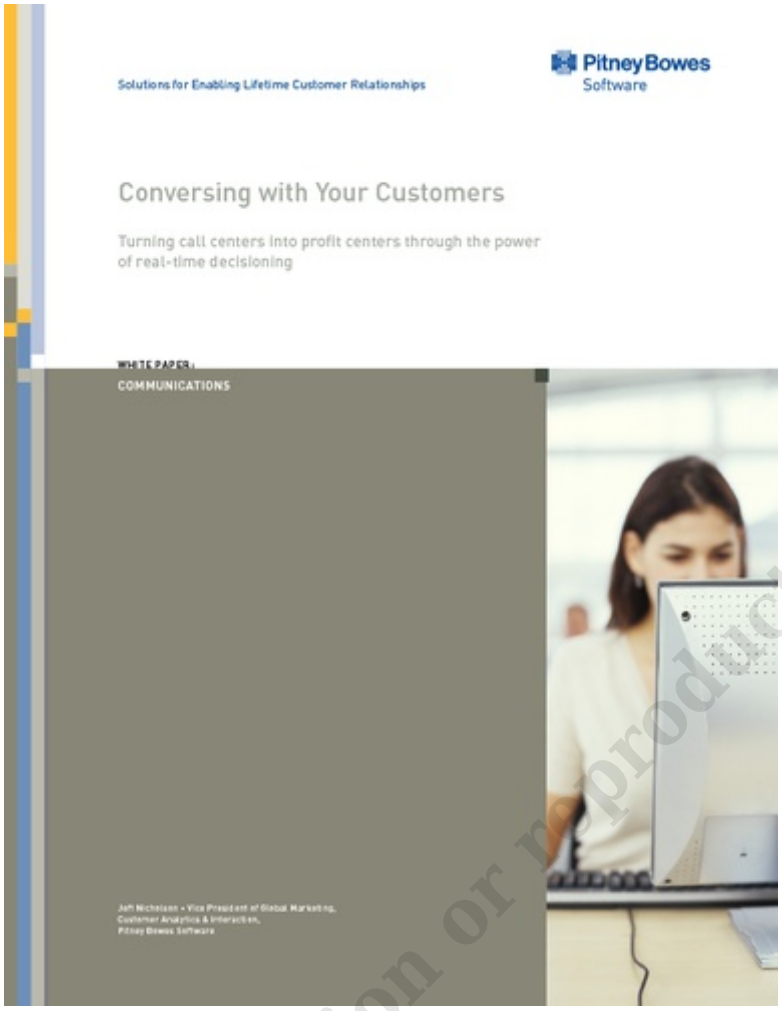

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Dynamic Product Management for Communication Service Providers (CSPs) – The Time is Now

A Stratecast Whitepaper

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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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CSG Point of View: Making the Most of Policy Management

"It is now generally agreed ... that the market focus for policy control and its related technologies has shifted from basic traffic management to enabling the implementation of real-time discounting, upselling, cross-selling and a range of mobile broadband services as yet unimagined. Fundamental to the realization of this bright new and hopefully profitable future is the requirement for close integration between OLC (On-Line Charging) and the PCRF." Informa Telecoms & Media

Profitability as well as Control

The exponential growth of mobile data traffic has been well-documented. According to Cisco, mobile data traffic in 2010 was three times the size as that of the entire global Internet in 2000. As a result, Communications Service Providers (CSPs) have understandably been scrambling to control the amount of traffic on their networks before the networks get swamped and customers get more than disgruntled.

On its inception, many pundits lauded policy management as the solution to cure all network woes. CSPs could throttle back heavy users, avoid congestion and keep customers happy.

But this approach has limitations, since the heaviest users are potentially the heaviest spenders. Policy management practices restrict their usage without exploring other, more profitable mechanisms for traffic shaping. Mechanisms that can earn the CSP revenue as well as offering the CSP – and importantly the customer – control over their own destiny.

'Policy 2.0' has emerged as an improved model for CSPs – add some charging to policy management to enable operators to extract revenue from the high-end users, not just restrict their access/ bandwidth/ usage.

While this development goes some way towards delivering on the potential that policy management has to offer, it does not go far enough. True integration of policy management with sophisticated online charging provides the opportunity not only to manage bandwidth and even gain revenue, but to deliver truly innovative solutions to service providers, to offer compelling value to customers and a competitive advantage in the market.

Policy Management Develops

Initially, faced with the dramatic growth in data on their networks, CSPs turned to policy management to fix particular, urgent problems. They needed to protect their network – and quickly.

Subsequently, CSPs have taken a more holistic approach to policy, implementing more scalable solutions that address multiple issues across the business.

Today, there is increasing recognition that charging needs to be utilized alongside policy in order to grow revenue. When combined with policy, charging can be used, for example, to offer top-ups to customers who are about to exceed their download cap, providing the

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CHR Solutions

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PLATFORM

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

MODULES

- Account Management
- Billing
- Product Catalog
- Case Management
- Order Capture & Management
- Financials
- Service Activation
- Dashboards
- Facilities Management
- Sales & Marketing
- Capital Credits

Omnia360™

- **Improve Monetization Opportunities** with a unified customer view and increased pipeline visibility
- **Simplify Business Systems** with a complete, pre-integrated back office solution
- **Elevate Customer Experience** with consistent customer interactions

A dynamic, pre-integrated billing and CRM solution that brings together your entire business ecosystem.

Omnia360 transcends traditional billing platforms with a complete "out-of-the-box," pre-integrated customer relationship management and billing solution. Available as a fully-hosted cloud-based solution or onsite license subscription, our next-generation solution empowers communications service providers (CSPs) with a client-centric model for service differentiation and rapid deployment of new services, especially within the Enterprise space.

Leveraging Microsoft Dynamics® CRM, Omnia360 best-of-breed software platform delivers a comprehensive, turn-key back-office solution for CSPs to monetize new untapped revenue opportunities.

Centralized Customer Management

Omnia360 provides a holistic view of your customers. Within a single screen, service providers can view all billing, accounts receivable, orders, and service details. Our solution helps drive operational efficiencies by empowering you to enforce business-specific rules, create custom fields, and even integrate third-party applications with simple point-and-click customization.

Dynamic Product Catalog

Omnia360 delivers a dynamic, centralized product catalog enabling the selling and fulfillment of next-generation products and services, such as cloud services, productivity solutions, unified communications, and Voice over IP products — all while enabling traditional voice, video, and data products. This unlimited product hierarchy capability helps optimize sales accuracy while reducing the time it takes to complete the entire concept-to-cash cycle.

Powerful Business Analytics

It is critical for management to be able to monitor business performance. Omnia360 maintains a single scorecard that covers sales, marketing, and customer service. This up-to-the-minute information provides inline charts with drill-down intelligence to visually navigate data, identify trends, and uncover new insights.

Market-Leading CRM

Combine the familiar Microsoft® Office fluent user interface with powerful CRM software to maximize marketing effectiveness, win more sales, and enrich customer service interactions. Leveraging the power of Microsoft Dynamics® CRM, marketing and sales professionals are equipped with flexible segmentation tools, simplified campaign management capabilities, lead-to-cash visibility, real-time sales forecasts, and much, much more. Customer service specialists are empowered with tools that simplify case management, streamline escalations, improve knowledge sharing, and enable more effective account management, all while helping to contain service costs.

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White Paper

Orchestrating the Evolution to Cable IP Video

Written by:
Alan Breznick, Senior Analyst, *Heavy Reading*

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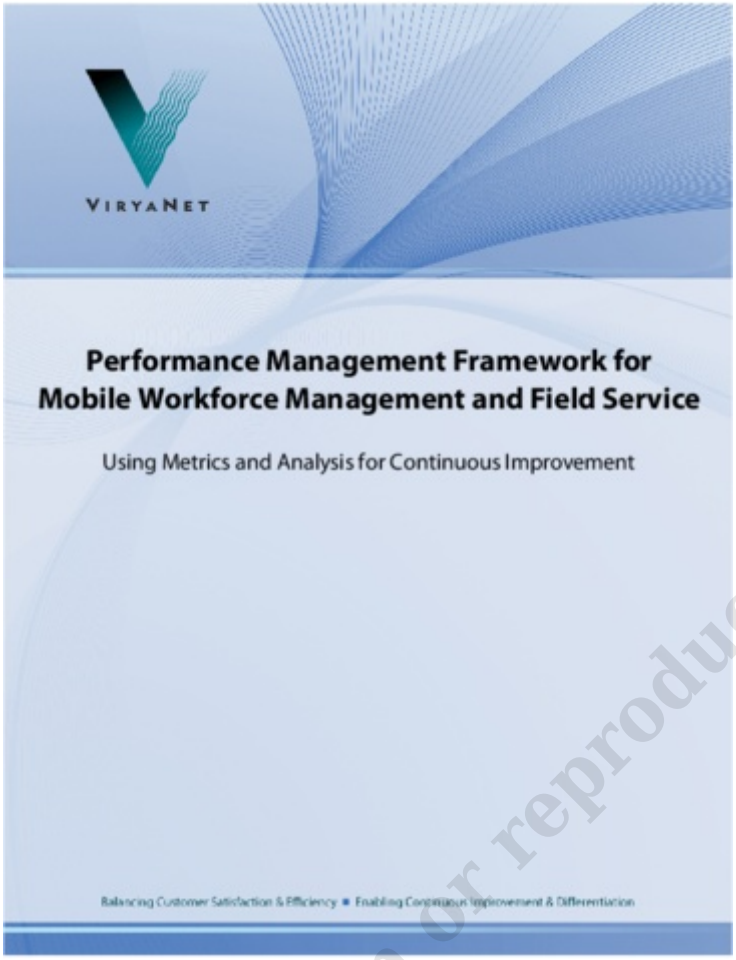

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