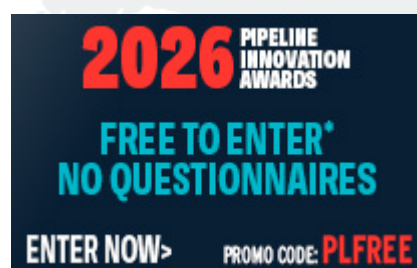


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PIPELINE / VOLUME 22 / ISSUE 3

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CONNECTIVITY**
WITH:
CableLabs®

**THE
AI FACTORY
BACKBONE**

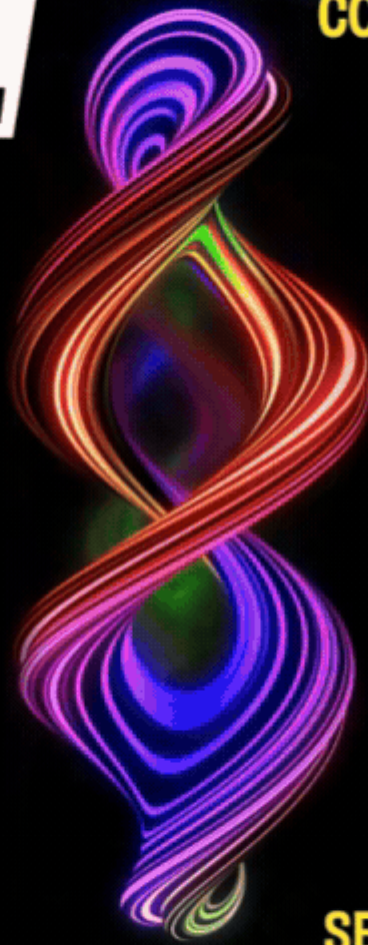
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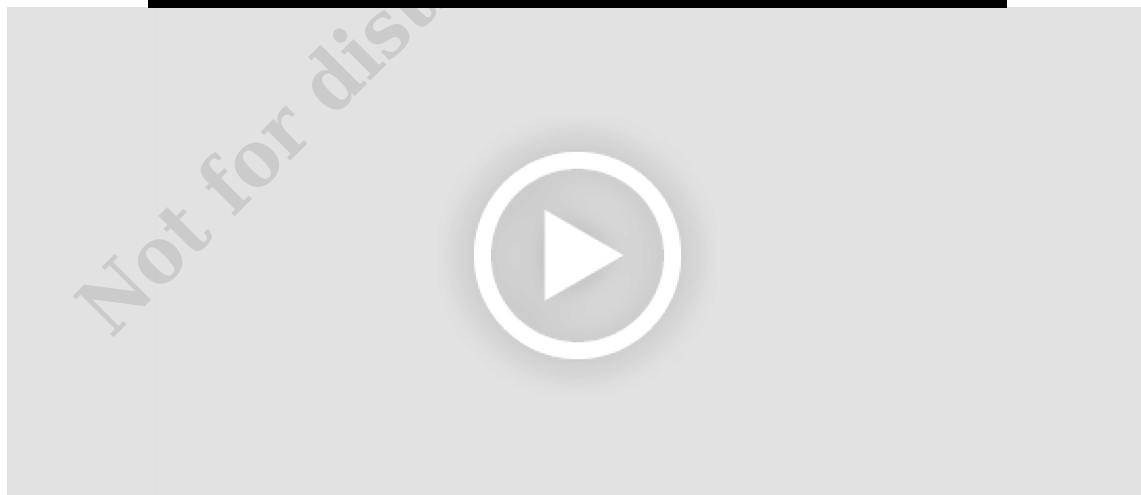
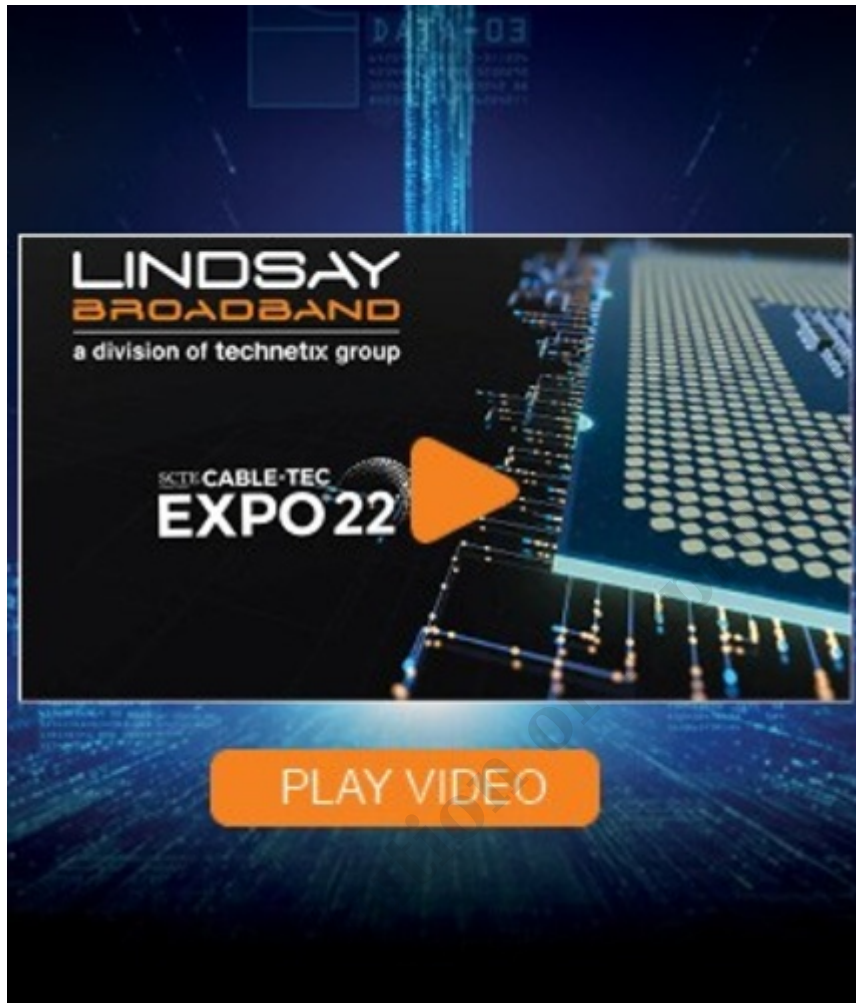
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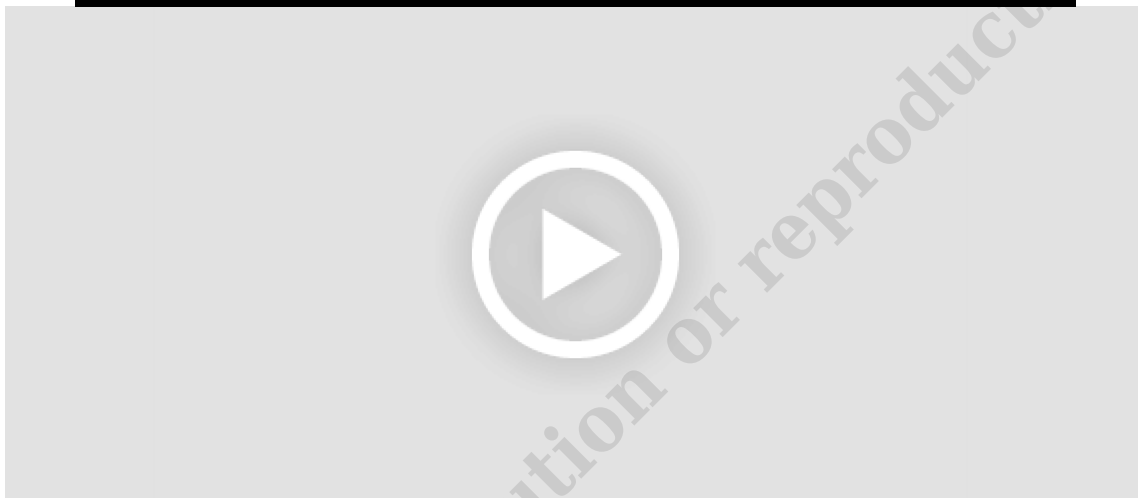
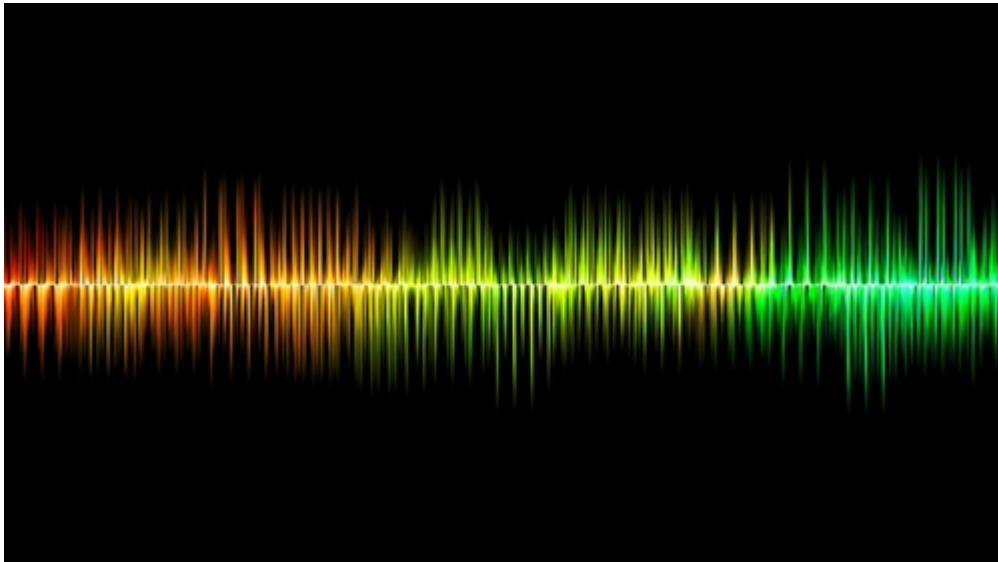
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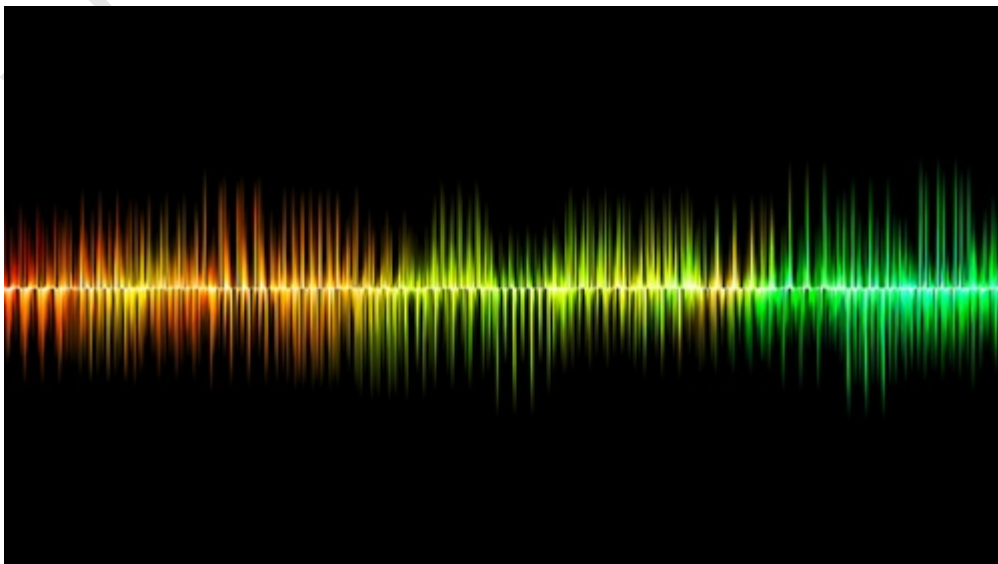
End-to-End Solutions for Broadband Networks

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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The Impact of Transformation

*A Dynamic Panel Discussion Featuring
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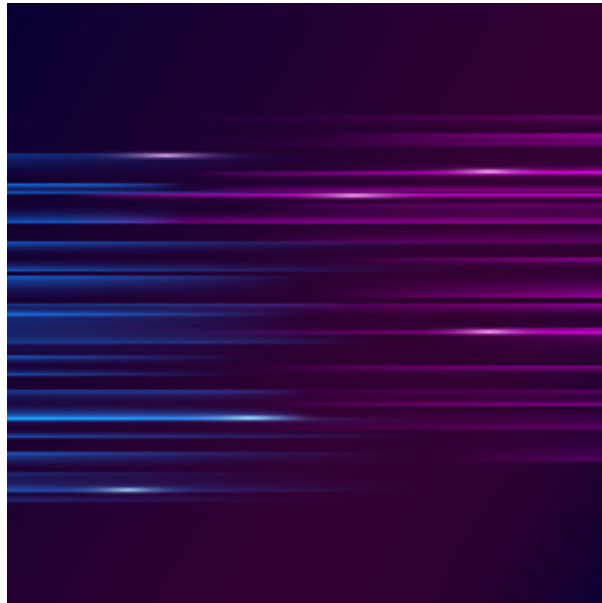
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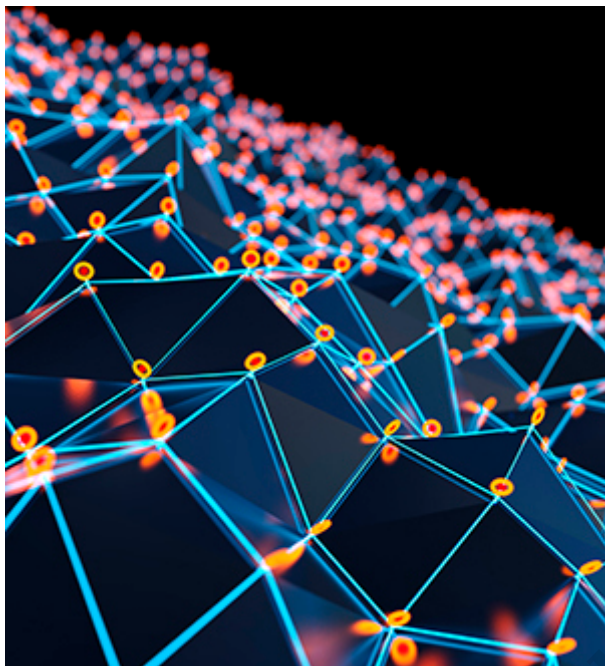
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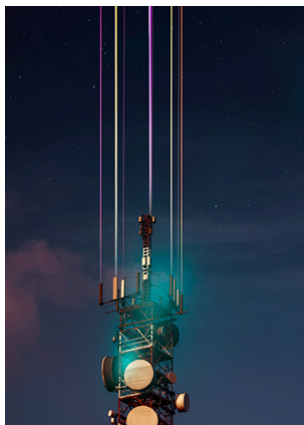
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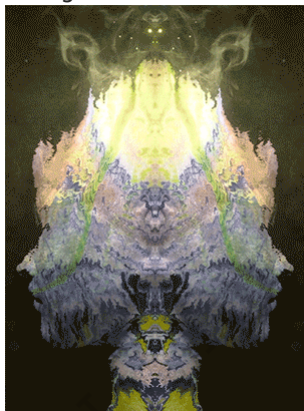
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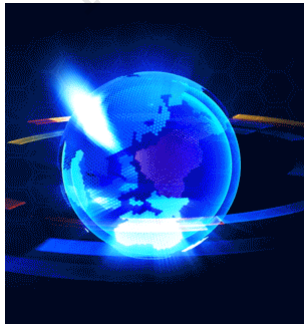
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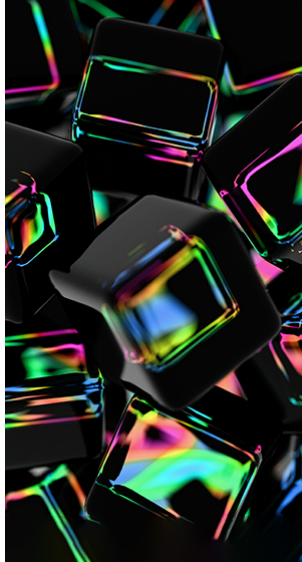
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Acumen CPQ™ Overview

Configurable CPQ built for the Digital Communications Service Provider.

Acumen CPQ is a powerful Product Catalogue and Configure, Price, Quote tool for Service Providers of all sizes – enabling an interface for both the Sales and Engineering teams, and the Enterprise Customer. It is an intuitive and easy-to-use shopping-cart style quotation tool that is rules and role driven for both sales teams and end-customers. It is fully configurable with a powerful admin section and comes with 30+ out of the box features.



Acumen CPQ™ | Core Capabilities & Features

Super Admin Capabilities

- Products
- Price Query
- Reports
- Product Configuration
- Manage Roles and Workflow
- Configure Generic SOF Parameters
- Configure Supplier
- Customer Association
- Local Loop Margin/ Tax
- Currency Conversion
- Notes Configuration
- Manage Widgets
- Useful Information

Core Features

- Guided, shopping-cart style sales UI.
- Configurable product catalog supporting wide range of telecom products.
- Configurable products and rules to support non-standard pricing.
- Meaningful role specific dashboards and reports.
- Roles and permissions-based access to features.
- Multi-currency support and currency conversion.
- Accurate and customizable pricing.
- Customer specific rate cards.
- Configurable discounts that can be customized for individual user roles.
- Quick quote generation.
- Quotation version management.
- User friendly UI with the ability to create quick copies/ clones of line items and quotes.
- Extensive audit logs.
- Get prices for multiple bandwidths and contract terms in a single click.
- Quick quote comparison for option analysis – create multiple copies of quotes with minor differences.
- Google maps based local loop pricing UI.
- Country and vendor specific tax and margins for local loop pricing.
- Third party vendor management.
- Support of last mile pricing within the product database as well integration capability with third party providers.
- Capability to host millions of local loop building lists and prices within the product database.
- Real time margin analysis.
- Automated and configurable pricing approval workflows.
- Benchmarking data for competitive pricing.
- Ability to present bundled prices in customer quotation.
- Parent-child relationship in related products.
- Sales funnel and quotation data reports, prior query reports.
- Third party supplier management module.

Acumen CPQ™ Overview

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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.

Cycle30 | 710 2nd Avenue, Suite 1200 | Seattle, WA 98104 | Cycle30.com | 1-877-628-5455
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03/09/10



Case Study

Implementing a Scalable, Common Element Management System for Large Multi-Vendor Networks

Verizon Business and Nakina Systems Case Study

In 2005, Verizon Business, set out to build a state-of-the-art, ultra-long haul (ULH) transport network and converged packet access (CPA) network initially comprised of more than 20 different types of equipment from 10 different equipment vendors.

Service Delivery Challenges

In order to deliver a new service across multiple network equipment providers (NEP) devices and SONET/SDH, WDM, Ethernet, and IP/MPLS networking technologies, Verizon Business needed to integrate a complex set of networks and applications spanning up to thousands of network nodes.

Adding a new device type or application to this heterogeneous environment often required upgrading both hardware and software across the entire network. For a large scale networking environment, this can be an incredibly complex task since the new services need to be delivered via different NEP products and networking technologies.

The network initially comprised 20 different types of equipment from 10 different equipment vendors, spanning hundreds of thousands of network nodes.

Operations and Integration Challenges

Verizon Business used a mixture of operational and business support systems (OSS/BSS). These systems were deployed on unique platforms from different NEPs, operating with proprietary software applications and communications protocols.

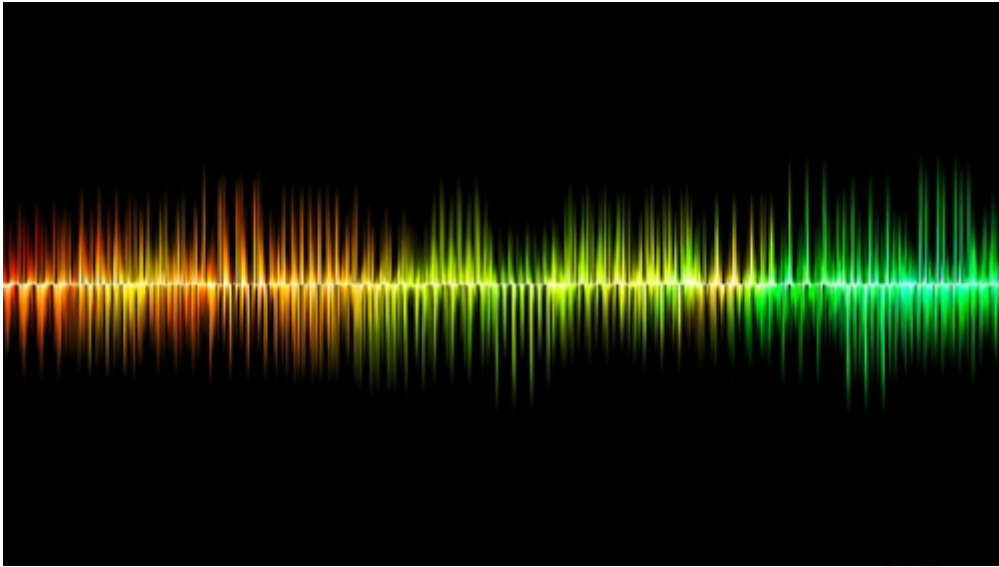
NEP-provided EMSs tend to use proprietary OSS interfaces with varying levels of security and lacking the scalability needed by a large, global network operator.

Substantial system and software integration work was needed to make each EMS function sufficiently for the network operations personnel to manage the network. The effort to maintain multiple systems including hardware, element management systems (EMSs), testing and training could not be easily sustained to support the new services Verizon Business wanted to deliver.

The challenge facing Verizon is typical for a large, global communications service provider and can be summed up in a single word: complexity.



MOBEEN KHAN



LTE and Offline Charging:
Driving the Need for a
Lower Total Cost of Mediation

WHITEPAPER, BY ROBERT MORRISON



Introducing our New State-of-the-Art Geographic Platform

One of the ultimate goals of Broadband providers is to bring fast, reliable service to their customers, who are often located in rural parts of the country. Connecting unserved or under-served communities through broadband technology improves their way of life and closes the digital divide. But doing so can be costly and time consuming.

What if there were a way to make it all easier by streamlining each phase of your network implementation, improving decisions by using real-time data and therefore optimizing your current and future operations?

CHR Solutions is a proven industry leader with over 75 years of experience and we have found a way to expedite your builds, decrease labor costs, forecast in real-time, and increase monetization to speed up broadband access to rural America.

Geospatial Data is Not New-- But the Way We Use It Sure Is.

By using Geospatial data in a unique way, we provide our clients with a platform that utilizes real-time information to improve efficiencies, take the guesswork out of decisions, and ultimately increase speed to market. The platform features a customizable dashboard that enables all aspects of your business to format and display the data in a way that optimizes its use in their specific operations.

CHR's Geographic Platform

- Improves efficiencies
- Takes the guesswork out of decisions
- Increases speed to market

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Technology for Service Providers

Navigating the Chaos: Identity Access and Configuration Management Strategies for SDN & NFV



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A Stratecast Whitepaper



Whitepapers

Cellular One of Northeast Arizona Selects Info Directions' Billing, CRM and Point of Sale Solution

Integrated OSS/BSS/POS solution to help landline-based wireless provider improve operations and enhance service value throughout its customer support and retail units

LAS VEGAS, CTIA WIRELESS (April 1, 2009) — Info Directions, Inc. (booth #5706), leading developer of net-centric billing, rating, order management, workflow and selling solutions for the telecommunications industry, is pleased to announce that mobile service provider Smith Bagley, Inc., dba Cellular One of Northeast Arizona has selected its CostGuard® OSS/BSS software application and Lexsys Point of Sale module. Smith Bagley, Inc. will use the company's line of software solutions in the Info Directions ASP to manage rating, billing, CRM and retail operations for its growing subscriber base.

Smith Bagley, Inc. dba Cellular One of Northeast Arizona is a rural cellular communications company that provides voice and data service over a GSM network in northeast Arizona, southern Utah, and northeast New Mexico. Providing service since 1990, Smith Bagley, Inc. is committed to offering its more than 60,000 subscribers the latest in phones, accessories, content and services for mobile communications.

With the implementation of the CostGuard OSS/BSS and fully integrated Lexsys Point of Sale module, Smith Bagley, Inc. will have the ability to secure a single view of customer activities and purchases from both its headquarters location and throughout its network of more than 20 retail locations. The company will leverage the shared CostGuard and Lexsys Product Catalog to streamline the launch of new products and services and create upselling and cross-selling opportunities using CostGuard's patent pending Guided Assignment feature.

"We look forward to using CostGuard to further our mission of providing our customers with cutting edge products and services—from handsets to laptop aircards and everything in between. Having an integrated billing, CRM and point of sale solution gives us the infrastructure needed to improve our operations and respond quickly to the evolving demands of our subscriber base," said Melissa Covington, Director of Technical Operations of Smith Bagley, Inc. "We are pleased to find a partner like Info Directions that is committed to serving the rural/wireless market. We anticipate building a long and mutually beneficial partnership with Info Directions."

-more-

Whitepapers

Business Process Management as a Blueprint for Mobile Workforce Management

HOW BPM TECHNOLOGY IS THE PERFECT MATCH
FOR COMPLEX & DYNAMIC ENVIRONMENTS

A ViryaNet White Paper



Whitepapers

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



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

CSG Point-of-View: The Promise of Television Commerce

Interactive Television Technologies Can Deliver New Ways to Engage Your Customers and Increase Revenue and Upsell Opportunities in Real Time.

Using Interactive Television to Build Revenues, Engage Customers

The television viewing experience has been forever changed by the internet. Consumers want to engage and interact with their favorite television content—much like they do with content on their computers, mobile phones and other technology devices.

The mass adoption of web-enabled devices is transforming the way households access and consume media content on their televisions—and how they interact with businesses via the TV. Market research firm iNStat projects that more than 200 million web-enabled devices will be in use in the United States by 2014, and the average household will own between five and 10 such devices—televisions included.

With the set-top box in millions of U.S. households, cable and OTS providers have a clear advantage in leveraging T-commerce models to seize new revenues and deliver new ways of interacting with customers that build loyalty and deliver a more personalized experience.

With new technology standards from CableLabs—namely the Enhanced TV Binary Interchange Format (ETBIF)—T-commerce is a viable business model for cable and OTS providers.

The ETBIF standard has already made its way into 25 million subscriber homes, offering an innovative and immediate way for providers to entice new consumers and retaining existing ones.

Interactive Customer Care Drives Loyalty

Interactive TV models enable cable and OTS providers to deliver a more enriched customer experience. What better and more direct way to communicate with customers than through their television?



The beauty of interactive TV is that it enables two-way communication between a provider and the customers in real-time.

Providers can send messages directly to subscribers about their bill, and then prompt the subscriber to view and pay their cable bill right from the television screen using their remote control.

With direct integration from the set-top box to back-office billing, customer care and other applications, any changes a customer makes to their account from the comfort of their couch are updated in real-time.

Artificial Intelligence (AI) has become one of the most powerful, transformative technologies that enable the development of new business models, new product/service offerings, and business ecosystems in many industries. AI technologies help organizations to enhance performance and productivity by enabling effective automation which provides larger revenue increases, greater cost reduction, and higher customer loyalty.

Why Etiya's AI Platform?

Etiya uses the building block of future technology, artificial intelligence technologies, and enables automation between service and operation processes. It allows companies to be able to offer personalized services and propositions through emotional, contextual predictions and recommendation mechanisms.

Advanced capabilities with ML & NLP

Etiya AI Platform, Cognitus, is an advanced artificial intelligence platform that provides standardization, simple and centralized management, monitoring and improvement, easy ROI detection and measurement, fewer implementation failures, and scaling with its advanced capabilities along with advanced machine learning and natural language processing services.

Multi-language Support

The platform currently supports Turkish, English, French, and Spanish languages. In addition to these, developments continue to support more languages in a short time.

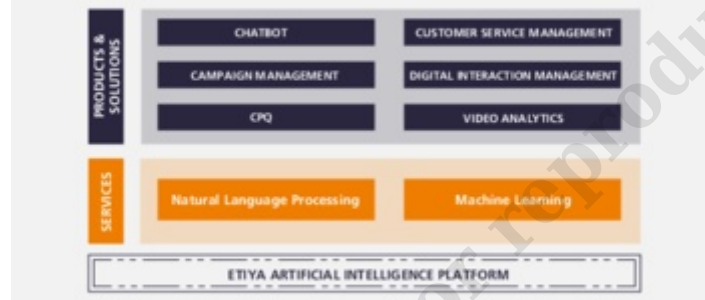
Increasing Revenue & Reducing Costs

Etiya also offers innovative and experience-oriented approaches that will contribute to the digital transformation of the corporate processes of companies and create cost advantages with Artificial Intelligence-Cognitus supported products and solutions in its product portfolio.

At this point, Cognitus which is also located at the heart of Etiya product architecture, works in harmony with all Etiya's products, solutions, and services and enhances their features with AI capabilities.

These AI-supported Etiya products and solutions enable effective automation and operational productivity by making information understandable in different business areas.

Etiya AI supported products and services:





FSP 3000 OLS

A versatile and truly open line system

5G and cloud-based applications offer enterprises, carriers and service providers enormous potential for growth. However, this continuous and rapid change also creates the need for more network capacity and flexibility. It's essential to build today's networks on an open, flexible and scalable optical layer ready to accommodate evolving demand and innovation. Featuring a fully modular and open design, our FSP 3000 open line system (OLS) provides complete versatility and best performance in metro, core and data center interconnect (DCI) applications.

Truly open

Open disaggregated optical networking is one of the industry's hottest trends. By decoupling terminal functions from the line system, this approach offers complete flexibility to adopt the latest technology when and where needed. Our FSP 3000 OLS is truly open, allowing total freedom to evolve and optimize each network layer separately. Network operators can leverage and expand their infrastructure at any time with the technology of their choice. What's more, with open and standard interfaces, our FSP 3000 OLS easily integrates into software-controlled networks.

Build your own OLS

Our FSP 3000 OLS empowers network operators to create the solution that meets their exact requirements. With a modular architecture, multiple amplification and multiplexing options, and different chassis sizes, our FSP 3000 OLS enables customized solutions. Operators can simply mix and match the optimum filters and amplifiers and pack them into the best-fitting shelf. This makes our FSP 3000 OLS ideal for any type of network infrastructure.

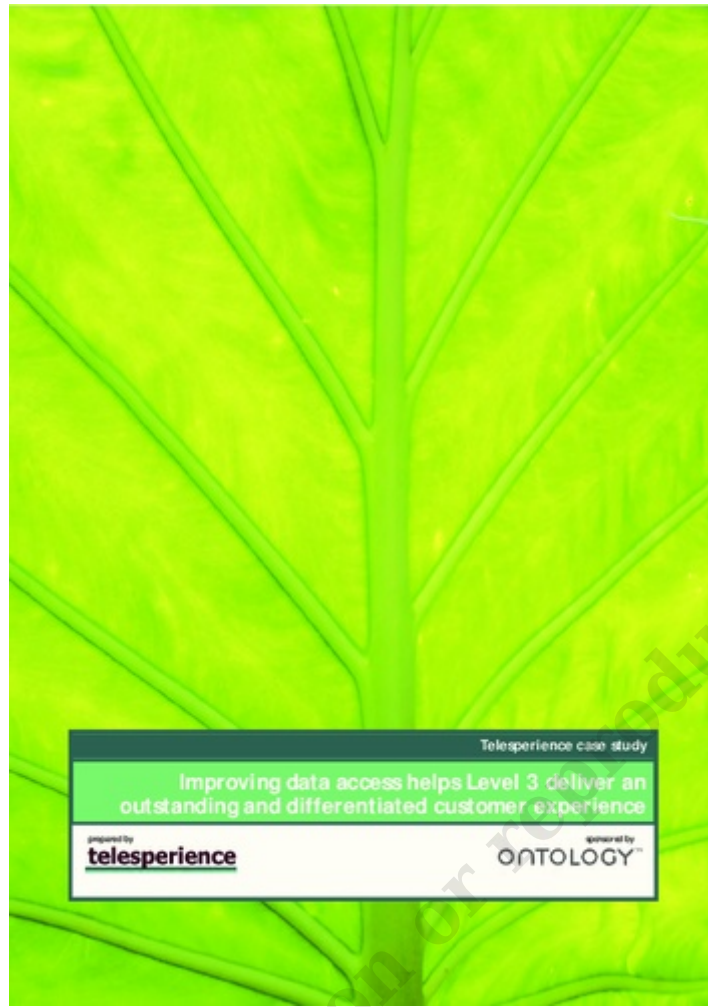
Future-proof investment

Coherent modulation schemes are becoming increasingly diverse to maximize transport network capacity and minimize the cost-per-bit of transport. Flexible terminals with variable modulation formats and baud rates enable highest capacity-reach ratio. The ultimate network performance relies also on line system capabilities, and that's why open line systems have increasingly become important strategic assets. With a combination of high-performance features, our FSP 3000 OLS transports any coherent modulation format as well as all varying signal baud rates with best performance. The high-resolution flexgrid and modular architecture of our ROADMs guarantee a future-proof OLS that can scale and accommodate any modulation format and baud rate. What's more, our FSP 3000 OLS provides a new level of flexibility with configurations able to support direct detect technologies.

Your benefits

- **Open hardware**
No technology or vendor lock-in; successfully tested in multi-vendor environments
- **Open programmable interfaces**
Easy integration into software-defined networks with open, programmatic APIs
- **For any type of network infrastructure**
Modular design with multiple amplifiers and filter options to meet your exact requirements
- **Purpose-built components**
Amplifiers and filter options engineered for metro, core and DCI-specific demands, and optimum transport of latest innovation, e.g., 400ZR and high baud rates
- **Visualization and control**
Comprehensive monitoring and diagnostic tools, spectrum visualization and fiber surveillance
- **Eco design**
High-density design with low power consumption
- **Flexible footprint**
Chassis sizes from 1RU to 12RU, ETSI / data center rack, AC/DC power options





DIGITAL **TRANSFORMATION** FOR TELCOS:

101 guideline

November 2023

MDS BillAnalyzer

Deliver clear e-bills to business customers, provide the management information and customized reporting they need to effectively manage their accounts and services, simplify integration with existing infrastructure, improve ROI and reduce risk.

Consolidated e-billing and Analytics for Business Customers

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. One revenue growth strategy being pursued is to expand into new business areas and increase the range of products offered. However, this expansion can increase billing complexity and have a negative impact on customer experience. As business customers represent a significant source of revenues for CSPs, it is imperative to deliver increasing levels of value to customers while reducing complexity and minimizing the cost to serve.

Businesses are demanding access to tools that enable them to view their consolidated bills, analyze usage, leverage business intelligence reports and control the cost of the services they use across their organization. CSPs need to satisfy this need to differentiate from the competition, attract and retain key customers, and efficiently deliver a superior customer experience.

MDS BillAnalyzer

MDS BillAnalyzer is a sophisticated e-billing and analytics application that allows you to present an integrated view of products and services to business customers. It provides a seamless customer experience from disparate billing systems and allows business customers to manage their consolidated bills in a convenient manner that eliminates the need for paper bills. Powered by the Lavastorm Analytics Engine, MDS BillAnalyzer provides light-touch integration capabilities to deliver rapid go to market and low-risk deployment that capitalizes on existing infrastructure.

MDS BillAnalyzer Analytics Dashboard

Advantages for CSPs

Single View of Products and Services

MDS BillAnalyzer has been designed to be billing-system agnostic. It streamlines the task of bringing together information from multiple billing systems, presenting the customer with a single, converged view of their services. Its non-intrusive ETL functionality and standard APIs simplify the capture of data from multiple sources, provide data synchronization and assurance, support data enrichment for presentation, and offer rapid system integration with low project risks and costs.

Single View of Customer

With MDS BillAnalyzer, CSP care staff and relationship managers can view bill and usage data in the same way as customers. It provides them with a holistic view of the customer and their services, enhancing first-time call resolution and helping staff to have a better understanding of the true value of the customer.

MDS BillAnalyzer

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