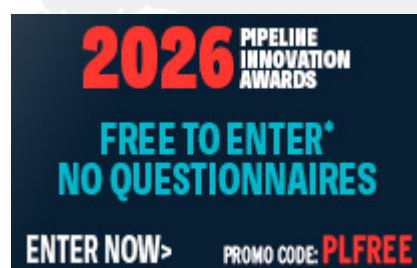


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Network Workforce Training
AI & Programmable Networks
Thin Transponders for Optical
AI for Self-driving Networks
AI for NGSO Ground Segments
WQC & FSA for the Middle Mile
AI & Data Center Markets
Intelligent Network Inventory
Network Help Center Security
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Letter from the Editor
Telecom & Technology News
Article Index



DEVELOPING THE WORKFORCE
FOR TOMORROW'S NETWORK

WITH:

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**FLEXIBLE
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REGIONAL
AI+DATA
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REVOLUTION**



INTELLIGENT INVENTORY FOR AIOPS

NETWORK HELP CENTER GENAI RISK

UNIFIED NETWORK OBSERVABILITY

**SCALING WITH
INTENT
BASED
AI-NATIVE
NETWORKS**
FROM: **ERICSSON**

**AI & WI-FI 7 FOR
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ServiceNow Unveils AI Experience

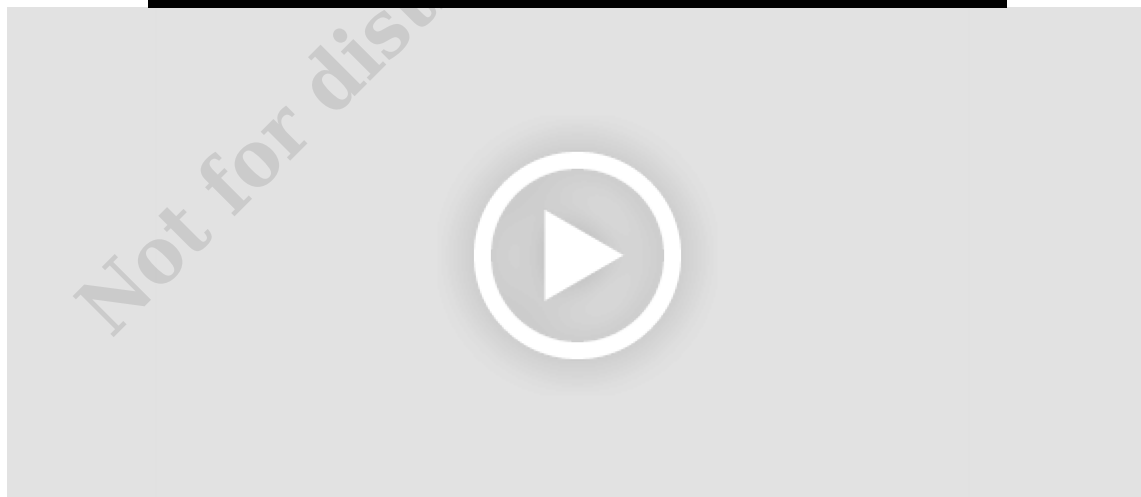
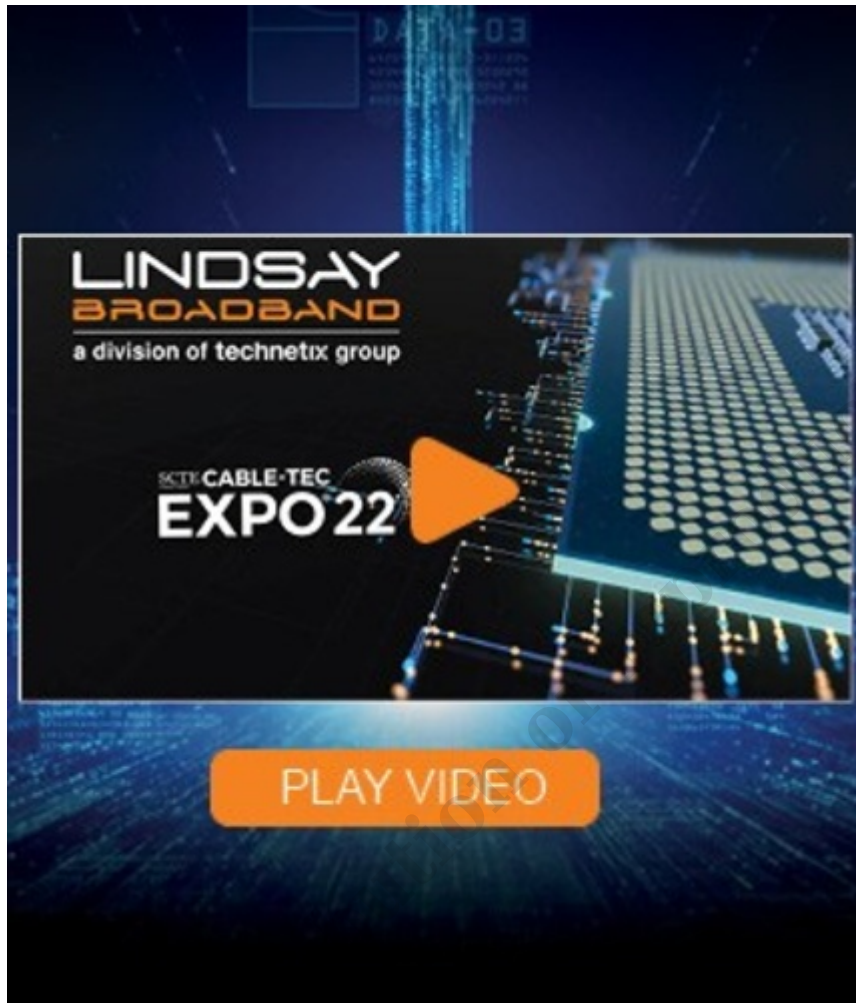
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Featured Content



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
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IT & Telecom Industry News



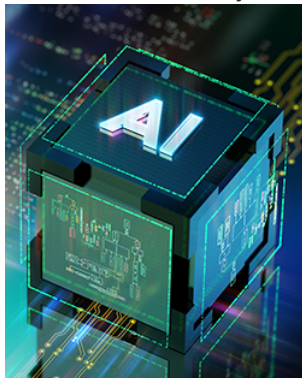
AIOps & Network Monetization



Preparing for Agentic AI



IT & Telecom Industry News



Other Featured Content



The image is a product bulletin for Omnia360 by CHR Solutions. It features a blue header with the CHR Solutions logo and the title "Omnia360™ Product Bulletin". The main content is divided into two columns. The left column lists platform features and modules. The right column provides detailed descriptions of the platform's capabilities, including centralized customer management, dynamic product catalog, powerful business analytics, and market-leading CRM. A large diagonal watermark "Not for distribution" is overlaid across the entire page.

CHR Solutions

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

Omnia360™

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

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

Omnia360 transcends traditional billing platforms with a complete "out-of-the-box," pre-integrated customer relationship management and billing solution. Available as a fully-hosted cloud-based solution or onsite license subscription, our next-generation solution empowers communications service providers (CSPs) with a client-centric model for service differentiation and rapid deployment of new services, especially with in 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 customer. With 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 a true 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 forecast that covers sales, marketing, and customer service. This up-to-the-minute information provides in-line charts with drill-down intelligence to visually navigate data, identify trends, and uncover new insights.

Market-Leading CRM

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

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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.

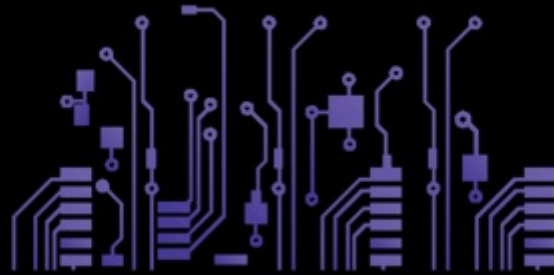
White Paper

Orchestrating the Evolution to Cable IP Video

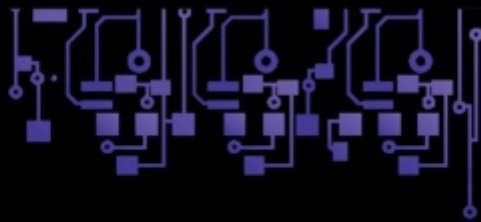
Written by:

Alan Breznick, Senior Analyst, Heavy Reading





GSM v. CDMA: Technical Comparison of M2M Technologies





Enterprise Customer Experience Transformation with
e-billing and e-care

MDS 2010 White Paper Series



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Customer Centricity in the Telecommunications Industry

Transformation from Product-Centric to Customer-Centric
and Creating Competitive Advantage Along the Way

WHITE PAPER

TELECOMMUNICATIONS

Kevin McShane • Vice President, North America
Pitney Bowes Software



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Whitepapers



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
- Reconciliation
- Quarterly 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

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Transitioning from campaigns to ongoing dialogues

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Jeff Michelson • Vice President of Global Marketing,
Customer Analytics & Interaction,
Pitney Bowes Software



How to Improve QoS and QoE with End-to-End Service Assurance in a Virtualized SDN/NFV Network

The Drive to
Network
Virtualization

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THE EMC SOLUTION FOR SERVICE ASSURANCE

Transform Healthcare IT with an application-first approach to IT management



ESSENTIALS

Virtual Data Center Visibility

- Unified management of physical and virtual IT environments

Configuration Management

- Coverage across networks, storage, and servers

Identify and Act

- Advanced root-cause analysis for separating symptoms from problems

THE FOCUS OF IT OPERATIONS

"The goal of IT operations is to enable the business to operate more effectively, more efficiently, and with lower risks and costs...In short, IT operations isn't about bits, bytes, and bare metal; it's about enabling business leaders to do what they do best: run the business."

Gartner Key Issues for IT Operations Management, 2013.

ENSURING HEALTHCARE SERVICES AND APPLICATION PERFORMANCE

As a CEO or IT leader of a Healthcare company, you have a tri-fold charge:

- Ensure applications and IT services are delivered consistently and at the highest possible levels—because that's what the business and end users care most about.
- Fully understand and effectively manage your IT service delivery environment, so that service levels to the business can be met or exceeded, ongoing operational costs are minimized, and problems—when they occur—can be resolved rapidly with minimal impact.

CHALLENGES TO TRANSFORMING IT

Moving applications to the cloud makes service assurance anything but easy. Factors such as the dynamic nature of a virtual data center (VDC), the rapid pace of IT change, lack of operational visibility and insight, and ineffective problem management make providing service assurance more of a long-term goal than short-term reality for many IT leaders. They need answers to critical management questions, including:

- How can I ensure applications and IT services are delivered consistently and at the highest possible levels?
- How do I understand risk conditions and business impact so I can prioritize my team's actions?
- How do I monitor, isolate, report on, and prioritize fault and performance problems more effectively and efficiently?

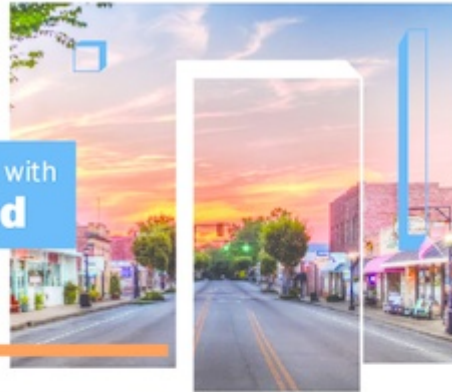
IT MANAGEMENT THAT ENABLES SERVICE ASSURANCE

Fully understand and effectively manage IT service delivery, and, in turn, provide service assurance to the business with the EMC® Solution for Service Assurance:

- Virtual Data Center Visibility
- Configuration Management
- Identify and Act



Building the Future with Broadband

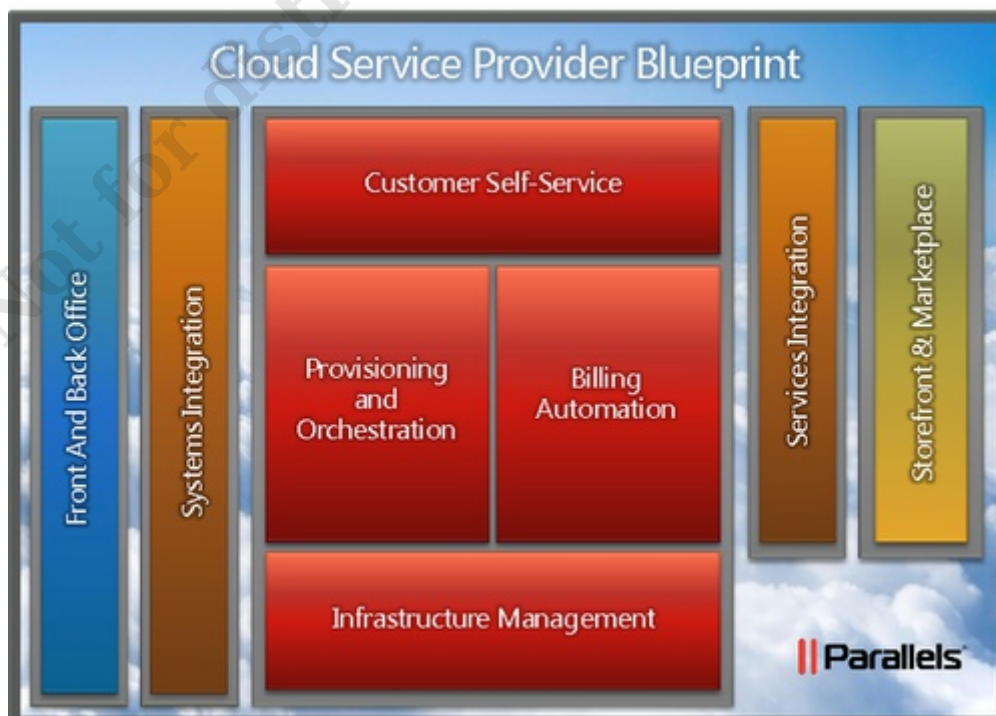


Creating Communities

Communications service providers play a vital role in building rural America. Connecting unserved or under-served communities through broadband technology improves their way of life and closes the digital divide by providing economic opportunities otherwise not possible.

CHR Solutions is a proven industry leader with over 75 years of experience and will help you invest in broadband. Our complete solution gives you the tools necessary to make strategic business decisions for building, marketing, and monetizing your network.

ENGINEERING SERVICES	BUSINESS SOFTWARE	BUSINESS CONSULTING
Network Planning & Design Broadband Viability and Feasibility Studies Outside Plant Engineering (Architecture, Field Notes, Design, Permitting) GIS/CAD Services Project/Construction Management Loan & Grant Assistance	Customer Management Billing Service Activation Sales & Marketing Order Capture Facilities Management Dashboards Case Management Financials	Regulatory Marketing Product Management Customer Service Billing CyberSecurity NOC Monitoring Invoice Fulfillment Systems Rollout





**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 operation 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 & Assessment
- Support Center Services
- Backup Services
- Procurement Services
- Vendor Management
- Business IT Consulting
- And more...

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