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- ▶ Agile In-Building Connectivity
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- ▶ AI & EQ for Tech Hiring
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PIPELINE / VOLUME 21 / ISSUE 10


# PL

## TRANSFORMING ERP

SAP ECC & S/4HANA

AGILE INDOOR  
CONNECTIVITY  
WITH  
5G, DAS & WIFI 6/7  
FROM: **SOLiD**

STRENGTHENING  
**LOYALTY &  
ENGAGEMENTS**

WITH:  
TransUnion. 

THE RETAIL  
**ROBOTICS  
REVOLUTION**  
WITH: **BADGER  
TECHNOLOGIES**

**5-STEP  
ROADMAP  
FOR  
THE AI AGE**



**AI & EQ  
FOR  
TECH HIRING**

SUSTAINABLE  
**NETWORK  
DEPLOYMENTS**

REINVENTING U.S. MVNOS  
STREAMLINING COLLECTIONS  
OPTIMIZING LLM CONFIGURATION

# OPERATIONAL AGILITY

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## LATEST UPDATES

### ADVANCED ANALYTICS

**WEBINAR:**

A Dynamic Panel Discussion  
Featuring Industry Leaders

**PARTICIPATE**



**Pipeline**

### The Impact of Transformation



A Dynamic Panel Discussion  
Featuring Industry Leaders

**VIEW**



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**Fortinet Advances Quantum-Safe Security**

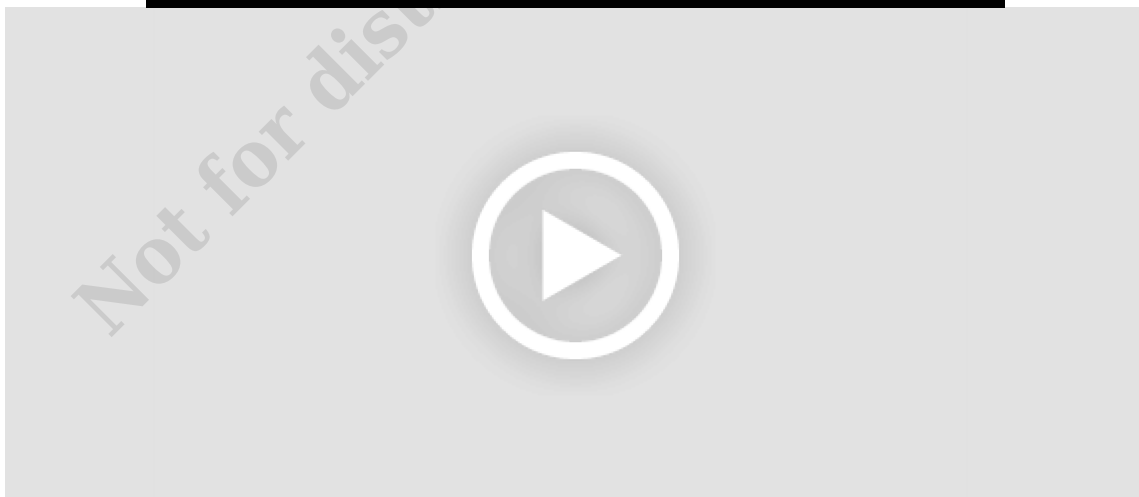
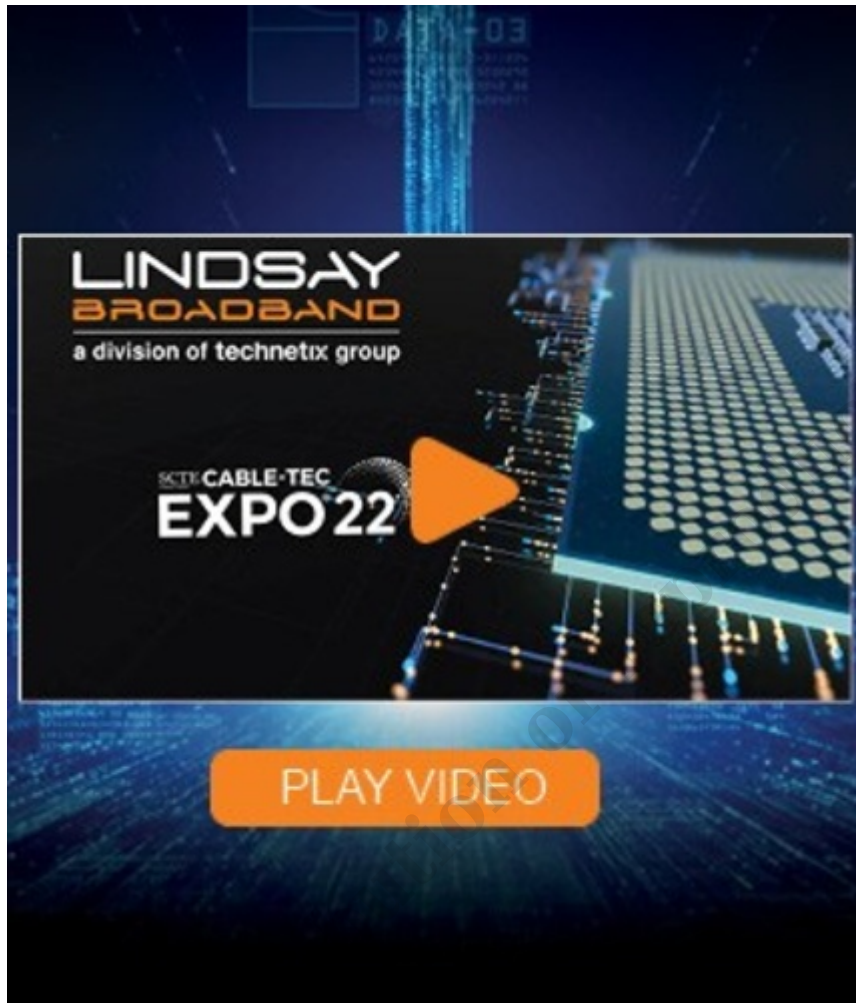
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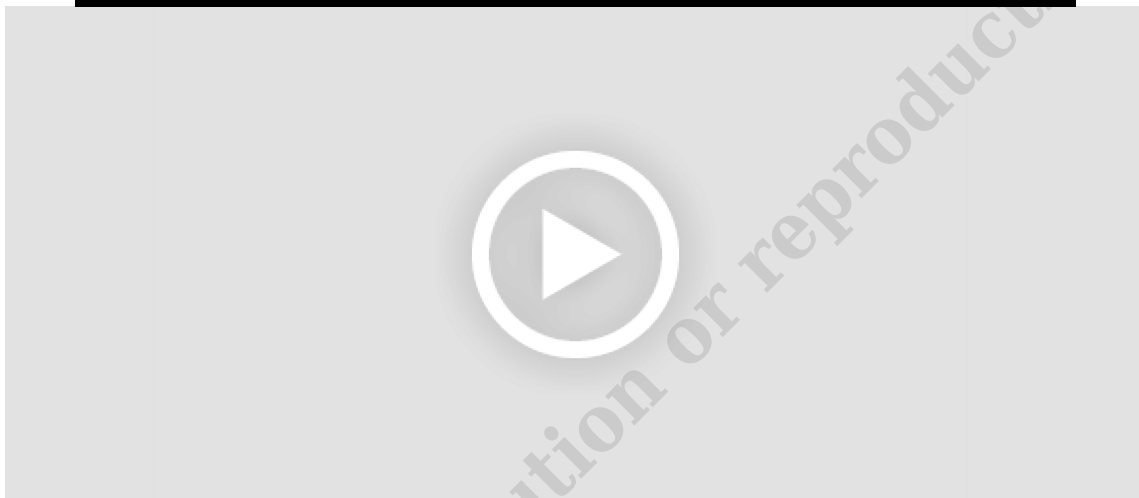
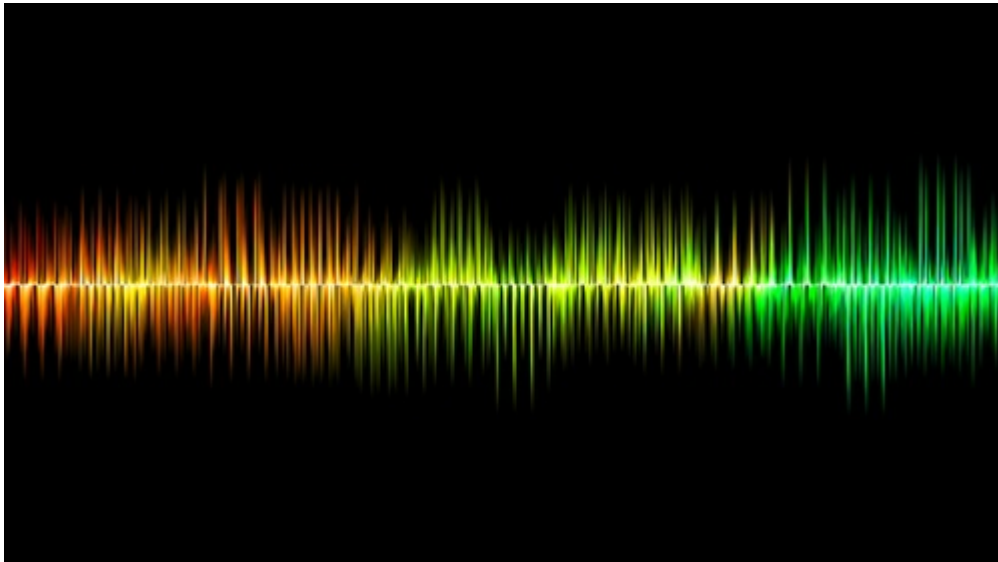
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### End-to-End Solutions for Broadband Networks

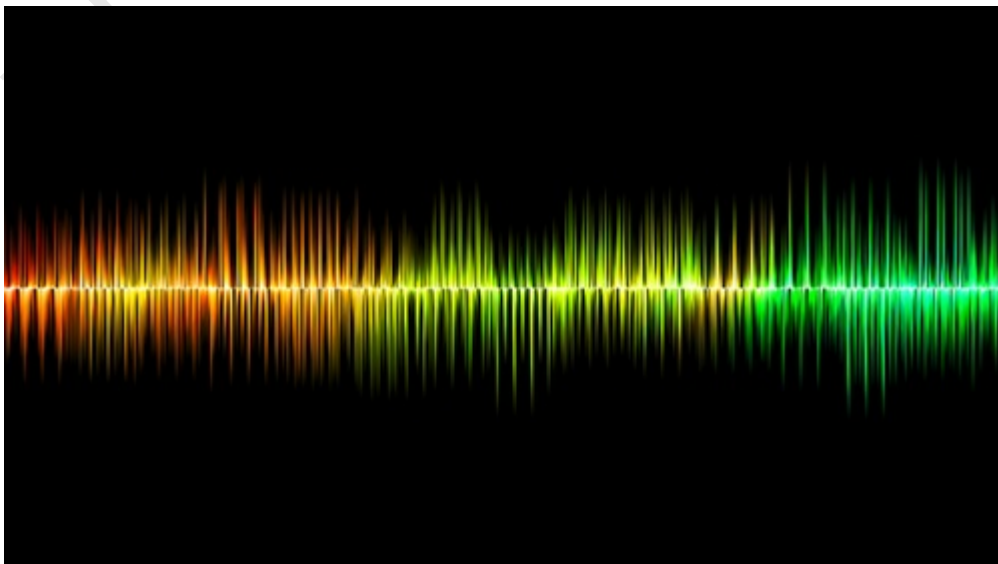
In case you missed Lindsay Broadband - a division of Technetix group at the SCTE Cable-Tec Expo, this video highlights the must-have, end-to-end solutions for your network.





## 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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**IT Ukraine Association** **JEVERA**  
software solutions

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Discover how to mitigate risks of 2024

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



## The Impact of Transformation

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



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## The Network Transformation Imperative

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



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## Agile Architecture for Digital Innovation

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



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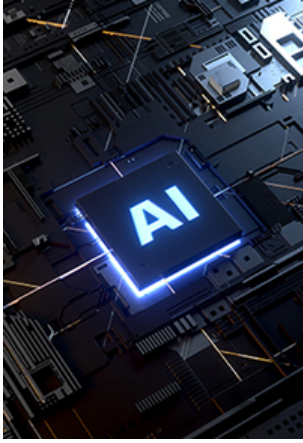


IT & Telecom Industry News



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IoT, Edge AI & Private Networks



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NASA: Losing the Space Race



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**CloudSmartz**  
SMARTER TRANSFORMATION

CloudSmartz' mission is to help Communications Service Providers (CSPs) transform and innovate faster by making it easy to optimize business intelligence and generate revenue through a unified digital experience.

## Acumen360™ Foundational Platform

Digitize Operations & Enable New Revenue Streams



### 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

### A SINGLE-SOURCE-OF-TRUTH FOR END-TO-END INTELLIGENCE



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ACUMEN360™ | FOUNDATIONAL PLATFORM SOLUTION



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

**With over 75% of your IT budget dedicated to maintenance,\* it's difficult to move ahead.**

CHR's world-class **Managed IT Services** drive down operational costs and create new revenue streams.

Our comprehensive suite of Managed IT Services free you from capital constraints and resource restrictions. Simply put, we focus on your network so you can grow your business.

Managed IT Services provide the benefits of dependable business continuity and IT innovations that are in line with your business processes. CHR's team of experts will partner with you to uncover hidden costs within your IT operations and develop such tools as cost savings analysis models.

\*According to Gartner Research study

- 24x7 Server Monitoring & Management
- 24x7 Device Monitoring & Management
- 24x7 PC Management
- Baseline Audit & Alignment
- Support Center Services
- Backup Services
- Procurement Services
- Vendor Management
- Business IT Consulting
- And more...

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**New Services. Delivered.**

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Advanced IP Service Fulfillment  
Solutions.

**Business Services | Delivered.**  
Small-to-Medium sized Businesses (SMBs) are looking to leverage the latest technology in order to improve and efficiently grow their businesses. Many SMBs are now looking for Next Generation Operators (NGOs) who offer compelling, integrated business solutions that are quick to implement and easy to manage. This SMB market represents a new opportunity for many operators and Sigma Systems helps NGOs tap into the SMB market by providing them with all the necessary components to efficiently design, deliver, and manage next-generation business services.

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i360

**FOR NETWORK  
OPERATORS**



**Know your network: Now.**

Ontology Real Time Inventory for NFV

September 2015



# 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 (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 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

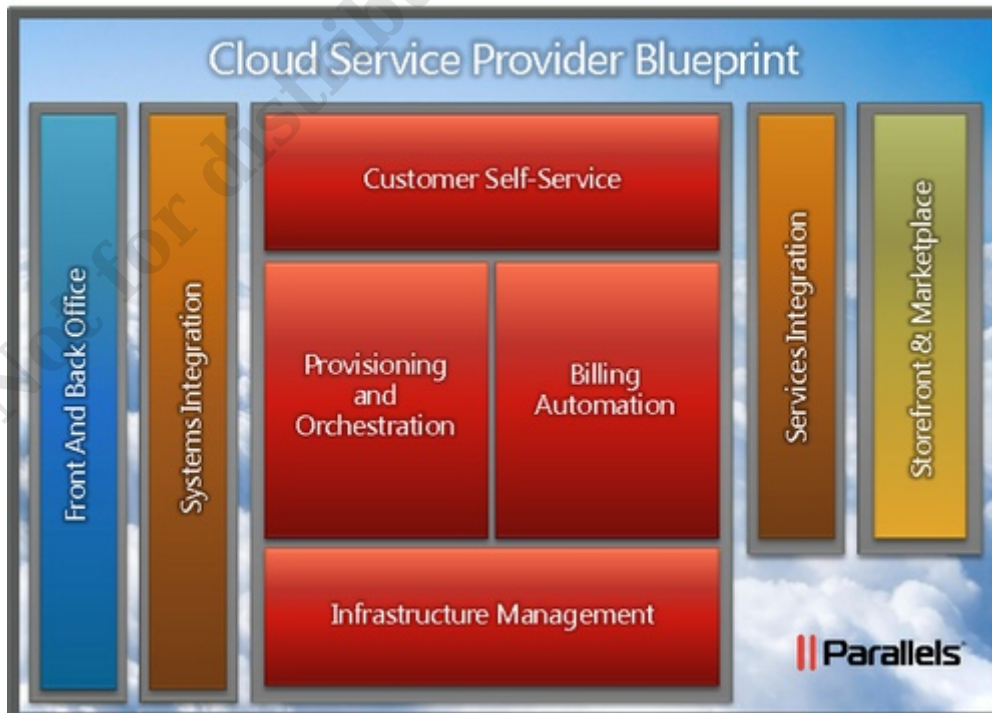
Yankee Group first identified the concept of the Anywhere Consumer<sup>®</sup> in 2007 as a class of consumer that demands connectivity at the core of their every activity. This point of view influences their buying behaviors, from the devices they acquire and the services to which they subscribe to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

This custom publication has been sponsored by Progress Software.

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## 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 complete, 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 view service data, identify trends, and uncover new insights.

**Market-Leading CRM**

Combine the familiar Microsoft® Office 365 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 more. Customer service specialists are empowered with tools that simplify case management, streamline escalators, improve knowledge sharing, and enable more effective resource management, all while helping to contain service costs.

WITH CHR, THE POSSIBILITIES ARE ENDLESS!

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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	Open
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	
11:25am - 12:00pm	Advanced Customer Experience Management (Featuring: Amazon 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 Nils, CT Invision and Tello)	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 Network (Featuring: Yahoo and ASB)	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		Open
10:25am - 11:25am	Risk Mitigation: Advanced Security Planning (Featuring: Level 3, NPRO and Verizon)	General		
11:25am - 12:15pm	Competitive Edge: Leveraging Content and WebRTC (Featuring: AppleCare and Genband)	General		
12:15pm - 1:15pm	Networking Lunch	Networking	Open	
1:25pm - 2:15pm	Users Den - Sessions 1 & 2	Interactive		
2:25pm - 3:15pm	Users Den - Sessions 3 & 4	Interactive		
3:25pm - 4:15pm	Users Den - Sessions 5 & 6	Interactive		
4:25pm - 5:00pm	Editorial Calendar Input	Interactive		
5:25pm - 5:50pm	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.

■ Included with regular admission.
 ■ ■ ■ Not included with regular admission. Additional participation required. See the How To Participate page for more information.

## Whitepapers



## The Sky's the Limit: Ten Reasons Why Now is the Time for Cloud

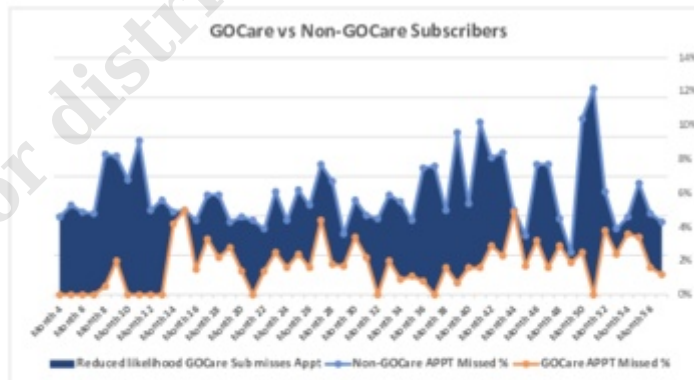
A Whitepaper

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CHR Solutions  
Cloud

## Brochures

### 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 8% -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.

## Whitepapers



## Case Studies



### Case Study: GSM wireless network build

**PROJECT**  
GSM wireless network build

**SITUATION**  
When a converged telecommunications services provider faced the sale of its wireless partner properties to a large, national wireless company, it chose to expand its market penetration by building its own wireless GSM network.

The provider engaged Cycle30 to build out, integrate, and deploy all of the BSS & OSS functions to support the new GSM network and wireless services in three metropolitan areas, over an aggressive nine-month timeline.

**CHALLENGE**  
Critical to the ROI of the buildout was the ability to successfully acquire a number of new wireless subscribers, while retaining 99 percent of existing subscribers from the old MVNO network.

Cycle30 planned and delivered all necessary BSS, OSS and conversion functions to support two separate network and product go-live dates, dictated by a strict schedule from the provider acquiring the partner assets.

In addition, severe winter conditions across the provider's geography forced Cycle30 to compress the timeline in order to complete the conversion before winter.

- RESULTS**
- Cycle30 conducted end-to-end testing of the network and conversion process to ensure a seamless customer experience while finishing the deployment
  - Delivered the project on time
  - Delivered the project 10 percent under budget
  - Cycle30 flexed to the provider's network deployment needs, so that BSS/OSS and conversion activities accelerated progress instead of impeding it
  - Provider successfully converted 48,000 subscribers to its new GSM wireless network
  - Customer conversion retained 99.2 percent and added 42,000 new subscribers.





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**Nakina Systems Corporate Overview**

**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 asset 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, setting, scalability, and efficiency.



# ENGINEERING SERVICES

**DATA DRIVEN. RESULTS ORIENTED.  
YOUR BROADBAND SUCCESS.**

Rural America needs access to broadband. But closing the digital divide can be complicated—and with so many service providers facing increased competition, mounting costs, supply chain issues and eroding revenues, you need more than a quick fix.

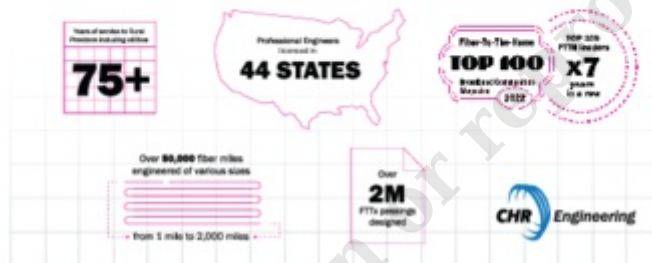
**CHR Solutions** has the technology and the expertise to help you make informed decisions that enable you to get the job done efficiently, on budget and on time. From feasibility studies to network design to construction, we partner with you every step of the way to optimize your operation and increase your speed to market.

“

CHR helped to train and guide us through the fiber-to-the-home design, engineering and permitting processes. They have become my go to liaison with city, county and state permitting authorities. If you want to work with people that are willing to help and get your foot in the door in your state right-of-ways, I highly recommend CHR (they even do wireless & tower engineering too)!

-Jason Pond, CEO, Grizzly Broadband, LLC

## Our Experience. Your Advantage.



Whitepaper by



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*The  
Commercial Market Opportunity  
For*

(Non-Tier 1)

**Cable MSOs**



A whitepaper covering the current industry, opportunities, and requirements for a non-Tier 1 Cable MSO entering the business services market.

Completed March 1, 2012

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# NetDesigner Network Rollout, Resource and Asset Management

**VISUALIZE** your network  
**TRACK** network rollout  
**DESIGN** in hours not weeks  
**MAINTAIN** accurate data

**AUTOMATE** network provisioning  
**INTEGRATE** with the enterprise  
**MINIMIZE** costly errors

NetDesigner streamlines the complex process of planning, implementing, operating, and optimizing next generation networks. Components of NetDesigner can be deployed on a standalone basis or integrated to enable end-to-end automation.

NetDesigner is an Esri GIS-based geospatial network design and management solution for complex, multi-domain networks. NetDesigner optimizes resources, enhances workflow, improves customer service, and maximizes operational efficiency, allowing for unprecedented cost savings.



#### Centralized repository and single workspace

NetDesigner offers a consolidated workspace and a single, accurate data repository to enable planning, design, construction, and operations for a next generation network.

#### Automated design

Design automation within NetDesigner enables engineers to develop a baseline network design

within hours instead of weeks. Design parameters can be customized by changing business rules to meet unique requirements.

#### Powerful business intelligence and planning

NetDesigner allows users to plan "what-if" scenarios, simulating what it would mean to bring network resources to underserved communities and targeted businesses. Users can integrate with visual, schematic map elements, and third-party data (e.g. ARRA, Connected Nations, demographics, census data, wire-center information, FCC data, flood plain barriers, environmentally sensitive areas, etc.) to get a comprehensive and visual overview of a proposed or as-built network. The Bill of Materials functionality allows users to quickly acquire project costs and/or material costs of any design and generate equipment reports.

#### Modular, flexible, standards-based solution

NetDesigner is modular and can be deployed as a standalone solution or integrated with other applications to manage fiber, wireless, copper, coax, and hybrid networks, structures, and other assets. Using standard out-of-the-box APIs, NetDesigner may be integrated with systems such as OSS, BSS, ERP, Facilities Management, and many others to automate end-to-end service provisioning, customer relationship management, and network operations.



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