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- ▶ Reducing Latency for AI
- ▶ The Social Impacts of Gen AI
- ▶ AI & Digital Twins for Telco CX
- ▶ AI Obsolescence & Quantum
- ▶ AI for Unified Communications
- ▶ Efficiency for AI Data Centers
- ▶ Reducing AI Cognitive Friction
- ▶ Letter from the Editor
- ▶ IT & Telecom Industry News
- ▶ Article Index



PL

BENEATH THE SURFACE OF AI RISKS & CONSIDERATIONS

MONETIZING NETWORKS

WITH

AIOPS

WITH: **ORACLE**

THE SOCIAL IMPACT OF

GENAI

AI OBSOLESCENCE

AND

PREPARING FOR

QUANTUM



POWERING CX WITH AI

THERMAL EFFICIENCY FOR AI

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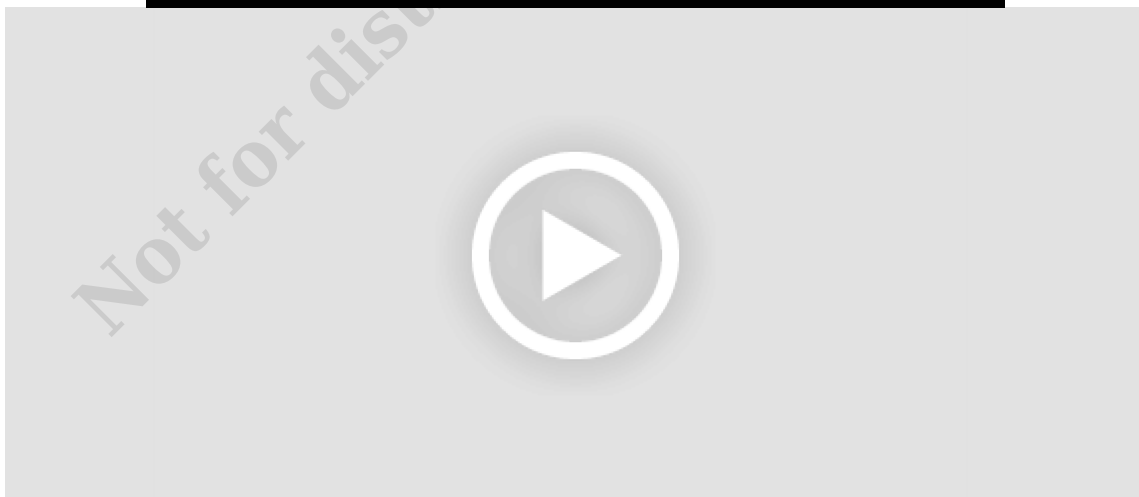
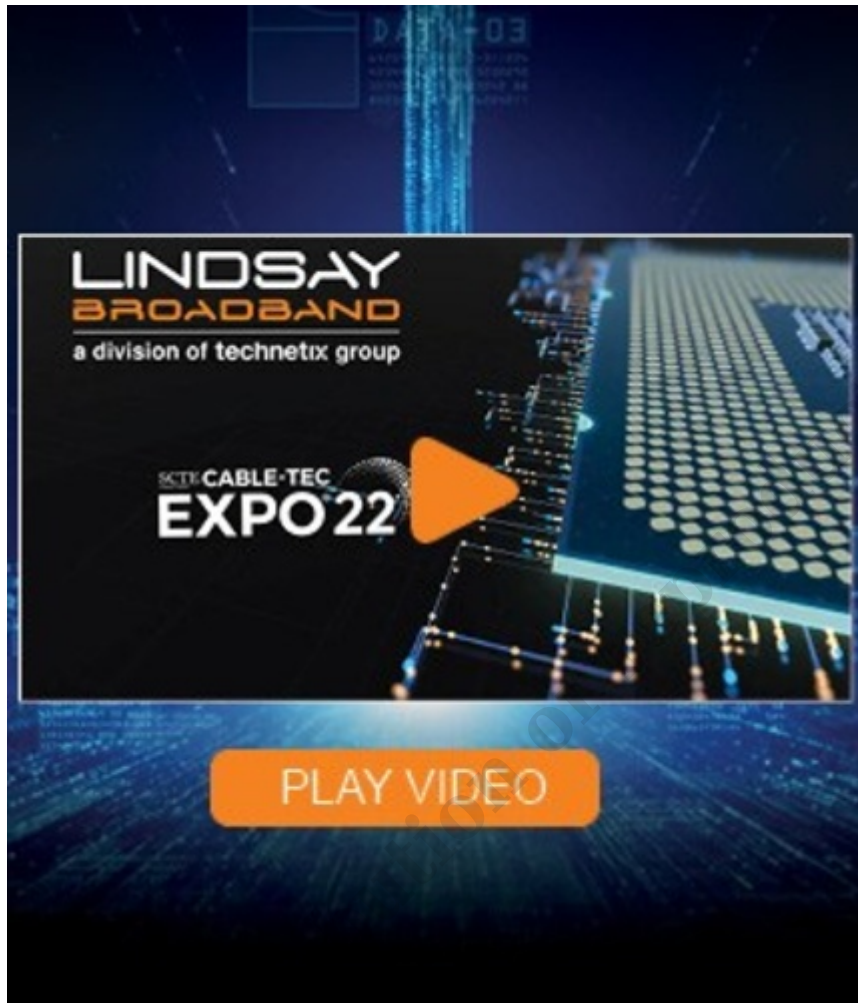
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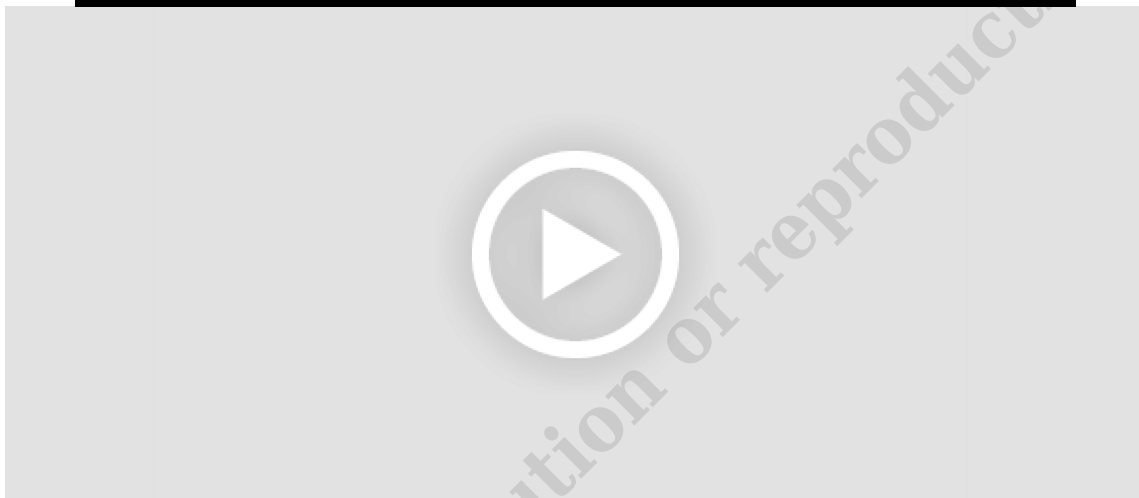
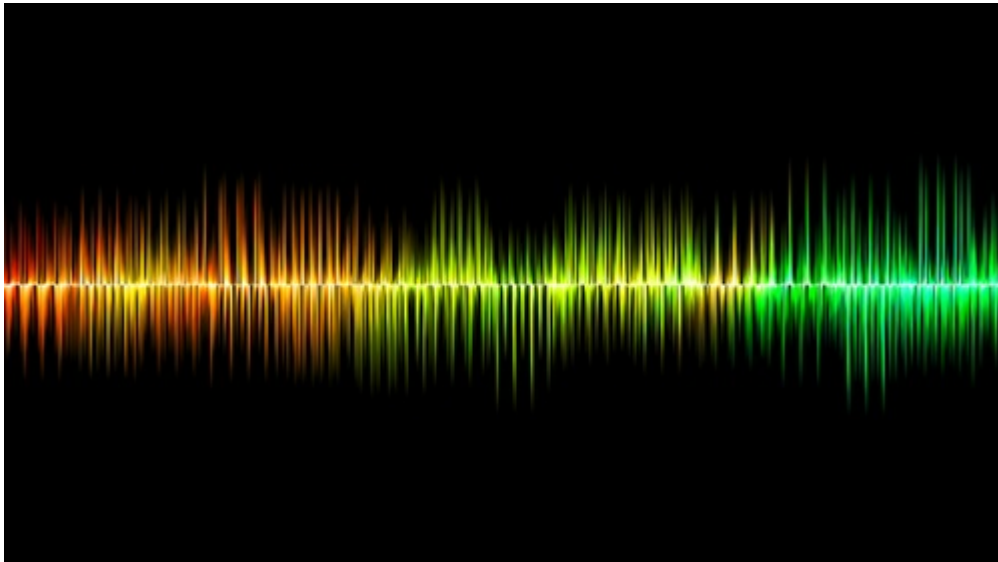
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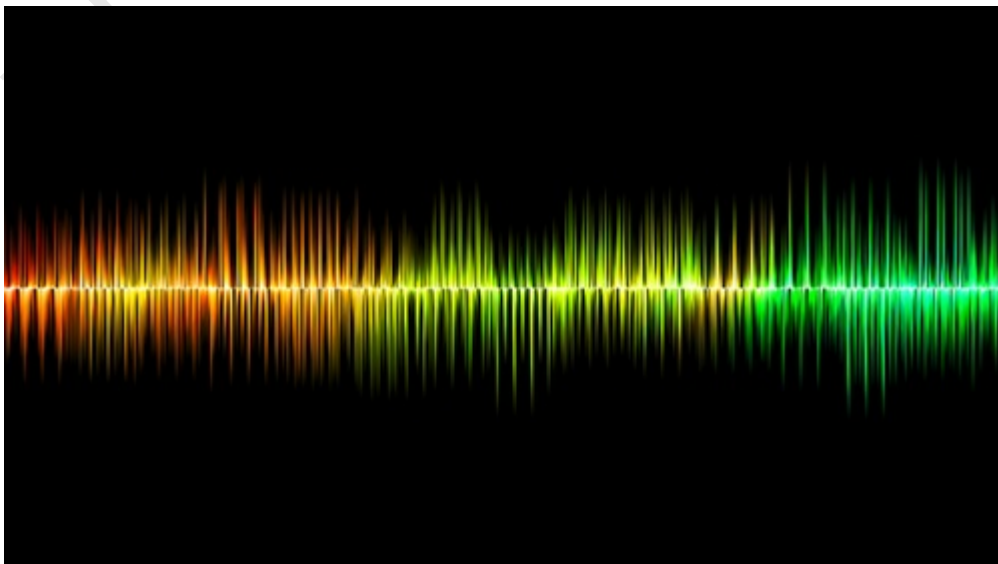
End-to-End Solutions for Broadband Networks

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



Predicting Colonial Pipeline: Mitigating Risk and Compliance

Mitigating risk and compliance for lawful intercept using lawful intelligence is explored in this Pipeline article feature SS8. Learn how CSPs can comply with lawful intercept regulation, while empowering law information with critical, real-time data.





Podcast: The Evolution to 6G

The world's eyes are already looking forward to the potential of 6G. Demands resulting from innovative use cases, for instance specific requirements from different industries and other user groups, as well as overarching goals like sustainability, are driving the standardization and development of mobile technologies.

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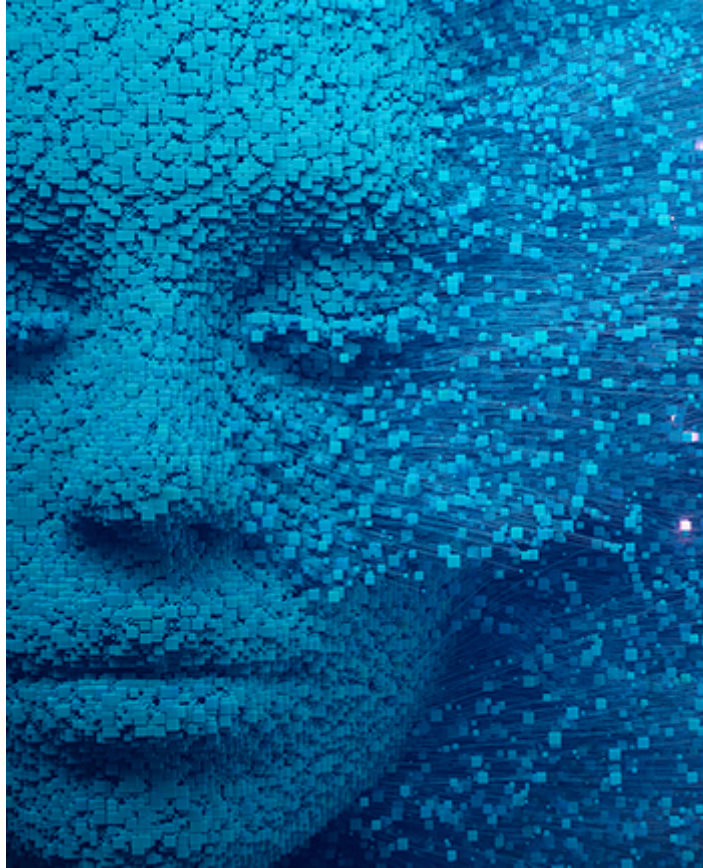
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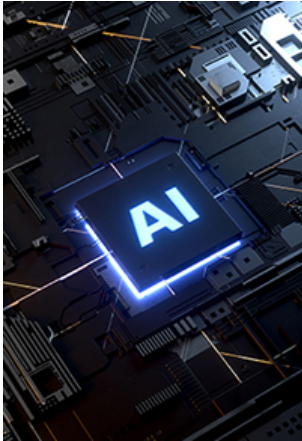
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Vista360

Living on the (Network) Edge:

A TELECOMMUNICATION PROVIDER'S GUIDE TO MAKING THE MOVE

The Internet of Things (IoT) is not new. Neither is the rapid rise of connected devices or customers' demands for instantaneous service. These are realities of digitalization. While they have become normalized, they are by no means the final destination on the journey to digital transformation. They are merely the first wave of the transformation process. In their wake, the next round of changes is brewing. These changes will require providers turn their focus to the periphery of their networks and get closer to their customers. This next frontier for providers to conquer? The Edge.

networktransformation.fntsoftware.com

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BSS TRANSFORMED: SHAPING UP FOR THE NEXT GENERATION

At present, the requirements for Business Support Systems in the communications industry are changing. Two sets of forces are driving this, particularly where the functions of billing and mediation are concerned. They can be defined as first, forces that impact the commercial landscape in which CSPs operate generally and second, as forces that drive each individual service provider as it responds to its own specific business goals.



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Accelerating the deployment of 5G with simple and flexible transport networks



Mobile Network Operators (MNOs) are struggling to meet the demands of connecting their existing 4G/LTE networks, building out transport for new 5G networks, and laying the groundwork for distributed compute. ADVA can help with a proven solution that meets the operational requirements and the demanding business case.

Challenges faced by MNOs in their 5G transport network planning

MNOs aiming to deploy 5G face a fundamental question of how to design their transport network. This is the network connecting cell towers and small cells to their core network. It is referred to as Mobile Backhaul (Fronthaul, Midhaul and X-Haul, depending on the technology used).

MNOs plan to make a strategic investment in fibre for mobile transport, with microwave and mm wave radio deployed only where needed¹. Drivers for microwave include cases such as avoiding delays in fibre deployment and overcoming obstacles in geographic regions such as roads and railway infrastructure.

In addition to the physical medium for transport, MNOs face other questions in three broad areas:

- Support of existing 4G macro cells, and new 5G cells
- Architecture and technology selection
 - Architecture options such as the optimal location of edge compute
 - Technology options and protocol selection - such as use of small cells, massive MIMO, C-RAN, common radio public interface (CPRI), eCPRI, O-RAN, and backhaul
- Accommodating sharing of the transport network to bring cost per cell site down

¹ <https://www.gsma.com/spectrum/wp-content/uploads/2019/04/3-Mobile-Backhaul-Options.pdf>

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White Paper

Preparing the OSS Back Office for New SMB Services & Bundles

Written by:

Alan Breznick, Senior Analyst, Heavy Reading, in cooperation with
Rick Mallon, Vice President, Product Management, Sigma Systems

June 2011



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Sigma Systems and NDS

Orchestrating New and Unified Entertainment Experiences

Upgrading traditional offerings and deploying new hybrid/IP platforms are an increasing focus as service providers look to evolve to offer a truly personalized video entertainment experience to subscribers – anytime, anywhere and on any device. Sigma Systems and NDS have developed an integration partnership to help service providers achieve this goal by provisioning and delivering advanced video and entertainment services that attract subscribers and generate new revenue.

One Managed View of Video Access Entitlements

Critical to the success of leveraging the NDS solution portfolio for advanced TV/video services is the ability to seamlessly enable customers to access and view premium content. Sigma Systems provides the service orchestration for the necessary authorizations, entitlements and provisioning of NDS systems for subscribers through a single OSS solution – managing video conditional access rights, entitlements for premium content, VOD, DVR/PVR and also provisioning IP set-tops and residential gateway devices.

TV Anywhere Authorized to Enable Multiple Devices

Subscribers are increasingly demanding anytime anywhere access to their premium content on multiple devices from their TV, personal computer, and personal tablets such as the Apple iPad®. Sigma Systems provides comprehensive subscriber entitlements management, which is key in seamlessly delivering the multi-device, multi-room, TV anywhere entertainment experience to subscribers. Service providers benefit from service fulfillment that extends beyond subscriber service plans and profiles with a completely integrated view and management of users, devices, and cloud-application entitlements.

Effectively Migrate Subscribers from Standard to Premium Entertainment 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 IPTV IP video platforms, like NDS, on a single integrated OSS service management platform. This co-existent service fulfillment environment manages the provisioning and activation of all enhanced entertainment services, helping service providers to launch new premium video services and bundled packages that drive new revenue and reduce customer churn.



Corporate Factsheet

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MDS CareStream

Provide real-time access to accounts and services, give customers the tools they need to self-serve and reduce cycle time, offer personalized customer interactions, provide exceptional support and reduce churn.

Consolidated Account Management

Communication Service Providers (CSPs) are faced with the challenge of how to increase revenues and drive up profitability despite intense competition and slow growth in core markets. In developed economies, market saturation is making it increasingly difficult for CSPs to attract net new customers, emphasizing the need for them to retain customers and optimize customer lifetime value. In response, many CSPs are focusing on customer experience improvement programs to increase customer satisfaction, loyalty, and profitability.

Businesses are demanding access to self-service tools that allow them to monitor their organizational spend, take direct control of their services and inventory and, get convenient access to help and support. Fortunately for CSPs, providing online self-service tools to business customers is a win-win situation, allowing CSPs to deliver personalized customer interactions anytime, anywhere and at lower cost.

MDS CareStream

MDS CareStream enables CSPs to provide business customers with online access to their account and service data. It delivers a presentation layer that consolidates information from multiple billing and CRM systems and provides the customer with a single view of services, allowing them to manage their convergent services at a time and place of their choice. Powered by a sophisticated business process engine, MDS CareStream can orchestrate and streamline the processing of service updates across existing infrastructure elements, providing process assurance.

Advantages for CSPs

Single View of Products and Services

MDS CareStream is billing-system agnostic. The powerful integration capabilities enable data aggregation from disparate BSS systems, allowing CSPs to provide business customers with a holistic view of their convergent services. In addition, CSP care staff can use MDS CareStream to provide them with a unified view of the customer's services and account information, enabling them to resolve customer inquiries faster and offer a better experience.



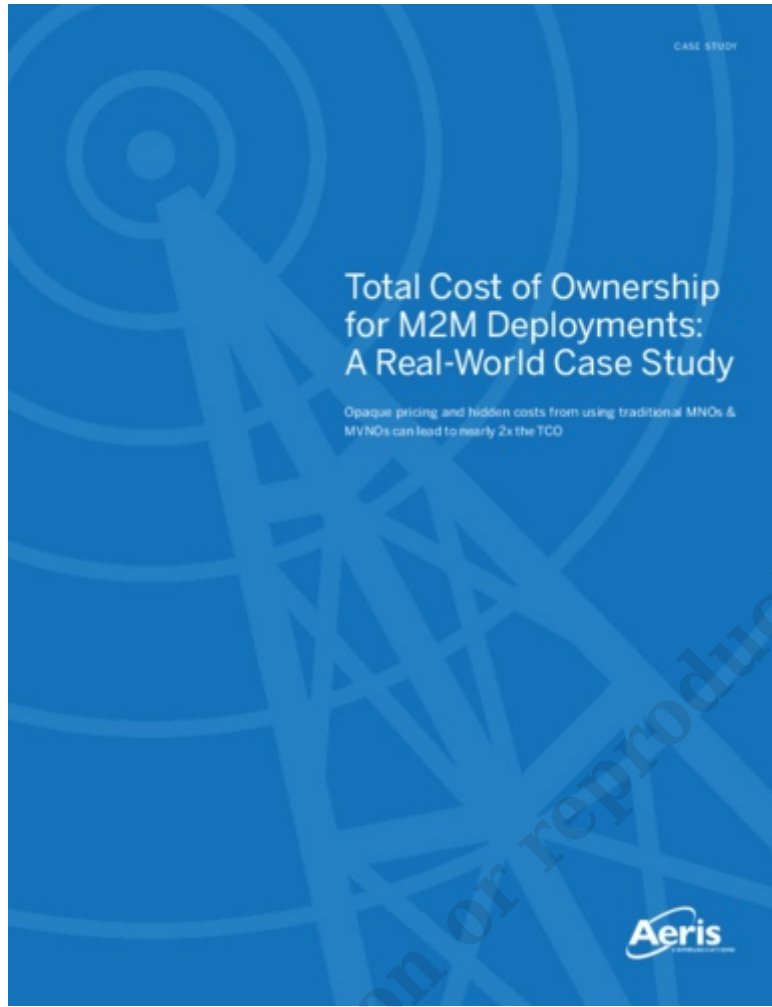
Lighttouch Integration

MDS CareStream abstracts the presentation of customer information from the underlying BSS infrastructure. Its use of open standards and SOA-compliant services accelerates integration with legacy systems, reduces deployment time and eliminates the need for costly, and complex, billing transformation projects. The customizable business process orchestration capabilities enable MDS CareStream to control and co-ordinate the processing of service updates across existing infrastructure elements, offering robust business processes and service assurance.

MDS CareStream



Case Studies



Whitepapers



Whitepapers

Info Directions Earns Place on Inc. List as One of America's 5,000 Fastest-Growing Private Companies

5,000 Fast-Growth Companies Report Aggregate Revenue of \$214 Billion

VICTOR, August 13, 2009 – Inc. ranked software engineering firm Info Directions, Inc. on its annual ranking of the 5,000 fastest-growing private companies in the country. The list is the most comprehensive look at the most important segment of the economy – America's independent-minded entrepreneurs. Taken as a whole, these companies represent the backbone of the U.S. economy.

"Our third annual Inc. 5000 continues the most ambitious project in business journalism," said Inc. 5000 Project Manager Jim Melloan. "The Inc. 5000 gives an unrivalled portrait of young, underreported companies across all industries doing fascinating things with cutting-edge business models, as well as older companies that are still showing impressive growth."

Established in 1996, Info Directions is an Independent Software Vendor (ISV) that designs, hosts and installs billing, CRM and point of sale solutions for mobile, wireline and IP-based telecommunications service providers. Info Directions' software solutions, including its benchmark CostGuard® and Lexys Point of Sale™ products, help service providers eliminate the complexity of selling, activating, managing, billing and caring for customers. Info Directions also appeared on the Inc. 500 list in 2001.

"It is rewarding to be recognized by Inc. for accomplishing our strategic growth initiatives. We share this Inc. acknowledgement with our clients, who leverage our software solutions to create the new business models and superior customer experiences that drive both their growth and ours," said Don Culeton, president of Info Directions. "Innovation is one of the primary tenets on which Info Directions is built, and appearing on this list reinforces the importance of investing in our position as a leading developer of telecommunications billing, CRM and point of sale applications."

Despite the ongoing recession the aggregate revenue of the 5,000 companies that made the list increased to \$214 billion, up \$29 billion from last year, with a median three-year growth rate of 126 percent. Most important, the Inc. 5000 companies were engines of job growth, having created more than 1 million jobs since those companies were founded. Complete results of the Inc. 5000, including company profiles and an interactive database that can be sorted by industry, region, and other criteria, can be found on www.inc.com.

Brochures



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PREVENTION

Real-Time Solutions for Mobile Service Providers

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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.

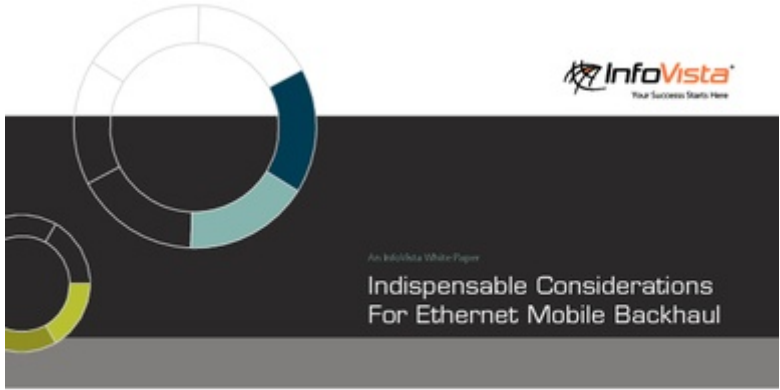
RESULTS

- 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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The Ultimate Edge: Building a Lunar Network

Robert Brumley, co-founder and chairman of Commstar

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



By Susan McHale and Sheryl Kingstone | June 2011

Key Takeaways

- The new market reality for communications service providers (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[®] 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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WHY OPERATIONAL MANAGEMENT IN VIRTUALIZED DATA CENTERS IS CRITICAL TO DELIVERING SERVICE ASSURANCE

Most large enterprises' business processes require IT to function smoothly and efficiently, making a robust and predictable IT environment vital.

As underlying IT infrastructure evolves, management capabilities also must keep pace so performance and availability remain at or above promised service levels. Mitigating growing IT complexity and reducing business risk requires a management system that can provide end-to-end management and visibility for IT operations, assure accuracy and reliable remediation for configuration updates and changes, proactively deal with availability and performance problems before they impact users and service levels, and rapidly identify problem root causes and deploy the right resources to quickly restore normal operations.

This EMC Perspective highlights why IT needs to provide service assurance; the management obstacles to achieving this; what's needed in an infrastructure management solution for enabling service assurance; how EMC's Solution for Service Assurance delivers the management capabilities required to meet these needs; as well as results and value being achieved by EMC customers.

EMC PERSPECTIVE

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