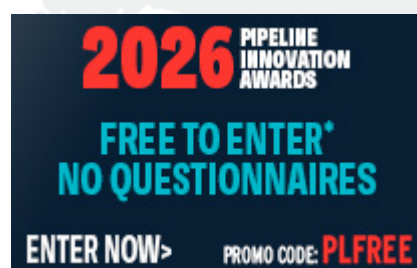


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DEVELOPING THE WORKFORCE
FOR TOMORROW'S NETWORK

WITH:

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**FLEXIBLE
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NGSO
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SEGMENTS**

**THE
REGIONAL
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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

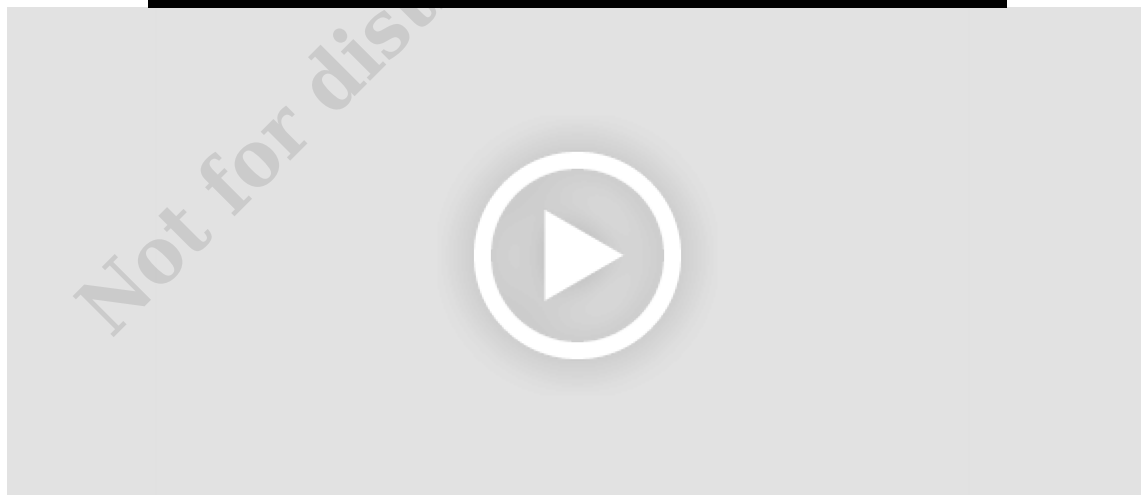
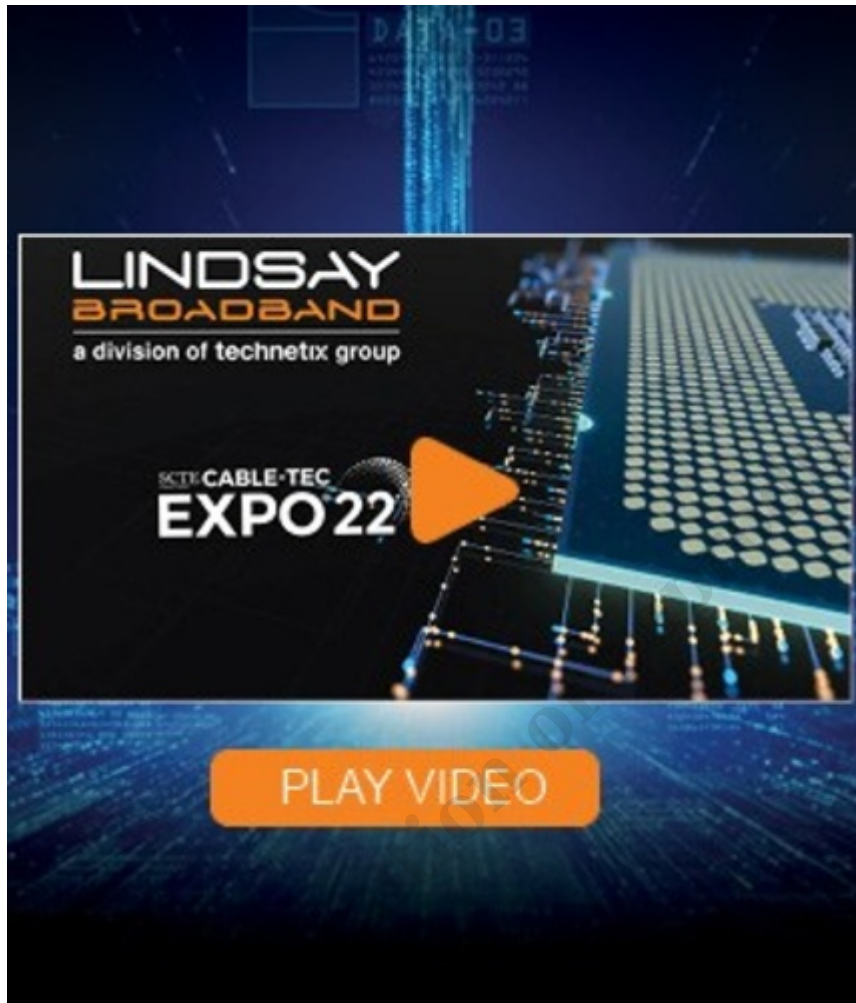
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SAP Acquires SmartRecruiters

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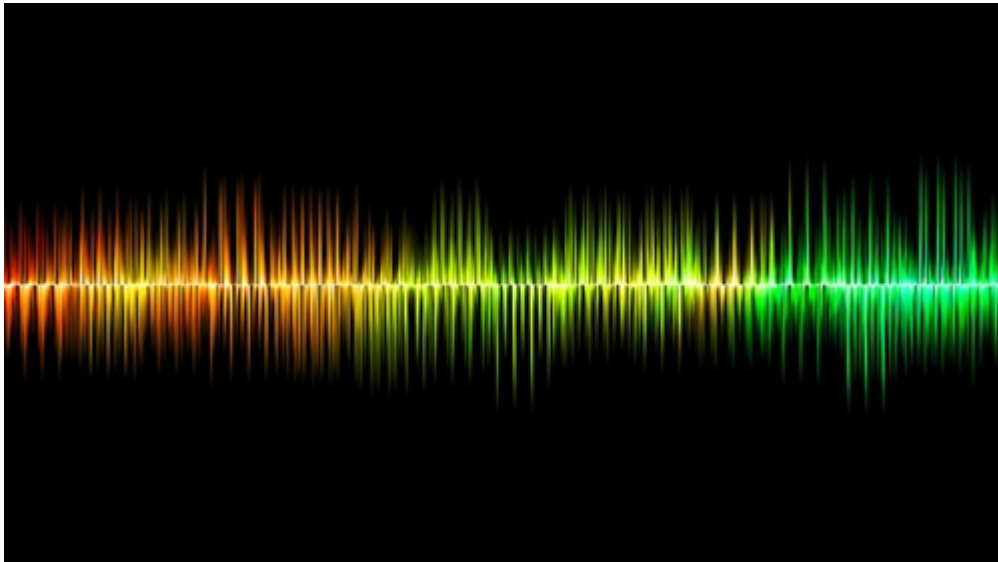
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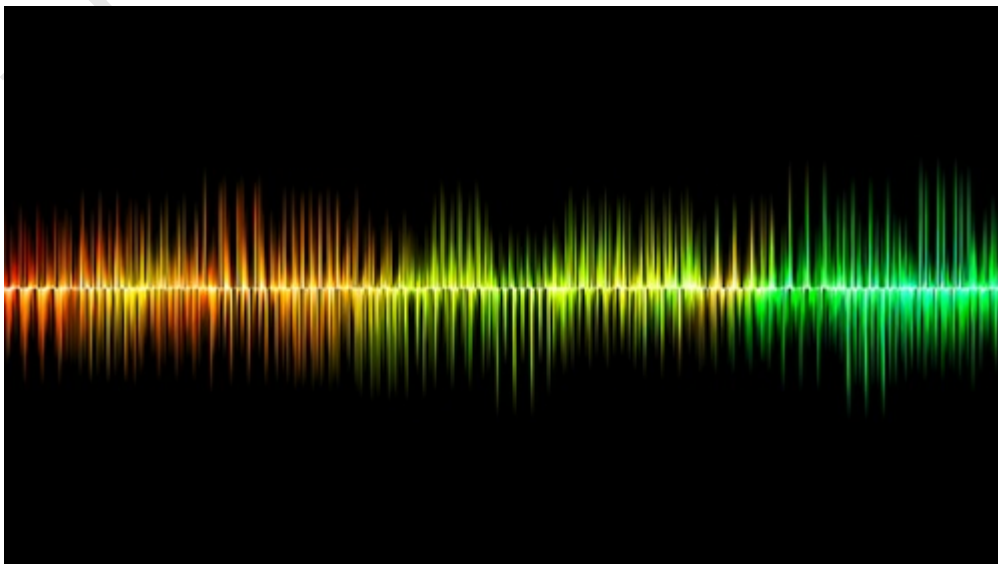
End-to-End Solutions for Broadband Networks

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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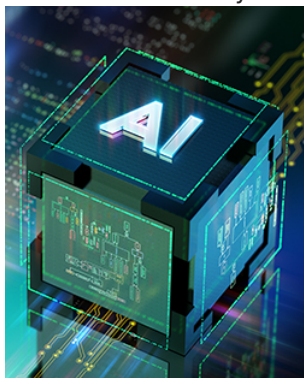
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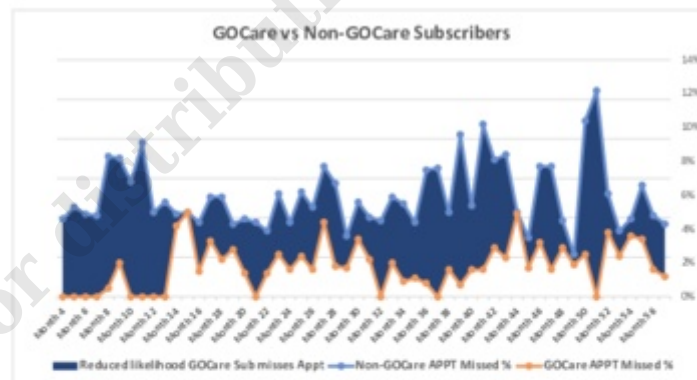
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Missed Appointment Analysis

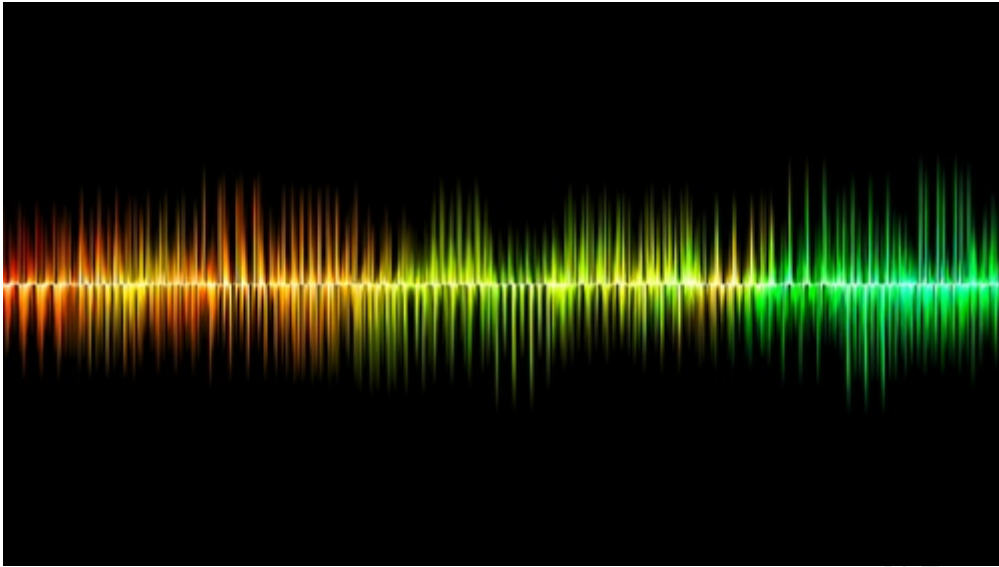


When possible, it makes sense to compare the behavior of a customer opted in to GOCare vs customers that are NOT opted in to GOCare. Prior to the GOCare deployment, this operator averaged roughly 8% - 8% of subscriber appointments as "no access". AFTER the GOCare deployment, GOCare subscribers were routinely 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.



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Telesperience case study

Improving data access helps Level 3 deliver an outstanding and differentiated customer experience

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Telco Services Accelerator



Design, Deliver and Manage Triple-Play Services



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.

CSP ENTERPRISE PRODUCT MANAGEMENT: THE SOLUTION TO ORGANIZING THE FACTORY AND THE STORE

A model for getting organized

In running a retail store, there are some basic principles that everyone understands about products and inventory. For a start, the Sales staff rely on knowing exactly what they have to sell – what is in stock, what options are available and to whom, what the lead times are for special orders, etc.

Purchasing needs the same information to know when to source additional stock to match customer demands and to find suppliers that can deliver.

And Marketing and Product Management need to know which products are doing well, which ones need refreshing or retiring and where to focus their next product campaigns and development ideas.

The common thread across these departments is the need to service the customer with the right products.

To that end, the idea of product is at the center of the retail universe. The retail business is all about procuring, marketing and selling products, with business success clearly linked to product success. Retail success is therefore heavily dependent on factory supply – the product design, build, warehousing, and distribution tasks associated with making the products the retailer wants to sell.

Communication Service Providers (CSPs) certainly share the same challenges of the physical product retailer, especially when it comes to determining and then supplying the products that customers will find attractive and want to buy.

There are a few important differences for a CSP, given the fact that CSP products are mainly service offerings that they often supply themselves. Services are not lined up in boxes on shelves. Services are not shipped from distant factories whenever stocks run low. Still, services *are* products. They must be designed, manufactured and packaged.

The underlying service delivery capability must be in place before the services can be delivered, just as the factory – for the retailer's product must be operational before a retailer can expect to have that product to sell. And like any other products, services are subject to supply limitations – their delivery is constrained by network and systems capacity and capability, and by the ability of the organization to manage the delivery and support of those services.

With this dual role as Wholesaler and Retailer, CSPs have all the same requirements as an automotive company for the manufacturing, management and supply of products, on a day-to-day basis as the orders flow in from the customers and on a longer term basis as products are created, delivered, and eventually retired. But while everyone in most any CSP company understands the primary importance of products, too many CSPs continue to mishandle products across this chain in a fragmented and uncoordinated way. They simply do not have either the day-to-day or long term viability of their products that is essential for profitable performance.

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/technologies/wp-content/uploads/2019/04/1-Mobile-Backhaul-Options.pdf>

Brochures



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 worthiness to invoicing and collections.

- Product catalog
- Enterprise Mediation
- Rating & Pricing
- Post Paid Billing
- EBR
- Billing
- Collections
- Invoicing
- Reconciliation
- Clearinghouse Reconciliation
- 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 Results
- Content Providers
- Point-to-Point
- API
- Other Third Parties

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Videos



Whitepapers

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.



MDS CareStream Accounts and Usage

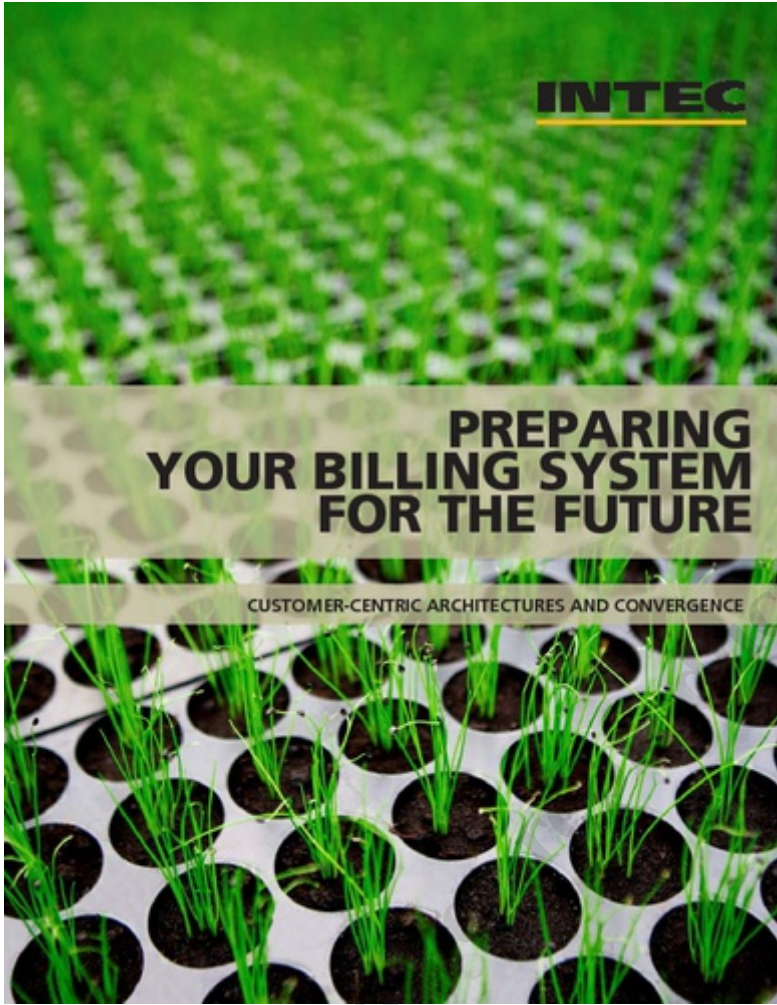
Light-touch Integration

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



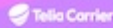




INTEC

PREPARING YOUR BILLING SYSTEM FOR THE FUTURE

CUSTOMER-CENTRIC ARCHITECTURES AND CONVERGENCE



IS YOUR GLOBAL WAN DEVOPS FRIENDLY? SD-WAN: USE CASE



TELIA CARRIER'S SD-WAN SERVICE HELPS DRIVE NETWORK AGILITY AND CONTINUITY TO SUPPORT THE ENTERPRISE ADOPTION OF DEVOPS.

ENTERPRISE DEVOPS

Enterprise DevOps journeys are diverse. Some journeys start due to existential risks, some due to a significant need to cut costs, and others begin with big investments to unlock new business opportunities. Whatever the reason, for large global enterprises, embracing DevOps is a transformative cultural technology journey. Focused on agility and continuity of delivery.

SD-WAN: BOOST AGILITY

SD-WAN provides an opportunity for enterprises to build, control, and manage an intelligent overlay network for better integration with cloud and internet environments. Through application awareness, automated policy control, zero-touch provisioning, and other value-added services, enterprises can implement a modular and smart networking architecture to operate faster.

INTERNET: GUARANTEE CONTINUITY

Modern enterprises should build internet-scale operations and manage distributed, globally accessible applications and cloud services that are critical to the DevOps flow and set of practices based on continuous experimentation and feedback loops. Telia Carrier's SD-WAN service will help enterprises avoid persistent internet underlay problems. We offer a choice of internet access services that provide high-bandwidth, dedicated connections to reach specific sites, applications, and cloud services around the world.

THE OVERLAY AND UNDERLAY: A FUNCTIONAL BOND

A sustainable alignment between the internet underlay and the intelligent SD-WAN overlay will bear the potential to optimize network stability and performance while scaling flexibility for DevOps deployments.

Data generated by DevOps pipelines can traverse our internet backbone network with fewer hops compared to other internet service providers. We directly connect more than 99% of the global internet routing table, making us the world's best-connected internet backbone network.

PARTNERSHIP: CULTURAL FIT

Technology partnerships are critical for building the right DevOps environment. We understand that enterprises expect flexibility, responsiveness, and expertise from us. We ensure customers are always close to the technology of SD-WAN with no unnecessary layering in between.

We help accelerate DevOps journeys with better internet access and a structured tiered onboarding process to help customers deploy a functioning SD-WAN solution and experience a multitude of benefits.

TOP 3 DEVOPS NEEDS

TEST ENVIRONMENTS

Using zero-touch provisioning DevOps can have a new secure connection for testing environments within minutes.

CI/CD PIPELINE

Deploy applications in minutes, on any platform, with consistent user experience.

AUTOMATION

Automation of manual networking tasks helps DevOps on their own automation journey.

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A VODACOM CASE STUDY

CAPACITY ISSUES DRIVE MEDIATION SYSTEM REPLACEMENT



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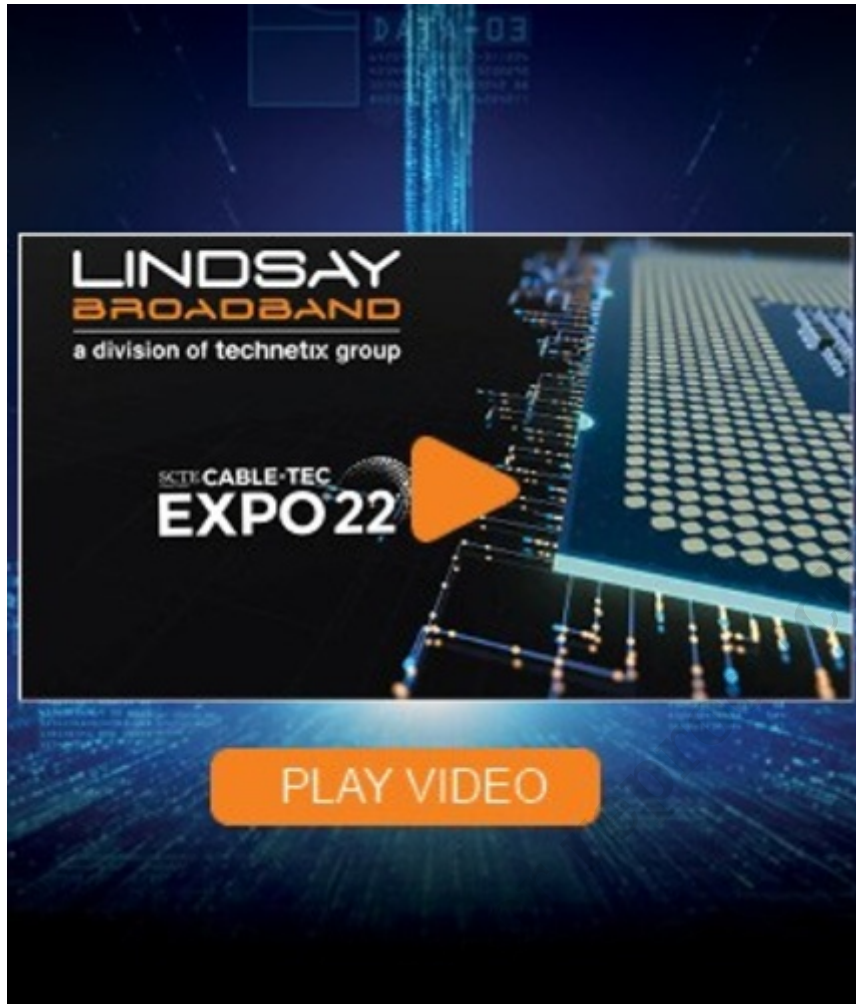
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