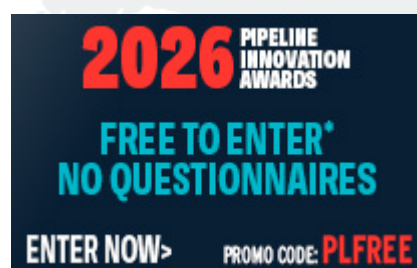


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# PL

## FLAWS IN ENTERPRISE NETWORK SECURITY

### ALWAYS-ON **MOBILE RISKS**

### **QUANTUM SECURITY**

#### PREPARING FOR Q-DAY

WITH:  
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### **SMB VENDOR RISKS**

### CLOSING AI **SECURITY GAPS**

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COMPETITIVE FRAUD STRATEGIES



# 7

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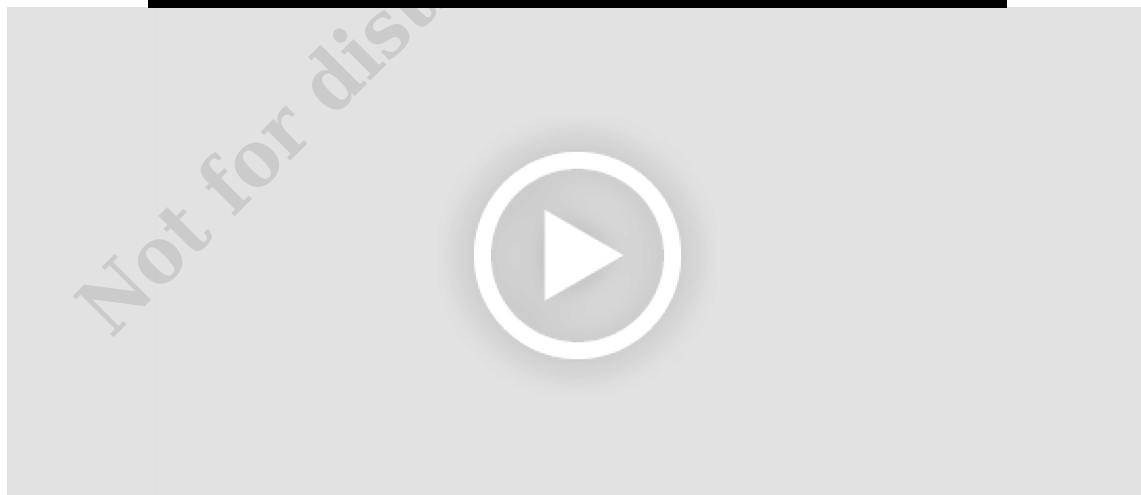
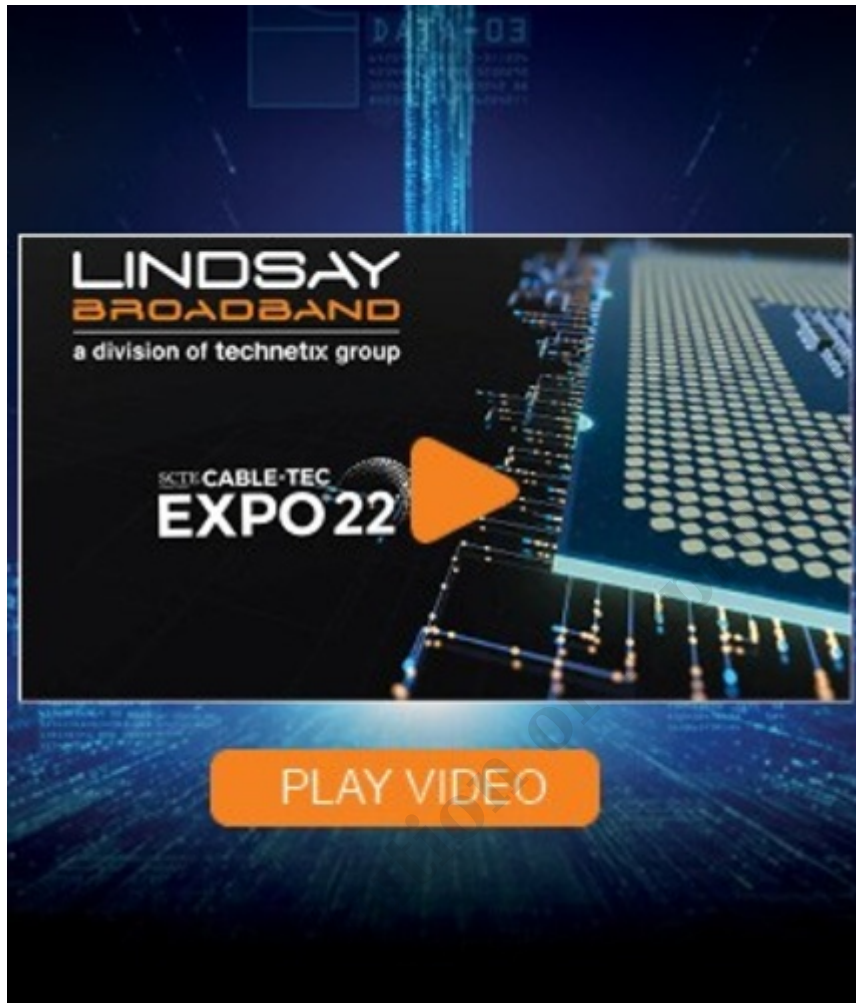
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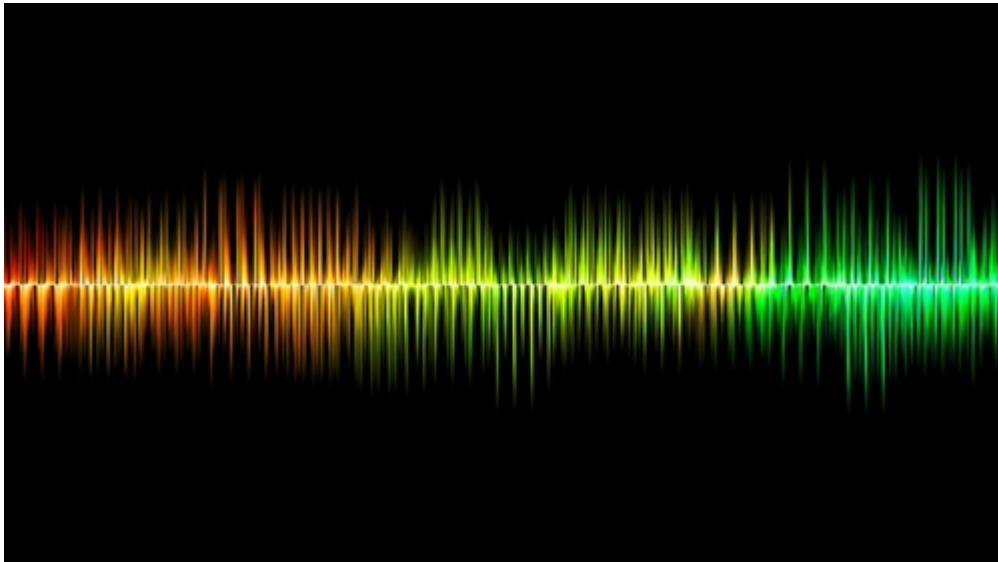
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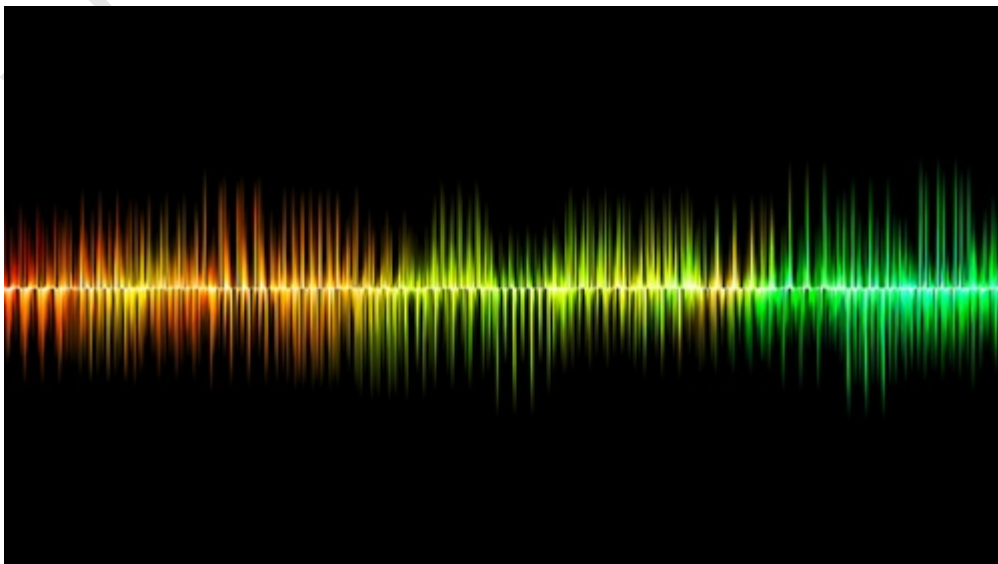
### End-to-End Solutions for Broadband Networks

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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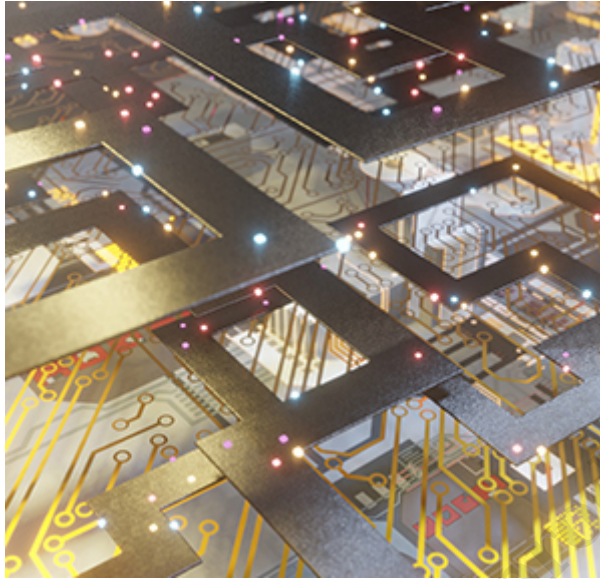
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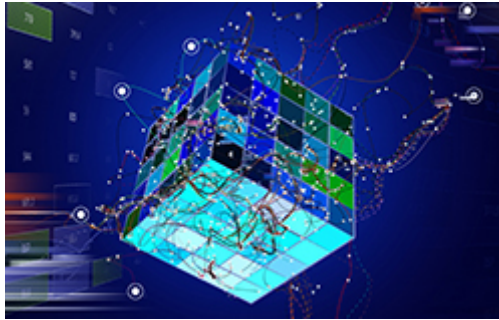
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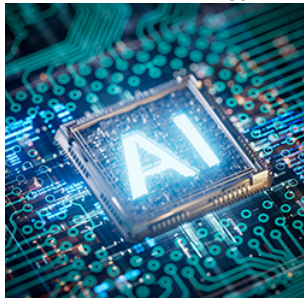
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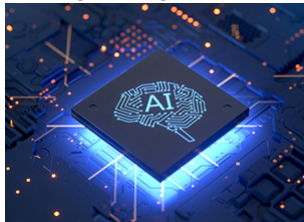
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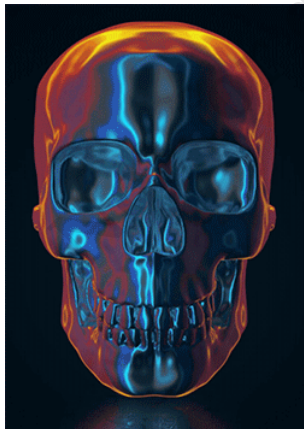
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Reducing AI Cognitive Friction



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AI for Unified Communications



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Letter from the Editor



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AI & Programmable Networks

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**Don't Let Your Network... END UP HERE.**

**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-optic, IMT, 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 to 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**

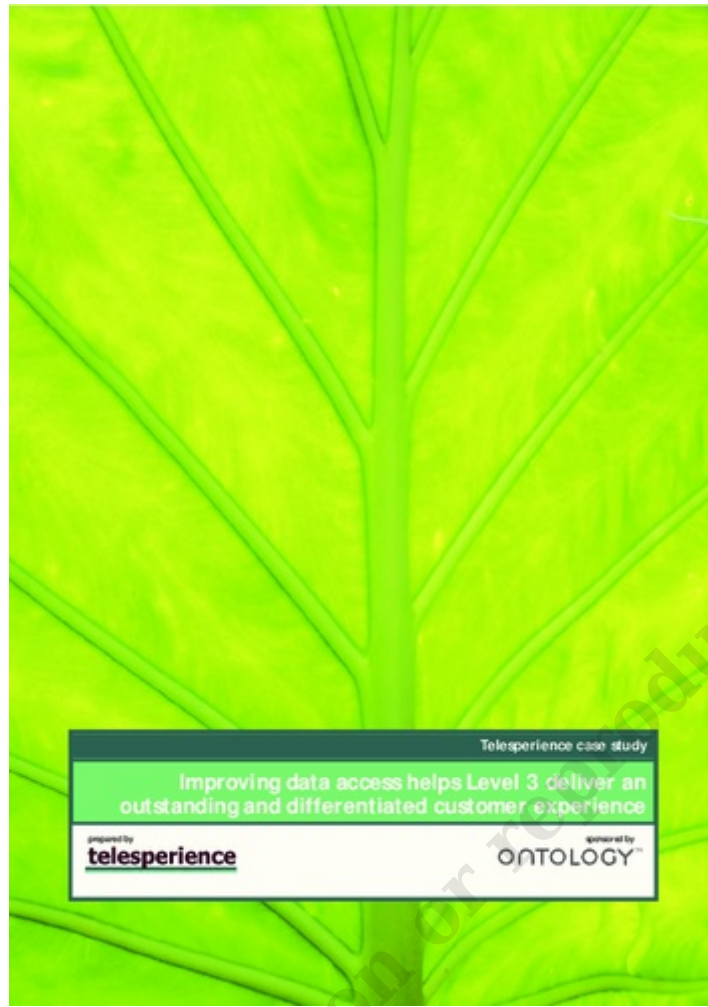
Nakina Systems takes a unique approach to the competing challenges of expanding networks and shrinking resources. By focusing on the issue of network integrity, we have freed millions of dollars from customer networks, helped service providers to deliver new offerings faster, and have helped decrease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

**WWW.NAKINASYSTEMS.COM**





## CASE STUDY: MULTI-CHANNEL CUSTOMER INTERACTIONS



Client: Leading Retail Entertainment  
Provider (The Company)

### CHALLENGE

The Company was looking for a single vendor to deliver a comprehensive solution that combined agent-led customer care, multi-channel inbound and outbound customer interaction management, 1st and 3rd party collections, in-store data lookup (Reverse Phone Append), and consolidated customer reporting while simultaneously reducing overall customer care costs. The initiative was to consolidate services being handled by two vendors and connect one of the Company's selected inhouse operations.

### CROSS-CHANNEL SOLUTIONS PROVIDED

- Inbound Store and Customer Care
- 1st and 3rd Party Notifications and Automated Collections
- Past-due Postcard Reminders
- Interactive Self-help IVR
- Secure Payment IVR
- Customer Satisfaction Surveys

### SOLUTION

CSG deployed inbound and outbound self-service customer care and collections solutions that utilized two of its direct customer interaction delivery channels: Interactive Voice Response (IVR) and direct mail (postcard notifications). By utilizing these proactive customer interaction delivery channels, CSG was able to supplement current agent activity with a automated self-service interactions, which helped the Company control costs and increase agent productivity and customer convenience.

- Speech-enabled inbound IVR solution for in-store and online customers, which supports self-inquiry and self-resolution
- Integration with the Company's historical database for customer identification
- Dynamic customer routing to the appropriate associate based on skill set to facilitate first call resolution
- Designed an enhanced pre-collection strategy that leveraged outbound interactive voice messaging and Postcard Reminders for past-due videos and games
- Secure Payment IVR (CSG is a PCI-DSS Level 1 Service Provider) for customer self-resolution of past-due accounts
- In-store account lookups based on home telephone number (Reverse Phone Append)
- Customer Satisfaction Surveys allow the Company to improve the customer experience based on customer feedback
- 1st and 3rd party Automated Collections (outbound & inbound) for self-cure within the automated call (Secure Payment IVR)
- Delivers reporting to separate corporate and franchisee store collections
- Integrates with the Company's collection associates to augment automated systems
- Past-due Direct Mail Postcard Reminders deliver a hard-copy written format reminder that an item is past-due and gives the customer self-service options to purchase the past-due item immediately by calling into CSG's self-service Secure Payment IVR

### RESULTS

- Implementation of Automated Collection Solutions reduced the Company's annual collection costs by \$1.7 million
- 1st party Automated Collections notifications and self-cure options significantly reduced the number of accounts being sent to 3rd party collections — cutting average collections costs per customer by more than 50%
- Solution generated approximately \$2.9 million in additional collections
- Solution decreased the Company's client roll rate by 3% as well as its days sales outstanding (DSO) and delinquency rates

csgi.com

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INTO A PERFORMANCE-DRIVEN LEADER



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From wireless to wireline networks, CHR has the insight and expertise that empowers the services connecting customers and communities. We stand ready to partner with you on all your project needs—from concept to construction. Whether you're deploying new networks or launching next-generation services, from funding to field services, CHR is with you every step of the way.

**CHR's Connected Services** provide the platform for next-gen networks and brings them to life. Our expertise in execution enables IP evolution—guaranteeing improved network reliability and scalability to support the services that maximize ARPU, reduce churn and generate new revenue while achieving regulatory requirements and reducing CAPEX.

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



by Susan McIner 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

CSFs 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 CSFs 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, CSFs 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 CSFs. 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

This custom publication has been sponsored by Progress Software.

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## Whitepapers



### White Paper

### Real-Time Streaming Analytics for Telecom: The Essential Guide

Prepared by

Ari Banerjee  
Senior Analyst, Heavy Reading  
[www.heavyreading.com](http://www.heavyreading.com)

on behalf of



[www.vitria.com](http://www.vitria.com)

## Ebooks



### 3 WAYS YOU WILL OVERPAY FOR YOUR MOBILE WORKFORCE MANAGEMENT SOLUTION AND 3 STRATEGIES TO AVOID IT



## Case Studies

Solutions for Enabling Lifetime Customer Relationships



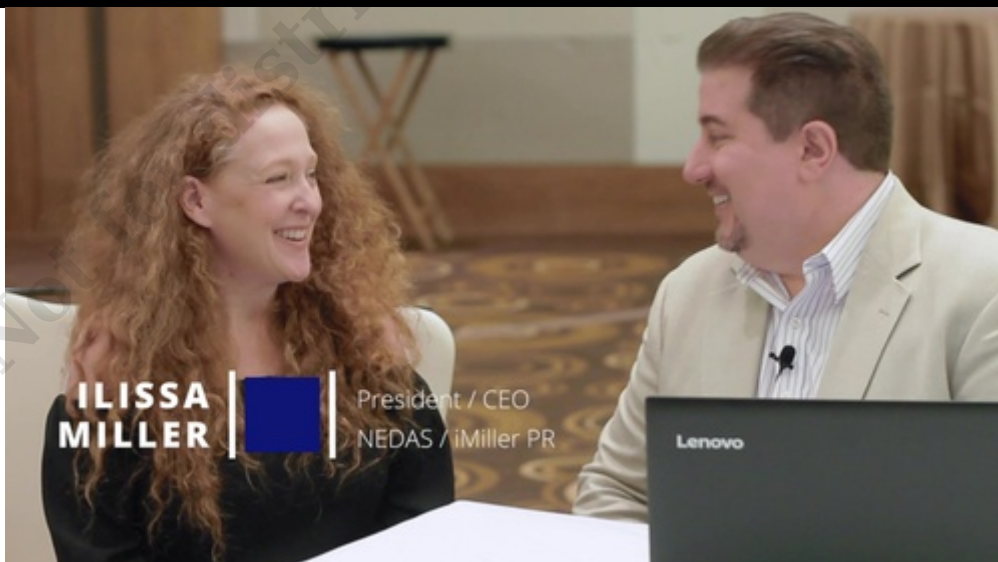
### Business Case for Uplift Modeling in the Telecommunications Industry

WHITEPAPER  
COMMUNICATIONS

Patrick Surry • 950  
Customer Analytics & Interaction  
Pitney Bowes Software



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Monitoring 4G LTE and IMS  
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Weathering the Wireless Tsunami  
**How MNOs Can Reach  
High Ground in Today's  
Communications Market**

By ConceptWave Software Inc.

WHITE PAPER



## 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 comprehensive, 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 visualize service 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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## 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

EMC<sup>2</sup>



### TRIBOLD 3.0™

The communications industry's most advanced  
Enterprise Product Management software solution

#### TIME TO TAKE CONTROL

These are challenging times for the telecoms and media sectors. Fierce competition is lowering margins. Converging technologies are making product differentiation problematic. Cost pressures are mounting. Customers are treating products as disposable commodities while brand loyalty is fast becoming a thing of the past.

Facing these difficulties, Communication Service Providers (CSPs) are discovering that delivering innovative, profitable products is an increasingly demanding task, but one that has become paramount to their ability to effectively compete and deliver in this fast evolving industry.

Enterprise Product Management is about taking control over these challenges and providing the key to how CSPs go to market and with what products and services.

**tribold**  
product • performance • profit

...

remain in  
compliance  
during  
regulatory  
change



Regulatory considerations are crucial to the success of any communications company. Do you need expert testimony or interpretation of a tariff or FCC order? Perhaps you've worried about OALEA, CPNI and Red Flag compliance, or need a wireless, efficient or interconnection agreement. More importantly, do you need assistance in interpretation and identifying the revenue impacts of the FCC's most recent USF/ICC Reform Order?

CHR's Business Compliance group provides you with the information needed to stay on top of important federal issues affecting small and rural telcos - allowing your business to remain in compliance during regulatory change.

CHR can help you with timely compliance reporting and assist with the implementation of regulatory requirements. CHR's FCC Report provides crucial information on key regulatory issues affecting your day-to-day business operations. Our Business Compliance group provides state and national regulatory services and implementation services associated with regulatory requirements. The Business Compliance group works with regulatory commissions, legislative bodies, and national and state associations to help develop and implement telecommunications policies.

Services provided by our Business Compliance group includes:

- Revenue and billing assurance
- Municipal franchise and rights-of-way agreements
- Preparation and filing of FCC/state reports
- Bundling and pricing of services
- Switched and special access pricing, rating, and audits
- State and federal USF funding requirements
- USF compliance filings
- ETC compliance filings
- Tariff termination and interconnection agreements
- Regulatory monitoring
- Revenue impacts of USF/ICC reforms
- Local and access tariffs



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## Company Fact Sheet

### About Cycle30

Cycle30 provides hosted order-to-cash billing services for telecom, cable and utility operators in North America. Cycle30 is a subsidiary of GCI, Alaska's largest telecommunications and cable provider (NASDAQ: GNCMA).

Over 10 years, the Cycle30 organization helped transform GCI from a multi-product carrier of disparate services to a truly converged operator of bundled telecom services, consolidating nine billing systems, and increasing operational efficiency and competitive agility. The Cycle30 platform also enabled GCI to improve product strategy and successfully merge consolidate multiple providers under a common billing/OSS system.

Proven over years of real-world operator experience with GCI, the Cycle30 organization now operates as a separate company, offering its converged billing platform as a hosted service to small-and-medium-size converged operators everywhere.

### Cycle30 Services

Around its core billing engine, Cycle30 has integrated leading commercial software for ordering, provisioning and business support. This makes the Cycle30 hosted platform the only one of its kind in the world, with all the ordering, provisioning, billing and back-office revenue systems a converged provider needs for a complete order-to-cash system.

### Management

Jim Dunlap – President  
Ariel Baird – Business Operations  
Andrew Dunn – Application Architecture  
Wendy Gonzalez – Products + Services  
Jeth Harbinson – Global Sales  
John Hegarty – Service Delivery  
Isaac Szymanczyk – Communications + Marketing

### Operations

Cycle30 manages all operations from its headquarters in Seattle. The primary data center is located in Aurora, Colorado, with recovery and on-demand data centers in Scottsdale, Arizona and Philadelphia, Pennsylvania.

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