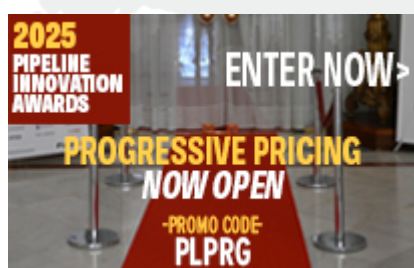


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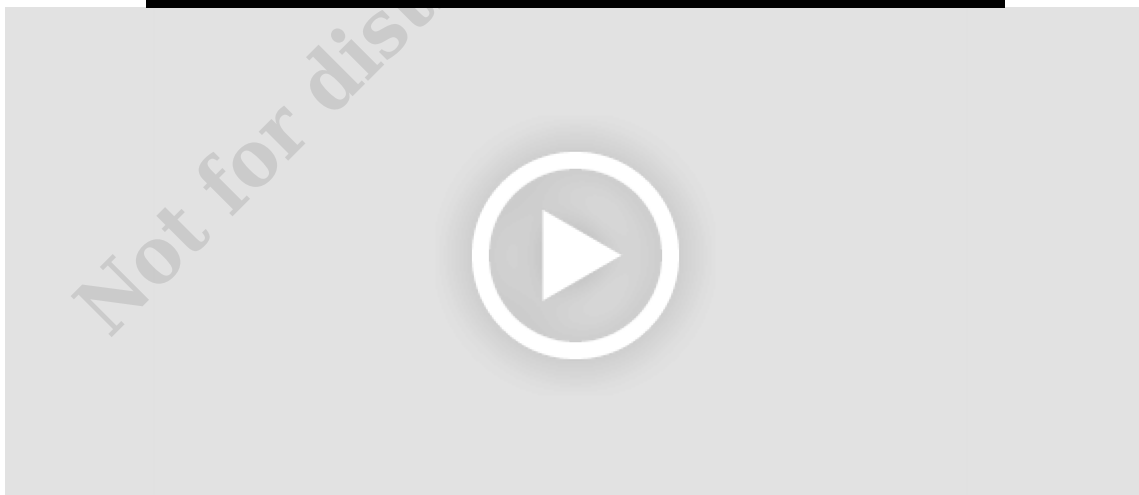
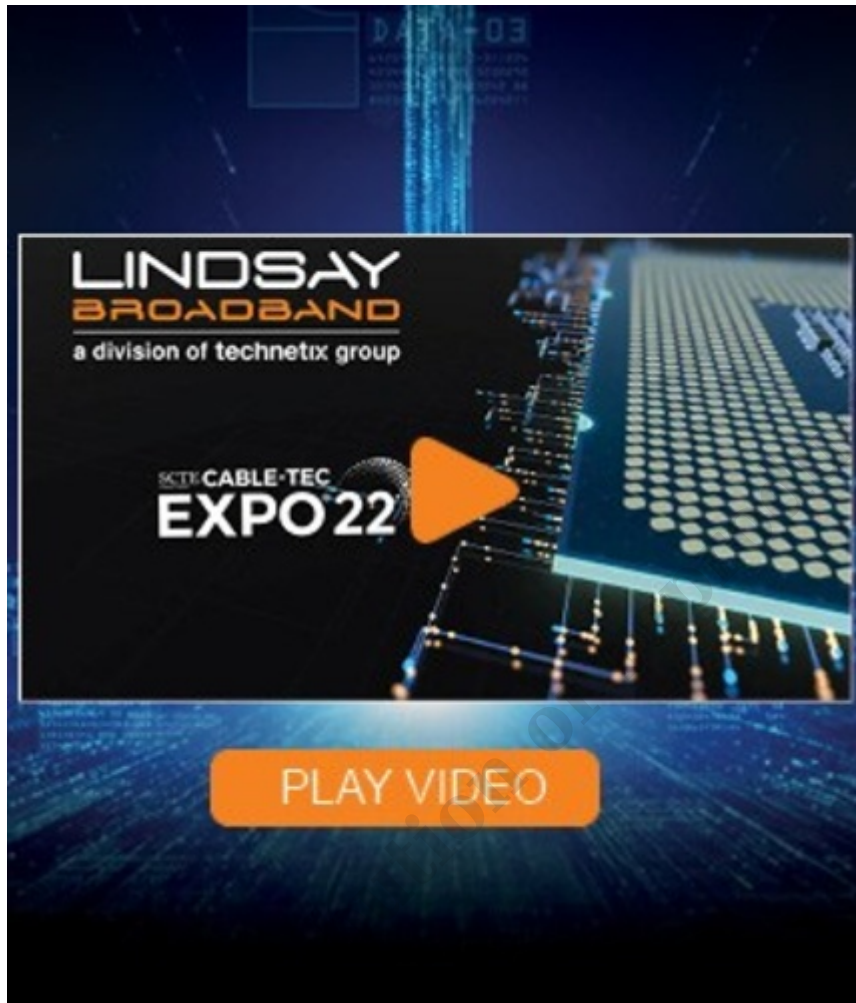
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### End-to-End Solutions for Broadband Networks

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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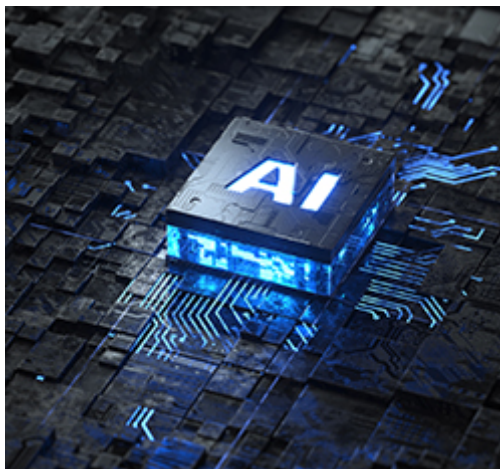
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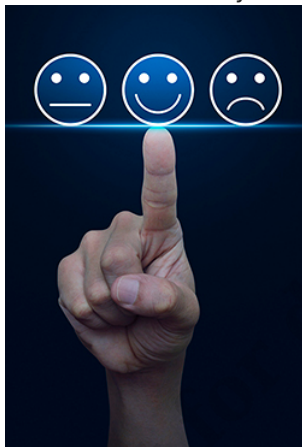
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#### INTRODUCTION

Along with the phenomenal growth in volume of data on the mobile Internet, there has been an increase in the different types of data flowing through wireless networks. In addition to traditional types of data, such as file transfer protocol (FTP), hypertext transfer protocol (HTTP), voice-over-Internet protocol (VoIP), e-mail and video streaming, there has been a constantly increasing list of over-the-top (OTT) smartphone applications generating new types of data, including peer-to-peer (P2P) data from applications such as BitTorrent and iTunes. In an effort to differentiate themselves, operators have also been offering their subscribers their own unique applications, which in turn contribute to the variety of data on wireless networks.

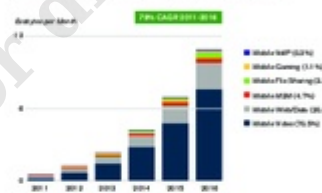


Figure 1. The explosive growth in mobile data.

This vast amount and variety of data has created a need for it to be managed effectively. There are several motivating factors to do so, chief among them being:

- » Honoring service-level agreements (SLAs) and delivering committed quality of service (QoS) to customers
- » Efficiently managing network resources
- » Generating revenue as opposed to being just a "dumb pipe" for data
- » Securing the network

Let's look at each one of these aspects in a little more detail.

#### HONORING SLAs

Operators have SLAs with their customers to guarantee a certain minimum performance from their networks. To be able to meet these commitments, the network elements have to be able to ensure that the required amount of resources is made available when needed. A recent study has shown that 5% of users consume 60% of bandwidth. This type of usage pattern can endanger an operator's ability to meet its SLA commitments to the rest of its subscribers. Operators have a strong incentive to manage the data usage of such heavy data users (e.g., by throttling the throughput rates available to such users).



Figure 2. Mobile network operators (MNOs) need to proactively manage network usage.

Honoring SLAs may also mean being able to identify data associated with key customers and giving it preferential treatment in the network. There are strict guidelines in the LTE specifications about the handling of data with different levels of QoS. Gateways in the network have to correctly implement these techniques to ensure that committed QoS is delivered.

#### EFFICIENT MANAGEMENT OF NETWORK RESOURCES

Another motivation for operators is to manage their CAPEX. Operators are making huge investments in building out their networks to keep up with the growth in data consumption. Unmanaged data usage coupled with the need to deliver on SLAs would result in operators having to deploy more equipment to handle the load. A better alternative is to manage the data usage. The LTE 3GPP specifications introduced the concept of maximum bit rates (MBR). The idea is to limit the maximum throughput used by a subscriber. This is a very critical technique for operators in order to prevent abuse of network resources by a few "bad" subscribers.

#### REVENUE GENERATION

With an explosion in over-the-top (OTT) applications on the Internet, operators risk becoming mere "dumb" pipes carrying user data back and forth. This is not an enviable situation for operators, considering the enormous investments in infrastructure required to keep up with growth in data usage. Operators want to find ways to generate revenue from the data flowing through their pipes. They can do this by providing the same services as the OTT players, for instance voice-over LTE (VoLTE), but with significantly better and more predictable quality. Operators may want data associated with their own applications to be given preferential treatment as compared to equivalent OTT applications. Additionally, they can add value to the data already flowing through their network (e.g., by signing revenue-sharing deals with service providers in exchange for prioritizing their data, or through targeted advertising based on the content of user data, similar to what Google does with Gmail).

EXFO

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White Paper

## Orchestrating the Evolution to Cable IP Video

Written by:

**Alan Breznick**, Senior Analyst, Heavy Reading





## e-billing and Analytics Solution

Increase billing transparency and control, enhance customer experience and loyalty, reduce support costs, and deliver faster ROI.

### Customer Experience Competitive Advantage

Faced with the challenge of how to increase profitability, Communication Service Providers (CSPs) are increasingly focusing on customer experience as a way to differentiate from the competition, maximize revenues and reduce costs. Business customers represent a significant source of revenue for many CSPs and, as such, it's vital to provide high levels of customer service to attract and retain these key customers and maximize their lifetime value. The 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



# Pulse INP Comprehensive End-to-End Revenue Assurance

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PEER with partners  
ENABLE policy-based routing  
ADDRESS number portability

NEGOTIATE with suppliers  
ENSURE quality of routes  
RECONCILE billing records  
EMPOWER decision making



The Pulse Intelligent Network Platform (INP) offers advanced analytics into supplier identity, margins, and profitability. It enables real-time margin assurance by centralizing and automating routing policies and network control. Pulse addresses unique requirements of the Interconnect team to negotiate better rates, increase the number of suppliers, lower costs, and improve operating margins. For the Network Operations team, Pulse INP can deliver the ability to translate several hundred rate decks from one or more suppliers, in disparate formats, into real-time switch routing actions. It also prevents revenue leakage by providing the ability to apply routing policies in real-time, bypassing or overriding routes, or diverting suspected incoming traffic for specialized handling. Pulse empowers key decision makers with valuable network insight to make informed and timely decisions.

### Modular, flexible, real-time solution

Pulse is an industry pioneer in real-time, intelligent least cost routing solutions. Pulse is flexible, modular, and can be scaled to meet the growing needs of your organization. Start with basic least cost routing and add new modules as your needs grow.



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**Want to get where you're going without getting stranded? You need to ensure network integrity. Our solutions allow you to know and control what's in the network, where it is, how it's configured, and who can access it.**

#### Know where you're going

The next generation of networks — whether LTE, fiber, or optical — replaces centralized architectures with highly distributed functions. While these new networks are designed to increase flexibility and profits, they do add a new level of complexity to the network. Suddenly, you're maintaining far more hardware and software configurations and are left exposed to the types of errors that can lead to outages and degraded customer experience. Nakina Systems' solutions power integrity in the world's largest networks, and they are provided in partnership with the world's largest and most advanced equipment manufacturers.

#### Chart your course

Nakina Systems and our integrity platform partners deliver software solutions that ensure your network is always headed where you intend.

#### Together, we help our customers:

- Accelerate network upgrades and new installs by providing a baseline readout of network elements software configuration before and after the upgrade.
- Reduce the drift between the gold standard network design and the network in operation through online auditing, discrepancy checking, and locking down the network with centralized security management and
- Improve asset utilization and reduce network hardware maintenance expenses by identifying discrepancies in inventory and assets records through automated network discovery.

Nakina Network Integrity Management Solutions empower next generation networks to deliver on their promises.

*Our customers roll out services more rapidly, upgrade networks with less effort, and experience fewer outages because they partner with Nakina Systems.*

#### Pick the right navigator

Nakina Systems takes a unique approach to the competing challenges of expanding networks and shrinking resources. By focusing on the issue of network integrity, we have freed millions of dollars from customer networks, helped service providers to deliver new offerings faster, and have helped decrease service outages across our customer base.

#### We are:

- Responsive to our customers, providing solutions to problems faster, more creatively, and more flexibly.
- Aggressive in our search to add value to our customers' operations.
- Consistently and relentlessly improving our technology, practices, and processes to achieve success for our customers and other stakeholders.

Nakina Systems has developed its framework and applications working with the world's most demanding customers in the world's largest and most complex networks. We understand carrier requirements, testing, scalability, and efficiency.



Wednesday November 5, 2014				
TIME	SESSION	SESSION TYPE	DEMO AREA	BOARD ROOMS
7:00pm - 11:00pm	Speed Networking Cocktail Reception	Networking		
Thursday November 6, 2014				
TIME	SESSION	SESSION TYPE	DEMO AREA	BOARD ROOMS
8:00am - 9:00am	Networking Breakfast	Networking		
9:15am - 10:00am	Opening Remarks	General	Setup	
10:00am - 10:45am	Service Provider Perspectives: Contending with Key Challenges (Featuring: AT&T, BT, Comcast, Level 3 and Verizon)	General		
10:45am - 11:15am	Networking Break	Networking	Open	
11:15am - 12:00pm	Advanced Customer Experience Management (Featuring: Andect and CT Invision)	General		
12:00pm - 12:45pm	Leveraging Big Data for Enterprise Business Intelligence (Featuring: Microsoft and Skype)	General		
12:45pm - 1:45pm	Topic Roundtable Luncheon	Networking	Open	
2:00pm - 2:45pm	The Agile Architecture (Featuring: Dr. Tom Wils, CT Invision and Talift)	General		
2:45pm - 3:30pm	Delivering Elastic Services (Featuring: AppleCare, Comcast and TIERONE)	General		
3:30pm - 4:00pm	Networking Break	Networking	Open	
4:00pm - 4:45pm	The New Networks (Featuring: H360 and AT&T)	General		
4:45pm - 5:30pm	Transformation: Managing the Evolution to Virtual Networks (Featuring: CT Invision and ASB)	General		
5:30pm - 6:00pm	Pre-Dinner Break	Break	Open	
6:00pm - 7:00pm	Networking Dinner	Networking		
7:00pm - 10:00pm	Evening Entertainment	Networking		
Friday November 7, 2014				
TIME	SESSION	SESSION TYPE	DEMO AREA	BOARD ROOMS
8:00am - 9:00am	Networking Breakfast	Networking		
9:15am - 10:15am	Market Analysis: Industry Insights (Featuring: AppleCare, CT Invision and NPRO)	General		
10:15am - 11:15am	Risk Mitigation: Advanced Security Planning (Featuring: Level 3, NPRO and Verizon)	General		
11:15am - 12:15pm	Competitive Edge: Leveraging Content and Web RTC (Featuring: AppleCare and Genband)	General		
12:15pm - 1:15pm	Networking Lunch	Networking	Open	
1:15pm - 2:15pm	Uxns Den - Sessions 1 & 2	Interactive		
2:15pm - 3:15pm	Uxns Den - Sessions 3 & 4	Interactive		
3:15pm - 4:15pm	Uxns Den - Sessions 5 & 6	Interactive		
4:15pm - 5:00pm	Editorial Calendar Input	Interactive		
5:15pm - 5:30pm	Closing Remarks	General		

\*Note: Agenda is subject to change based on input from Pipeline's Industry Advisory Board (IAB), attendee feedback, and presenters. Please check for updates.

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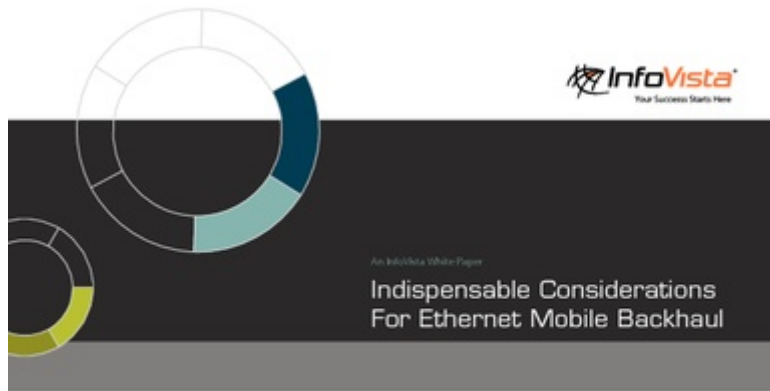


The Cable Customer of the Future:  
More Autonomous, Mobile & Personalized  
3 Key Trends that will Dramatically Change the  
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CSG International | May 2012

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#### Acumen360 Overview

Acumen360 enables an end-to-end customer experience portal that provides a multi-dimensional view into on-demand services as well as traditional products, including hooks into all legacy systems. Enterprise and SMB users will have self-service activities at their fingertips, including service ordering, customer care, provisioning status, network visibility, billing, ticketing, reporting, and more. Acumen360 allows for a 360° view into the customer and the business, enabling an award-winning customer experience platform unique to the telecommunications industry.

#### Pains That Weigh Down Service Providers

- Lack 360-degree visibility into customer touchpoints
- Lack overall digitization & automation strategy
- Provisioning time is way too long
- Net Promoter Score continues to decline with CX
- Need to drive revenue from new services & solutions
- Internal teams lack time or skillset to innovate



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



by Susan McKeel and Sheryl Kingstone | June 2011

## Key Takeaways

- The new market reality for communications service providers (CSPs) is to transform their business around their customers.
- Yankee Group believes enhancing customers' experience is CSPs' last remaining opportunity for real competitive differentiation.
- Today's CSP operations infrastructure is neither meeting the needs of customers, nor is it as cost-effective as the competitive market requires.
- CSPs 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

CSPs are experiencing pressure for a fundamental transformation due to the hyper-convergence of connectivity, media, mobility and devices. In a world where product differentiation on 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 CSPs 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, CSPs 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 CSPs. 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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## > KEEPING PACE: STAYING ONE STEP AHEAD OF COMMUNICATION INDUSTRY STANDARDS

*John Wilmes*

*Chief Technical Architect, Communications  
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## Mobile Video Policy Control

### Benefits at a glance

- Generate new revenue with mobile video services
- Create mobile video services tailored to specific customer segments
- Align revenue and network costs using dynamic policy controls

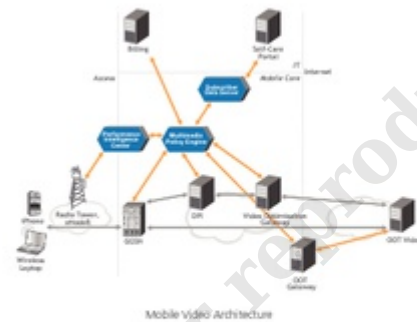


### Business Requirement

There is no question that video is both popular and consumes more network resources than almost any other application. A look at current data points tells the story: YouTube has become the second largest search engine. Mobile video is predicted to grow 66 fold from 2009 to 2014 and consume 66 percent of all mobile bandwidth by 2014. Clearly, finding ways to mitigate the impact of mobile video on the network in a way that still meets consumers' demands is critical to the success of mobile operators.

### Challenges

Previous network solutions for handling data services primarily centered on static service provisioning in which operators take a "one-size-fits-all" approach. However, with the advent of data-rich services like mobile video, that approach has a number of shortcomings. In fixed networks, geographical service demand can be accurately predicted and the network built out accordingly. However, mobile networks, by nature, enable movement, which makes it more difficult to predict geographical service demand and network build out. Moreover, operators are increasingly investigating and deploying tiered pricing plans, which offer end users a variety of service levels and options that go far beyond the "one-size-fits-all" static provisioning approach.



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