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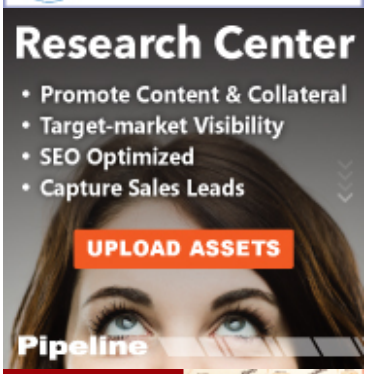

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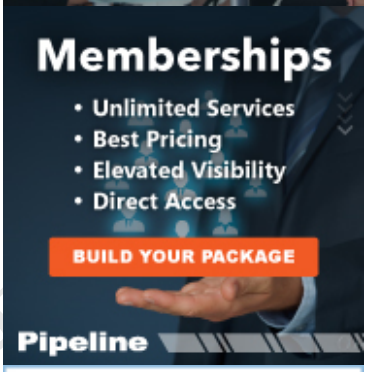

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End-to-End Solutions for Broadband Networks

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.

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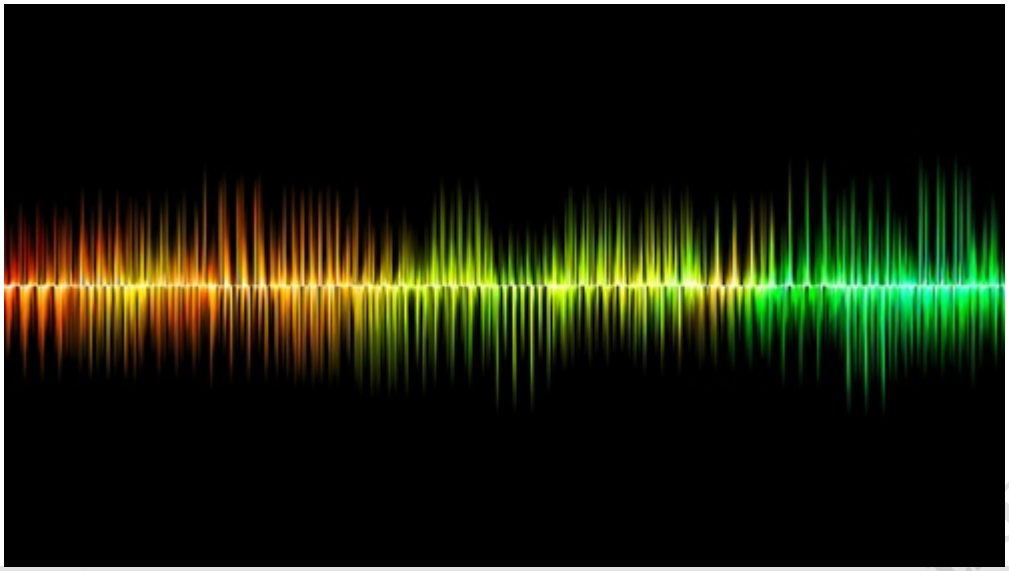
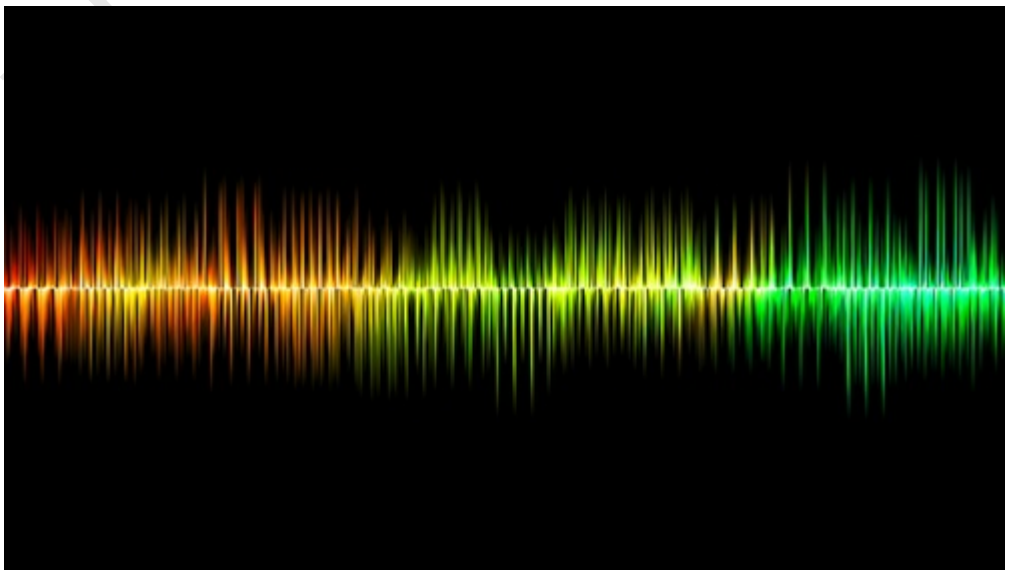


Predicting Colonial Pipeline: Mitigating Risk and Compliance

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.



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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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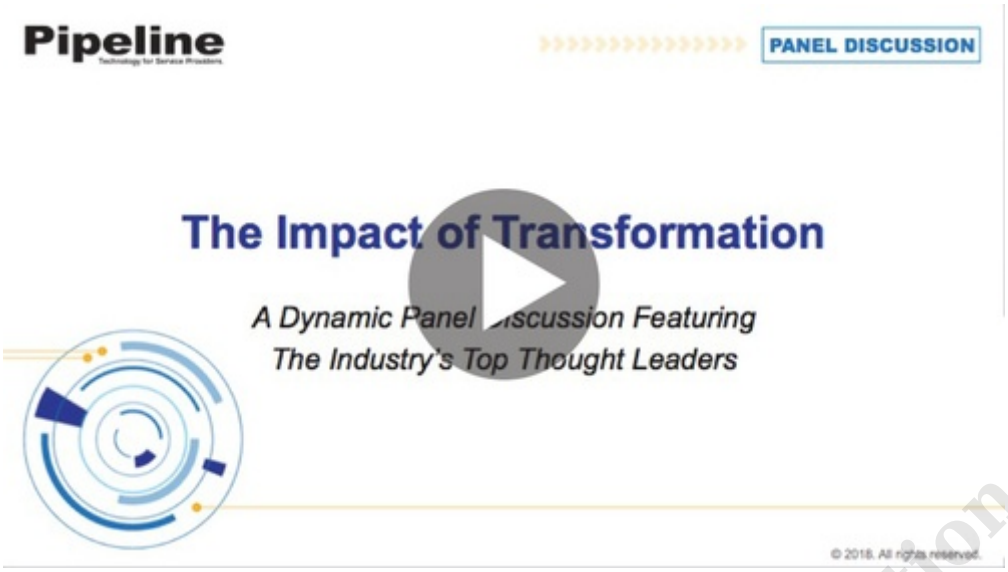

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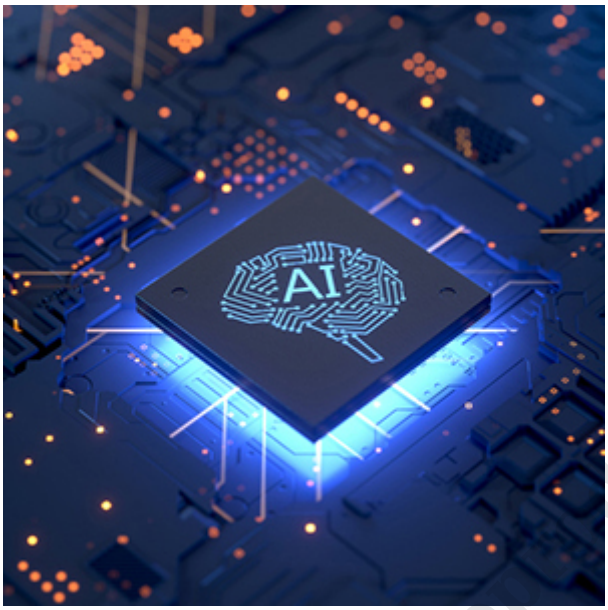

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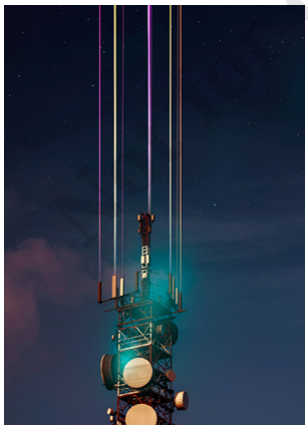

5G NTN Satellite Networks

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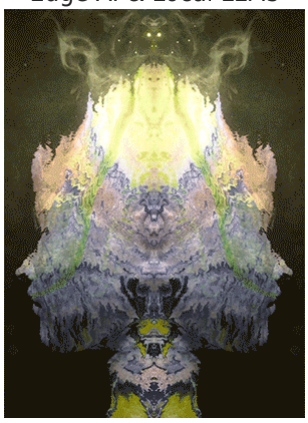

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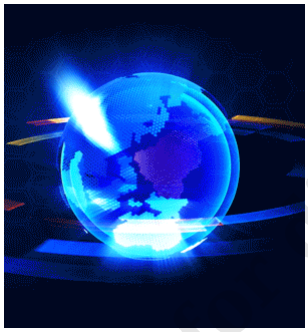

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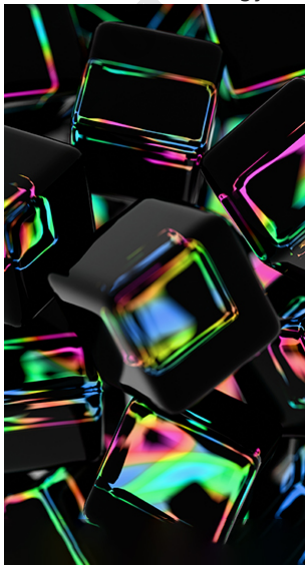

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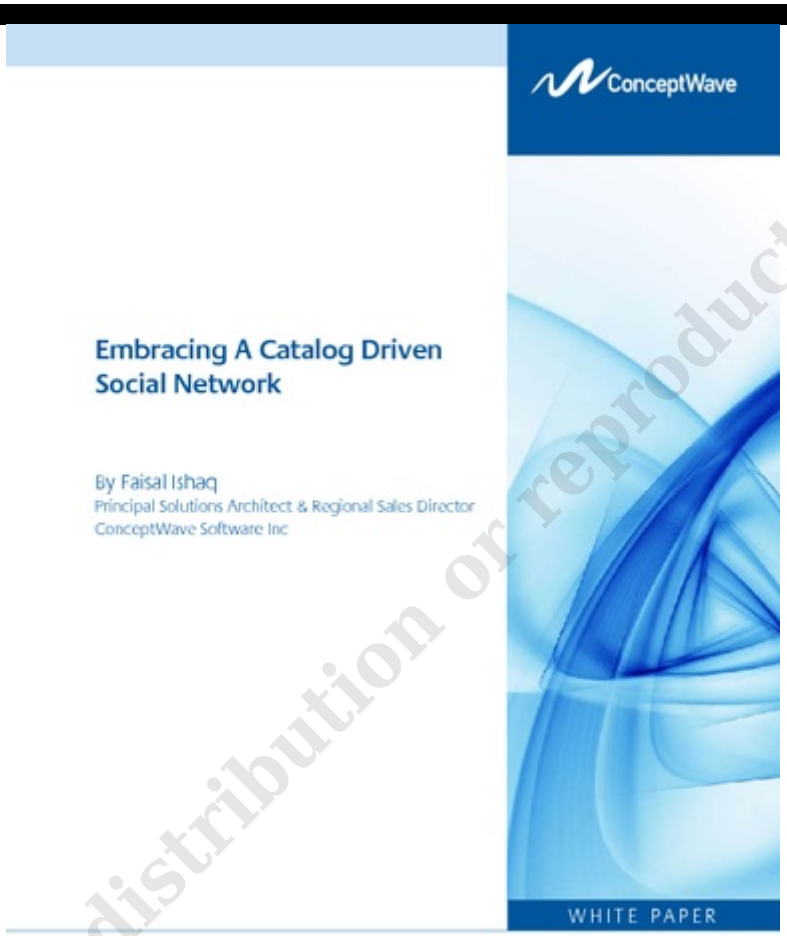

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White Paper

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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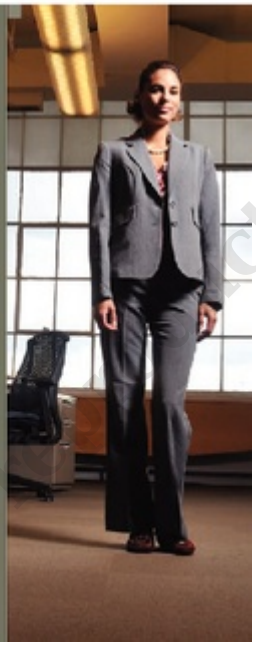

Kevin McShane • Vice President, North America
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TEG

A Best Practices Framework for the Telecom Ecosystem

It is proposed to develop a best practices framework for the telecom ecosystem to boost investment in innovation and increase vendor diversity. The design and implementation of this framework should involve telecom operators, both large and small vendors, investors, government agencies and other relevant players.

Disclaimer

The recommendations presented in this paper are intended to seed industry discussion with the aim of gaining wide acceptance across the industry. We recognize that not all the recommendations may be supported by all players participating in the discussions. Our intent is to identify the most important areas to achieve meaningful change, and to work towards consensus on implementing them within an effective best practices framework for the telecom ecosystem.

Background

Telcos need significant innovation to address their key challenges of: generating new revenue streams, reducing the energy consumption of networks, managing complexity (which is different from reducing complexity) and making networks more robust to vendor failures, cyber-attacks and environmental extremes (e.g., floods, high temperatures, hurricanes). Current telco innovation and procurement practices, rather than encouraging the innovation they need, are unfortunately deterring it. Our international consultation with telecom vendors and industry stakeholders[1,2] has identified key areas where telecom operators globally should improve their processes for engagement with the telecom ecosystem in order to encourage more investment in innovation more widely.

We organized a series of colloquiums with leading telecom industry veterans to consider the following questions:

- What does innovation mean in the context of the telecom industry?
- How can supply chain diversity be encouraged and supported?
- What are the barriers to innovation, and how can they be overcome?
- How can investment risk be reduced?

The discussions were held under Chatham House Rules to encourage candor and we followed this up with a series of published articles.[3,4,5] This paper summarizes the recommendations which emerged from these discussions and is derived from our "code of conduct" proposal published in November 2020.[6]

Importance of Startups

Our recommendations are predicated on the assumption that the telecom ecosystem benefits when startups are motivated to invest in R&D and offer innovative new products. Large companies typically begin as startups but tend to become less innovative and less responsive to their market as they grow, making them vulnerable to disruption by more innovative and nimble new players. This creates a cycle of destruction and renewal which drives advancement in every field of human endeavor.[7]

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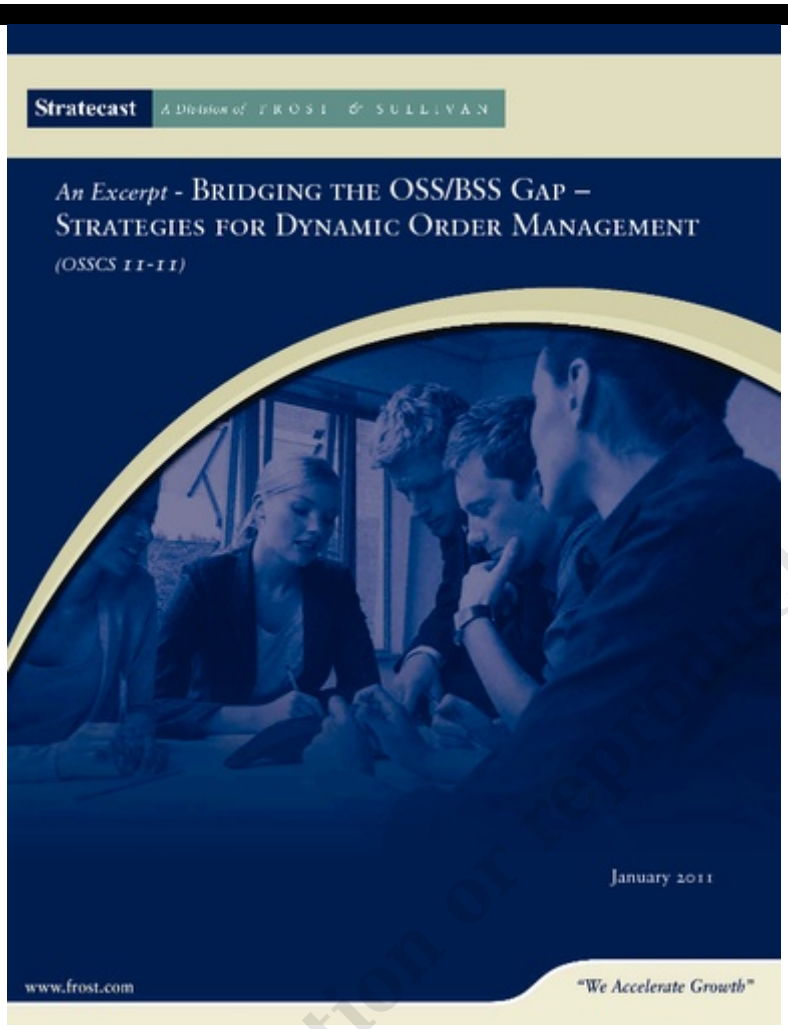

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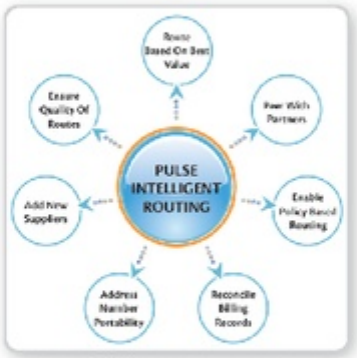

The Pulse Intelligent Network Platform (INP) offers advanced analytics into supplier diversity, margins, and profitability. It enables real-time margin assurance by centralizing and automating routing policies and network control. Pulse addresses unique requirements of the Interconnect team to negotiate better rates, increase the number of suppliers, lower costs, and improve operating margins. For the Network Operations team, Pulse INP can deliver the ability to translate several hundred rate decks from one or more suppliers, in disparate formats, into real-time switch routing actions. It also prevents revenue leakage by providing the ability to apply routing policies in real-time, bypassing or overriding routes, or diverting suspected incoming traffic for specialized handling. Pulse empowers key decision makers with valuable network insight to make informed and timely decisions.

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Use Semantics to Deliver Flexible Service Management and Avoid the Risks of OSS/BSS Transformation

by Arindam Banerjee | April 2009

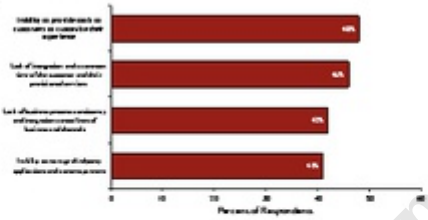
Executive Summary

The customization and convergence of services across application silos and disparate networks are critical to communications service providers (CSPs) aiming to provide innovative services, reduce customer churn and drive average profitability per user. CSPs realize that providing innovative services is not enough; it is critical to offer end users customized services with consistent and flawless quality of service (QoS), which is impossible without an end-to-end unified customer- and service-level view. This is where most service providers falter. Our research clearly points out the glaring problems that exist with most service providers' back-office OSS/BSS systems, which are typically complex, disjointed and lack the agility necessary to present a coordinated 360- degree customer-centric view. In a recent global CSP survey conducted by Yankee Group, more than 60 percent of surveyed global CSPs agreed that improved customer experience is directly linked to improved ARPU.

Most service providers take a top-down approach to express customer and service views. However, they often adopt a service model that in most cases does not capture the complexity of misaligned as well as heterogeneous underlying infrastructure. Only when the relationships among underlying systems, services and customers are mapped out of the infrastructure is it possible to achieve the goal of traditional service modeling. Therefore, what is needed today is a bottom-up approach that looks at how existing systems map to existing customers instead of a more traditional top-down approach.

CSPs have invested billions to streamline and modernize their OSS/BSS infrastructure to achieve the agility required to see all of their assets in one view, which in most cases has failed to deliver the desired service-level transparency. Exhibit 1 illustrates the critical factors inhibiting CSPs from being competitive and delivering innovative services to customers. Not surprisingly, the inability to have a common view of customers, lack of customized service delivery and business process inconsistency are the top factors that hamper service providers from rolling out innovative services.

Exhibit 1.
Critical Factors Inhibiting CSPs from Being Competitive and Delivering Innovative Services
Source: Yankee Group, 2009



In light of current economic challenges, it is clear that telecom service providers are squeezing their capex budgets to align with lower revenue growth expectations. Hence, although a unified end-to-end service model remains on top of their priority list instead of full-scale and expensive transformation exercises, CSPs and managed service providers are looking for an alternative low-risk incremental path toward a unified service model. In this report, we look at CSPs' current operational issues; take a deep dive on a unique, alternate services based approach toward achieving a unified virtual service model; and investigate how such an approach can enable customer centricity by solving the problem of siloed infrastructure data.

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CSG Point of View: Making the Most of Policy Management

"It is now generally agreed ... that the market focus for policy control and its related technologies has shifted from basic traffic management to enabling the implementation of real-time discounting, upselling, cross-selling and a range of mobile broadband services as yet unimagined. Fundamental to the realization of this bright new and hopefully profitable future is the requirement for close integration between OLC (On-Line Charging) and the PCRF." Informa Telecoms & Media

Profitability as well as Control

The exponential growth of mobile data traffic has been well-documented. According to Cisco, mobile data traffic in 2010 was three times the size as that of the entire global Internet in 2000. As a result, Communications Service Providers (CSPs) have understandably been scrambling to control the amount of traffic on their networks before the networks get swamped and customers get more than disgruntled.

On its inception, many pundits lauded policy management as the solution to cure all network woes. CSPs could throttle back heavy users, avoid congestion and keep customers happy.

But this approach has limitations, since the heaviest users are potentially the heaviest spenders. Policy management practices restrict their usage without exploring other, more profitable mechanisms for traffic shaping. Mechanisms that can earn the CSP revenue as well as offering the CSP – and importantly the customer – control over their own destiny.

'Policy 2.0' has emerged as an improved model for CSPs – add some charging to policy management to enable operators to extract revenue from the high-end users, not just restrict their access/ bandwidth/ usage.

While this development goes some way towards delivering on the potential that policy management has to offer, it does not go far enough. True integration of policy management with sophisticated online charging provides the opportunity not only to manage bandwidth and even gain revenue, but to deliver truly innovative solutions to service providers, to offer compelling value to customers and a competitive advantage in the market.

Policy Management Develops

Initially, faced with the dramatic growth in data on their networks, CSPs turned to policy management to fix particular, urgent problems. They needed to protect their network – and quickly.

Subsequently, CSPs have taken a more holistic approach to policy, implementing more scalable solutions that address multiple issues across the business.

Today, there is increasing recognition that charging needs to be utilized alongside policy in order to grow revenue. When combined with policy, charging can be used, for example, to offer top-ups to customers who are about to exceed their download cap, providing the

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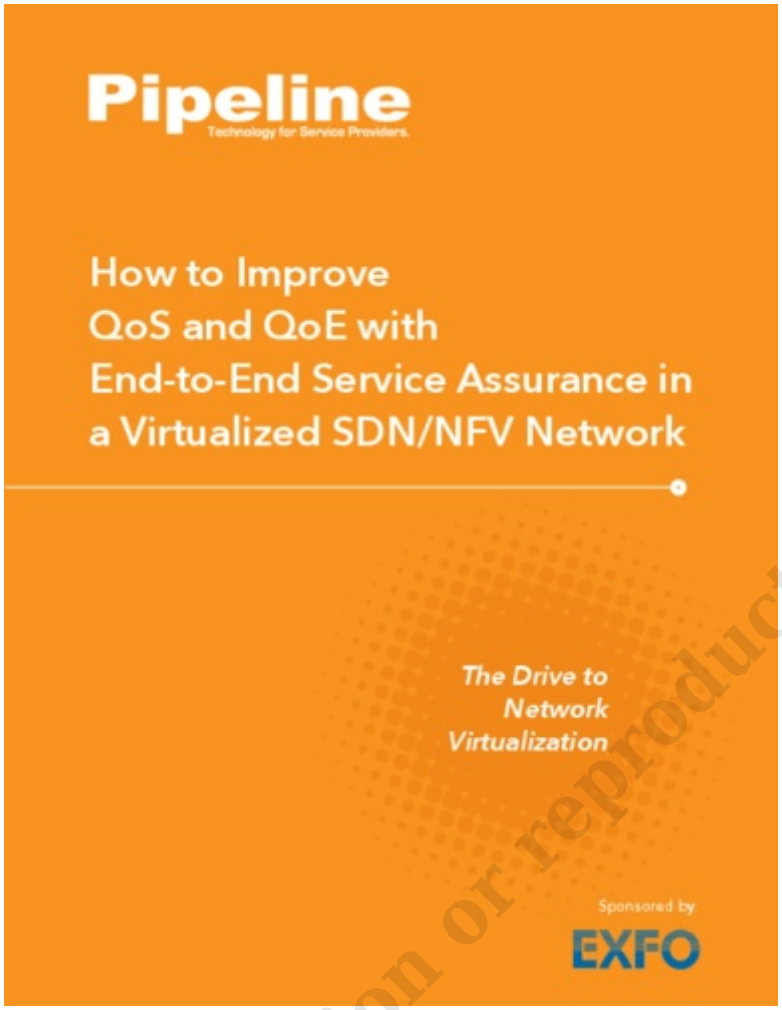

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THE LOW-LATENCY SERVICES MARKET:

Evaluating the Emerging Market Opportunity for Service Providers and Telecom Carriers

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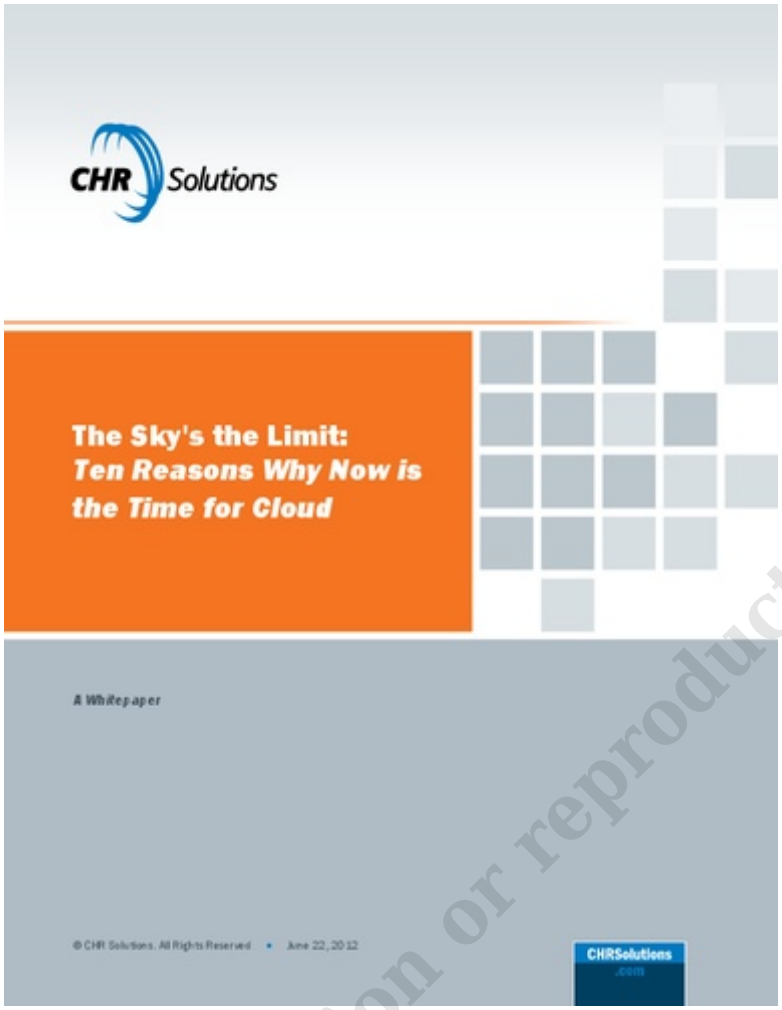

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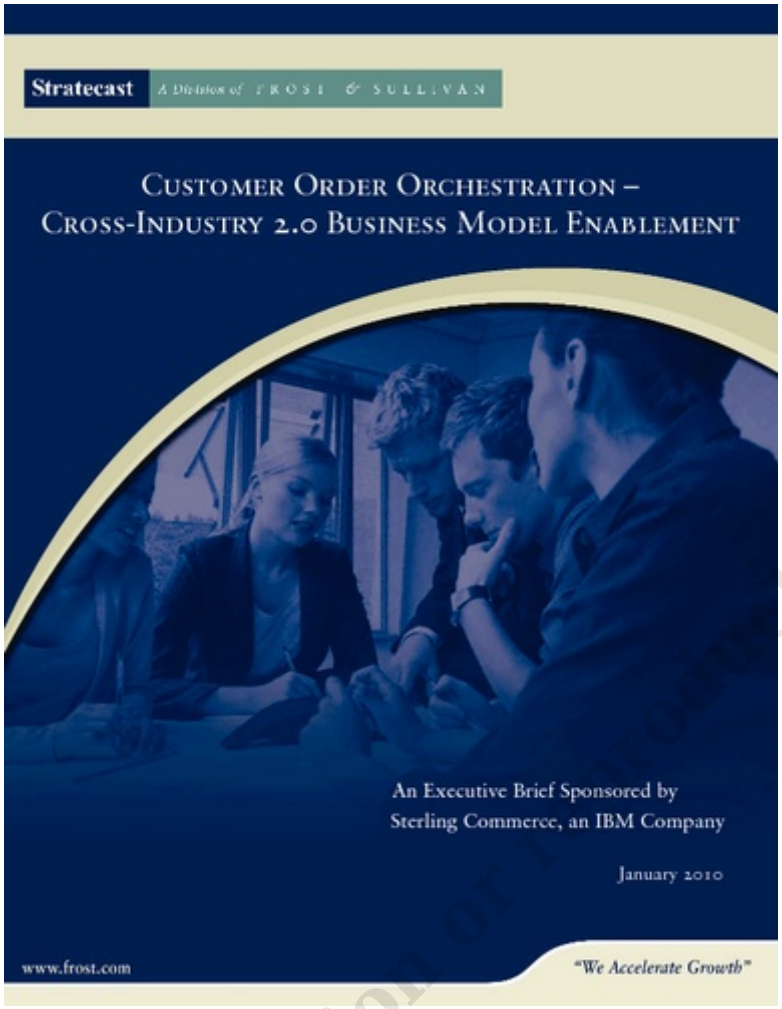

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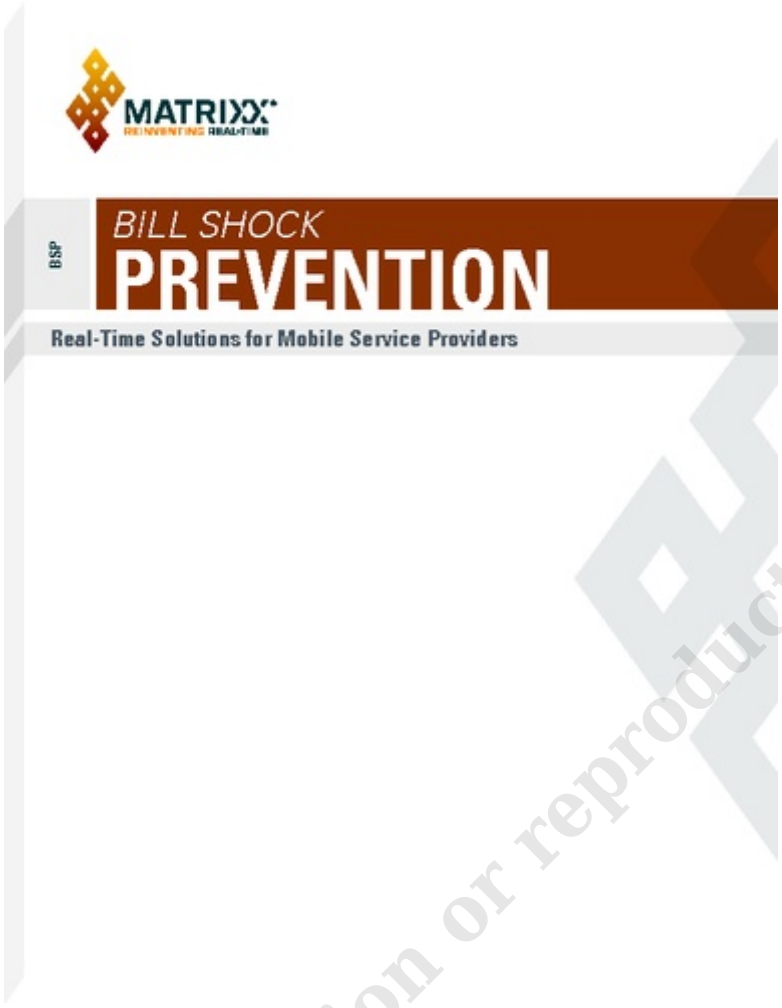

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