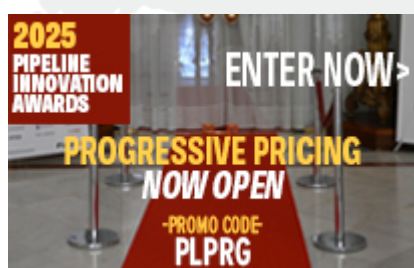


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ACCELERATING FIBER BROADBAND

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ENTANGLEMENT
FOR
BETTER DX

ACCELERATING
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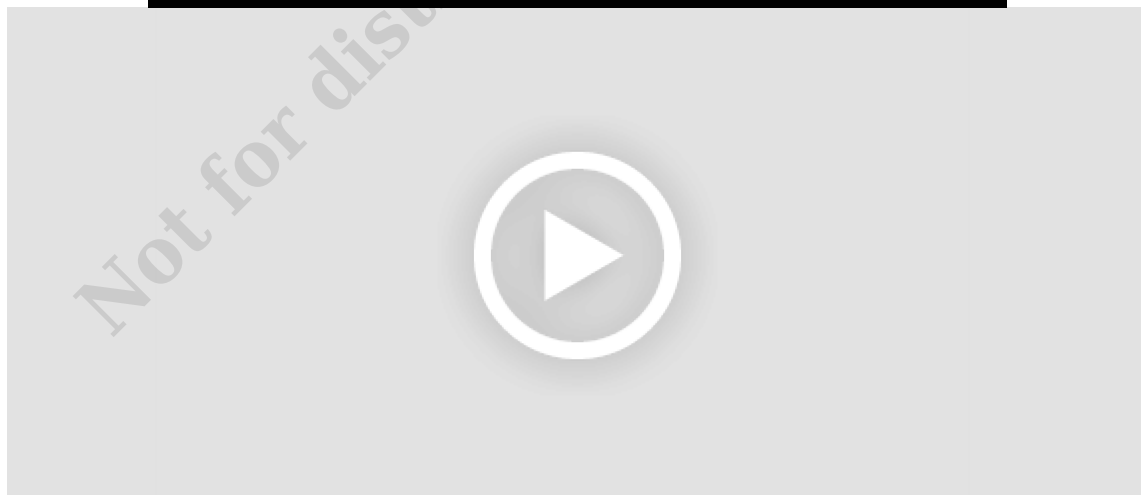
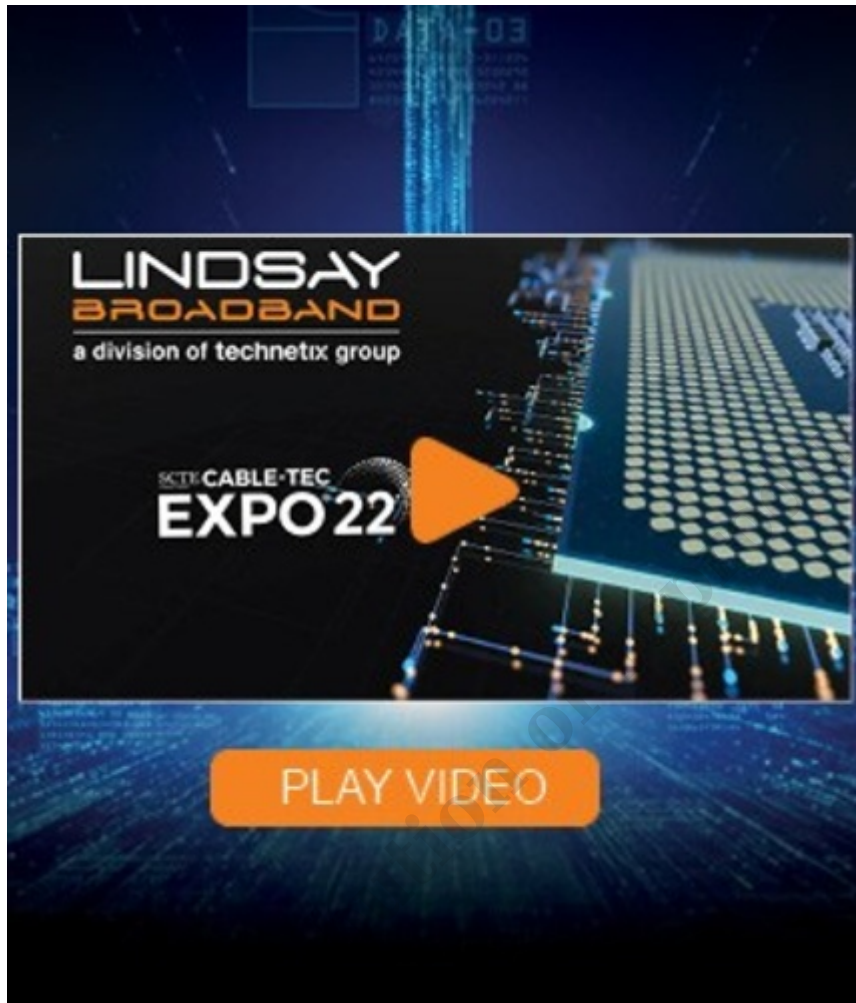
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End-to-End Solutions for Broadband Networks

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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The Impact of Transformation

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



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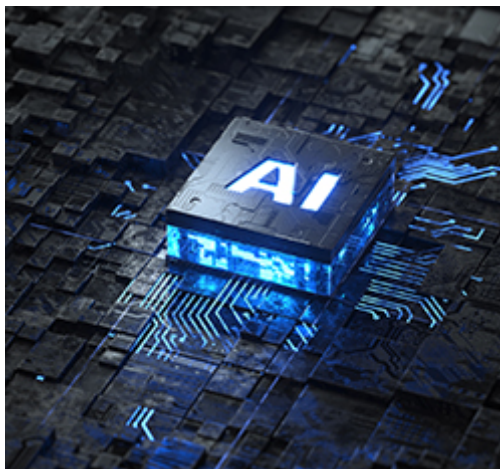
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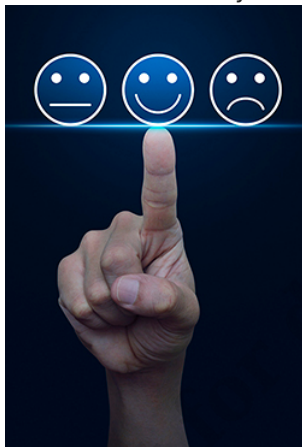
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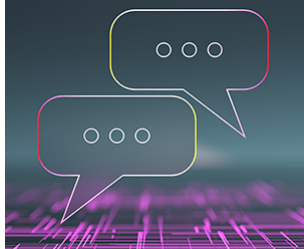
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WiFi solutions

For more than 75 years, CHR has designed, built, managed and modernized 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 à 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.



Case Study

Implementing a Scalable, Common Element Management System for Large Multi-Vendor Networks

Verizon Business and Nakina Systems Case Study

In 2005, Verizon Business, set out to build a state-of-the-art, ultra-long haul (ULH) transport network and converged packet access (CPA) network initially comprised of more than 20 different types of equipment from 10 different equipment vendors.

Service Delivery Challenges

In order to deliver a new service across multiple network equipment providers (NEP) devices and SONET/SDH, WDM, Ethernet, and IP/MPLS networking technologies, Verizon Business needed to integrate a complex set of networks and applications spanning up to thousands of network nodes.

Adding a new device type or application to this heterogeneous environment often required upgrading both hardware and software across the entire network. For a large scale networking environment, this can be an incredibly complex task since the new services need to be delivered via different NEP products and networking technologies.

The network initially comprised 20 different types of equipment from 10 different equipment vendors, spanning hundreds of thousands of network nodes.

Operations and Integration Challenges

Verizon Business used a mixture of operational and business support systems (OSS/BSS). These systems were deployed on unique platforms from different NEPs, operating with proprietary software applications and communications protocols.

NEP-provided EMSs tend to use proprietary OSS interfaces with varying levels of security and lacking the scalability needed by a large, global network operator.

Substantial system and software integration work was needed to make each EMS function sufficiently for the network operations personnel to manage the network. The effort to maintain multiple systems including hardware, element management systems (EMSs), testing and training could not be easily sustained to support the new services Verizon Business wanted to deliver.

The challenge facing Verizon is typical for a large, global communications service provider and can be summed up in a single word: complexity.





A Revolution in Evolution

Policy Control and Mobile Broadband's
Long-term Leap

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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.

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.

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.



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



Designed to interface seamlessly with your B/OSS and Microsoft® MediaroomSM, 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.

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White Paper

**Managing Complex Multi-Enterprise
Selling & Ordering Process Critical for
Next-Gen Order Management Solutions**

Prepared by

Ari Banerjee
Senior Analyst, *Heavy Reading*



www.heavyreading.com

On behalf of

Sterling Commerce
An IBM Company

www.sterlingcommerce.com

November 2010

Testing the Cloud

Mark Sylos, New Technologies EXFO Service Assurance

INTRODUCTION

Broadband, backbone and mobile wireless service providers see the cloud as an opportunity for growth. New applications running in the cloud drive new traffic to their network. The cloud also offers new revenues from new services that can be sold to customers. The business models for carriers and how they relate to the cloud are evolving quickly, but one fact is becoming clear: to achieve success in the cloud market, carriers must actively ensure that they offer a high quality of service to cloud consumers. The best way to assess cloud quality is to test the cloud.

A cloud is a shared computing platform available over the network used to run a variety of business or personal applications. The concept is hardly new; it has roots in service bureaus, outsourced data centers and utility computing. What makes the cloud work today is the rise of the web browser as a thin client that allows individual users to run any application, the wide availability of high-bandwidth networks, and virtualization technologies for computers, storage and networking. The cost savings, expanded reach, and improved quality gained by running an application in the cloud is proving to be a business success, as shown by the growth of cloud services into a market worth billions.



Figure 1: Cloud players: cloud users, cloud consumers, cloud providers and cloud carriers

Cloud services are sold to cloud consumers who have a business need. To meet that need, the cloud consumer deploys an application to be run in the cloud for a user community. The cloud itself is driven by cloud data centers that provide an environment for running the application. The data centers provide servers, storage and

networking. User access to the cloud data centers is provided by cloud carriers. The cloud provider manages the cloud data centers and their servers, storage and networking. The carrier manages the interconnection between the user and the cloud data centers. The application may be owned and managed by the cloud consumer or the cloud provider.

The quality of the user's experience depends on both the carrier and the cloud provider. Together, they determine how well the application serves its users. The carrier manages bandwidth, latency, reachability, loss and other network key performance indicators (KPIs) that affect quality. The cloud provider manages process or utilization, storage, switch utilization and other resource KPIs that affect quality. But the KPIs that describe the quality of the service (QoS) provided to the consumer and the user are web download times, service availability, data delivery times, and other KPIs that are tied more directly to the service sold to cloud consumers. These service-oriented KPIs cannot be measured by any one actor; together, they either are determined by the business relationship between them, if they are independent, cloud carriers offer SLA guarantees to cloud providers. Cloud providers in turn offer SLAs to cloud consumers. If the carrier owns the cloud provider, then the single organization can offer the service-level agreements (SLA). These SLAs are one factor driving carriers and providers to test the cloud.

Actor	Definition
Cloud User	A person or organization that uses and benefits from the cloud.
Cloud Consumer	An organization or person that buys services from the cloud provider to use or run an application.
Cloud Provider	A person or organization that provides a cloud service.
Cloud Center	A communications service provider that provides connectivity and transport between users and the cloud or within the cloud.

Table 1: Cloud actors

In this complex business environment, carriers have strengths. First, they own the network that connects users to the application running in the cloud. Second, they provide the circuits that connect cloud data centers to the Internet and each other. Third, they can provide the security and privacy customers want through dedicated circuits or virtual private networks that isolate one customer's traffic from another's. Finally, they know how to offer a high-quality service backed by the guarantees of an SLA.



Omnia360™ Product Bulletin

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



- **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 on-site 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 flexibility 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. Thanks to the minute information provided in-line charts with drill-down intelligence to visualize service 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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Brochures

Sigma Systems and TiVo

Orchestrating New and Enhanced Entertainment Experiences

As consumer demands for a more personalized video entertainment experience continue to skyrocket, service providers are seeking new ways to remain competitive and seamlessly deliver over-the-top (OTT) content to subscribers. Today, Sigma Systems and TiVo have developed an integration partnership to help service providers achieve this goal by embracing and provisioning the TiVo video platform as a part of their bundled service offerings.

One Managed View of Video Access Entitlements

Critical to the success of offering a service like TiVo to customers is the ability to seamlessly enable them to access and view subscribed content from the TiVo device. Sigma Systems provides the service orchestration for the necessary authorizations, entitlements and provisioning of the TiVo service for subscribers through a single OSS solution – an essential element to delivering both on-network and 3rd party content and entertainment services. Subscribers receive the content they want, while service providers maintain customer satisfaction.

Provision and Manage Premium Video Service Products & 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 IP video platforms, like TiVo, on a single integrated OSS service management platform. This co-existent service fulfillment environment manages the provisioning and activation of all video services, helping service providers to launch new premium video services and bundled packages that drive new revenue and reduce customer churn. In addition to viewing premium video and entertainment services offered by TiVo, service providers can also integrate with and deliver existing video products on the TiVo set-top box.

Effectively Manage the Entire Video Delivery Chain

Sigma Systems is the only OSS vendor today that has created a TiVo solution adaptor. With this unique solution adaptor, we have extended our video service fulfillment expertise beyond linear TV by enabling the support, integration, and provisioning of the TiVo service. Our single, integrated OSS solution seamlessly provides order management, provisioning and entitlement management across all technologies and systems. This single integrated solution manages the entire image of the TiVo service delivery value chain for the subscriber, network, device and content from the cloud.



Brochures

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

CUSTOMER PROFILE

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

EMC²

Brochures

eliminate the
guesswork with
**GIS/CAD
services**



Accurate and up-to-date mapping is crucial to nearly every element of your business. Everything from network maintenance, emergency response, budget forecasting, and company valuation require these records to keep your company on course.

Relying on single point dependencies and perishable paper records create vulnerabilities for your customer, community and company. CHR's GIS/CAD Services take the guess work out of geospatial management and ensure your business is on the right path.

MANAGED GIS/CAD SERVICES

- Data extraction and normalization from paper to CAD
- Database and coordinate creation (lat/long, roads, hydrology, landmarks, row)
- Data exports to OneCall-OpenGIS & Google Earth
- Data imports (FEMA, soils, DFW, FCC)
- Graphical object assignment (Routes, pads, C-S&A)
- Aerial imagery and GPS
- Ongoing system updates and support of geospatial data
- Report, query and analysis capabilities
- Data files hosted on CHR servers
- Facilities management systems integration
- Advisory support and recommendation of network improvements



ph 713.351.5111 email info@CHRSolutions.com

Whitepapers



FEBRUARY 24, 2010

**CLOSING THE COMPLEXITY GAP
A CASE STUDY IN NETWORK INTEGRITY**

Nakina
Systems
Network Integrity

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DIGITAL **TRANSFORMATION** FOR TELCOS:

101 guideline

November 2023



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
- Contract Management
- Serviceability

SERVICE FULFILLMENT

Cycle30 provides pre-built workflows and integration to LMR 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 workflows to invoicing and collections.

- Product catalog
- Enterprise Mediation
- Rating & Pricing
- Post paid Billing
- EBR
- Billing
- Collections
- Invoicing
- Reconciliations
- Continuous Reconciliations
- Financial Reporting

SERVICE ASSURANCE

Cycle30 service assurance helps you maintain your customer's service, diagnose issues, and ultimately drive revenue assurance.

- Troubleshooting Tools
- Usage Data Collection

BUSINESS INTELLIGENCE

Unlock the business intelligence inside your converged billing data, and better understand your customer's 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
- Subscription and Invoicing Reports

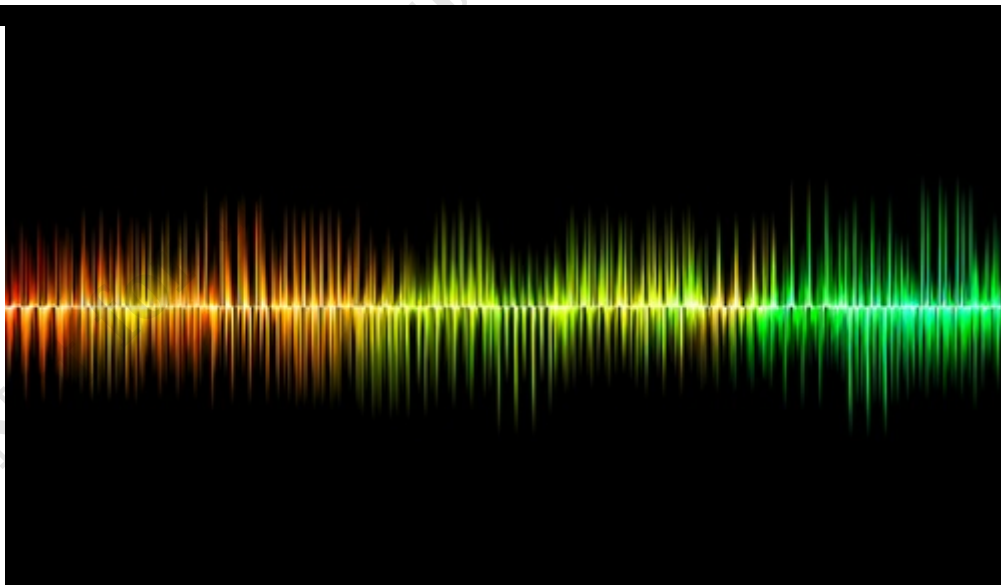
INTEGRATIONS

Cycle30 provides a large set of pre-set workflows and integrations to LMR orders upon completion. In addition, specific integrations can be customized beyond the integrations below.

- Business to Business
- Financial Reach
- Content Providers
- Point-to-Point
- API
- Other Third Parties

Cycle30 | 710 2nd Avenue, Suite 1200 | Seattle, WA 98101 | Cycle30.com | 1-877-970-9955
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Customer Centric Marketing for the Telecommunications Industry

A strategic approach to marketing
for customer retention and business growth



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COLLECT. MONITOR. ANALYZE. VISUALIZE.

Compliant, Scalable and
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SS8 Networks provides the fastest and simplest way to collect, monitor, analyze, and visualize lawful intelligence data. For more than 20 years, we have been innovating and evolving our solutions to optimize how communications service providers (CSPs) meet regulatory requirements and local law enforcement needs.

We provide a powerful platform for monitoring and data extraction across voice, messaging, internet, fixed, mobile and over-the-top (OTT) communications services in real-time. Our solutions simplify data capture and ensure CSPs can scale to meet the demands of cloud-based communications, Internet of Things (IoT), and a growing number of networking technologies.

EXTRACT, COLLECT AND DISTRIBUTE
DATA IN REAL-TIME

- Supports 5G, 4G, VoLTE, MCPTT, IoT, Broadband P and other legacy services.
- Provides complete summarization records for Packet Data Scales to serve growing data volumes.
- Location Services solution designed for Lawful Intelligence.
- Supports several network architectures, communications services and complex call flows.
- Supports in-network, virtual or cloud deployment options.

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Proven network equipment interoperability with over 150 vendor interfaces to expedite deployment.

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SS8's Xcipio platform ensures CSPs not only meet regulatory compliance, but are able to provide the most accurate data to intelligence agencies in real time.

How business processes contribute to performance

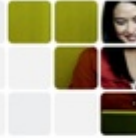
A survey of Operations Managers in
airlines, corporate banks and
telecommunications companies

January 2011



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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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