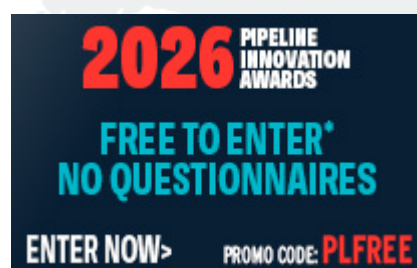


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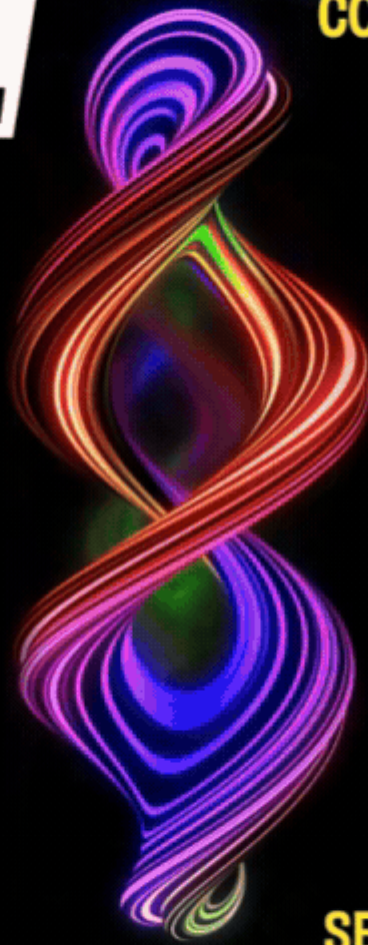
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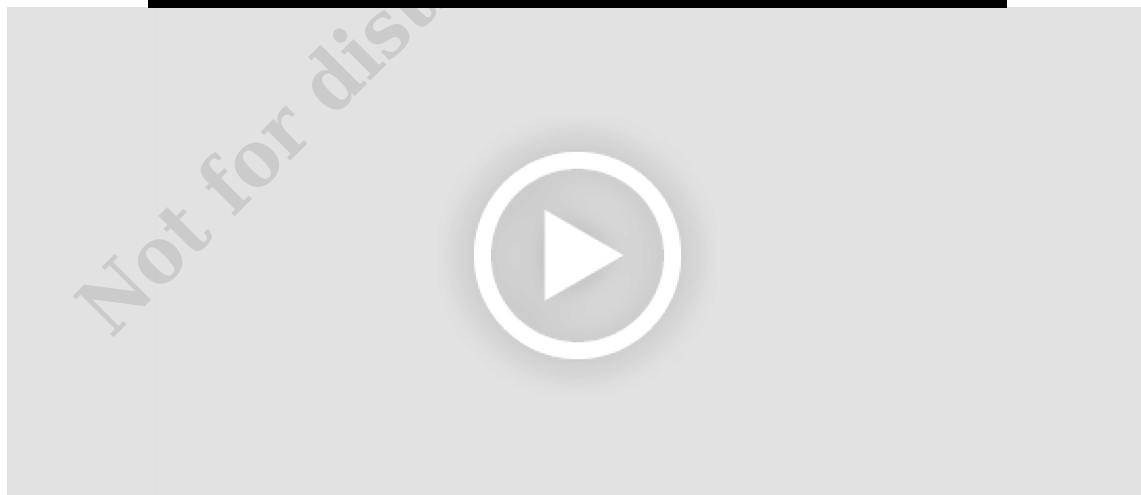
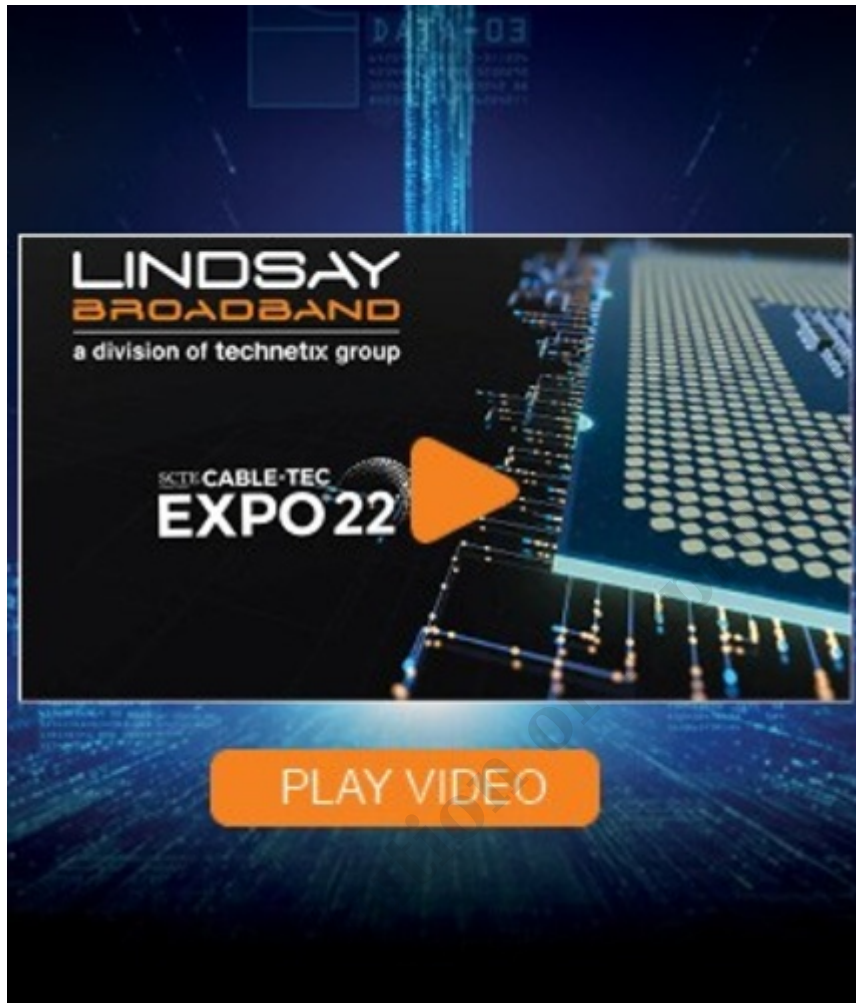
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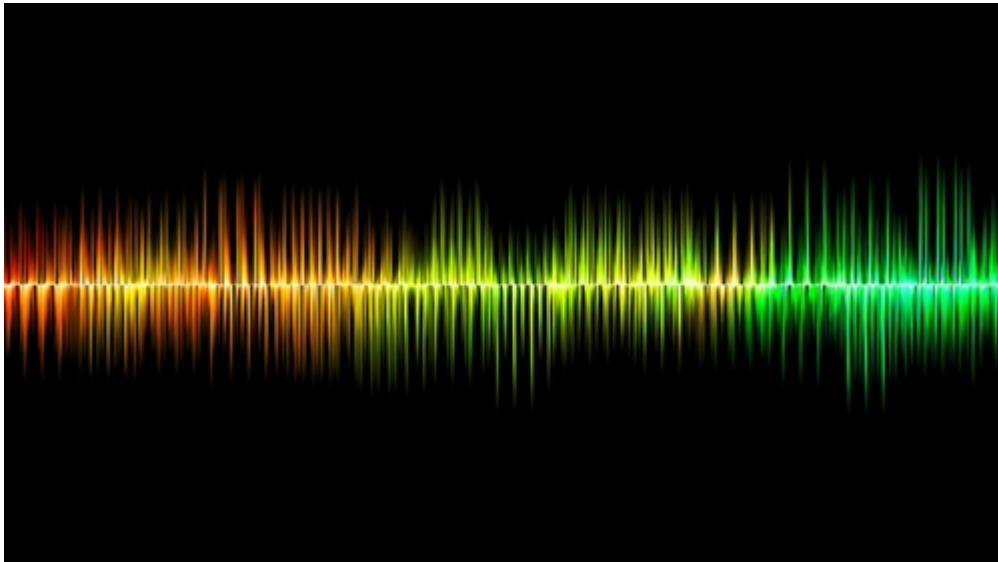
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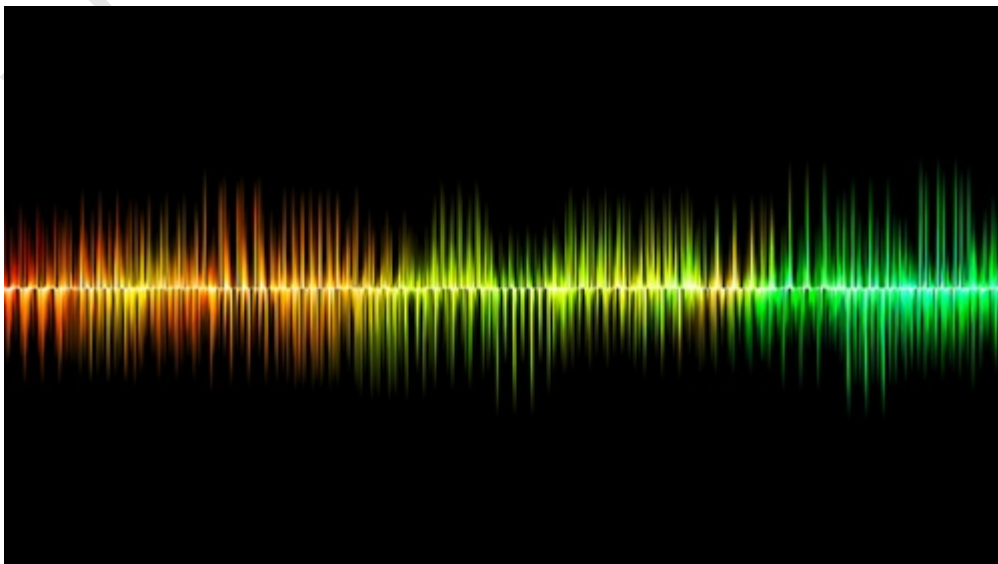
End-to-End Solutions for Broadband Networks

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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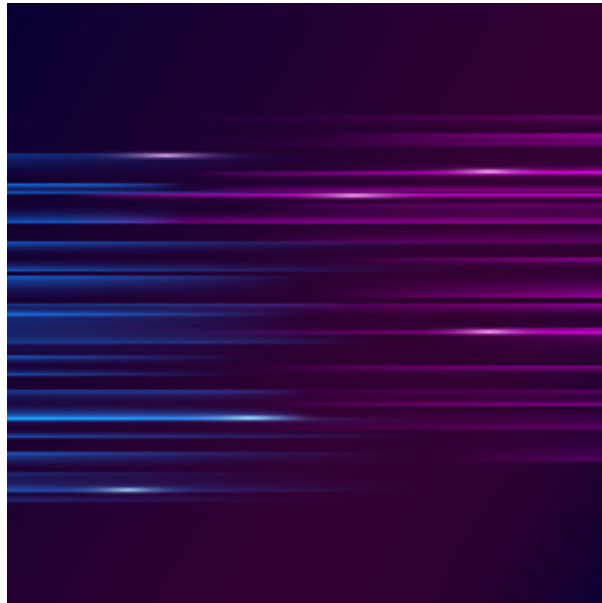
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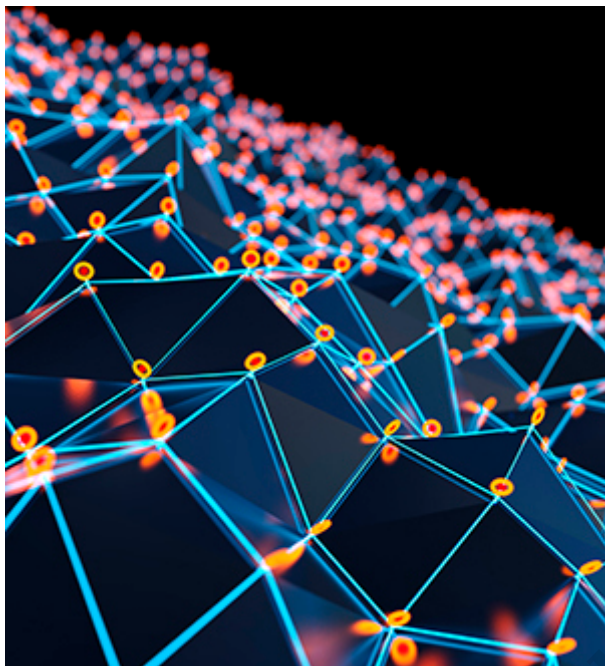
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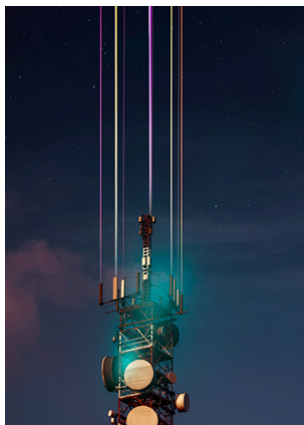
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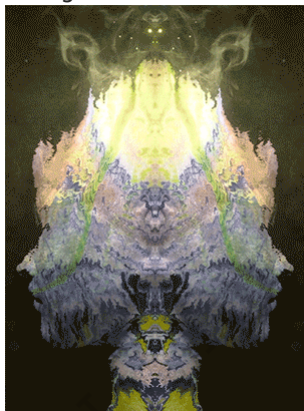
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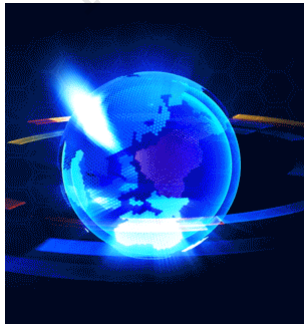
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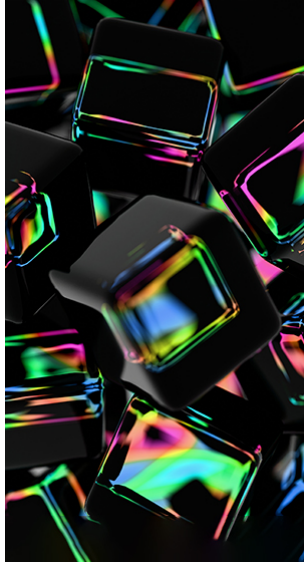
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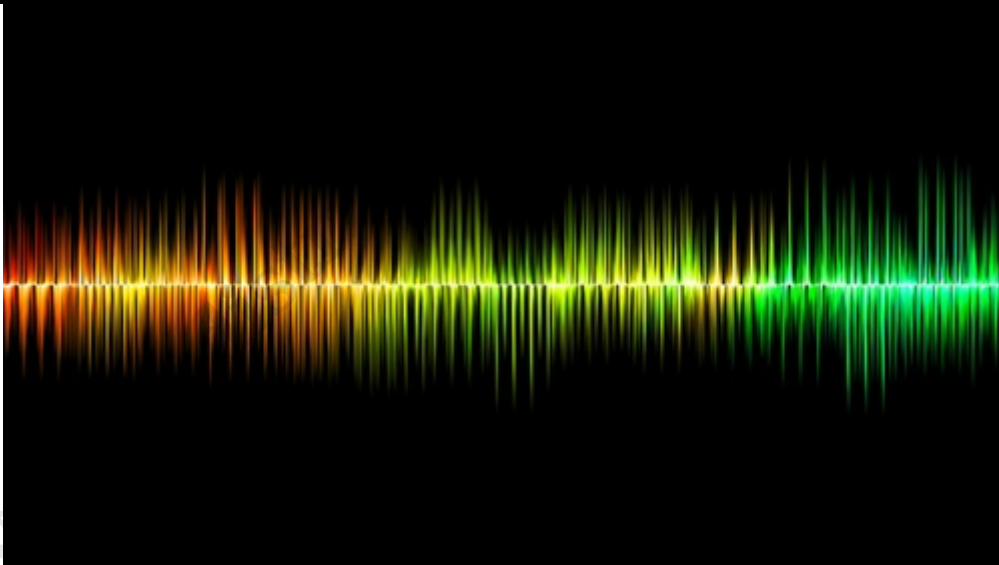


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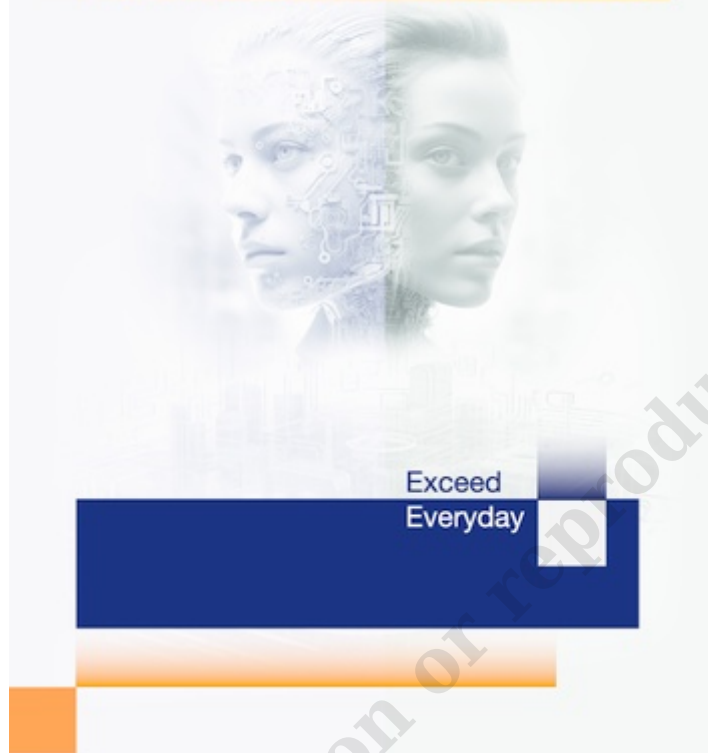
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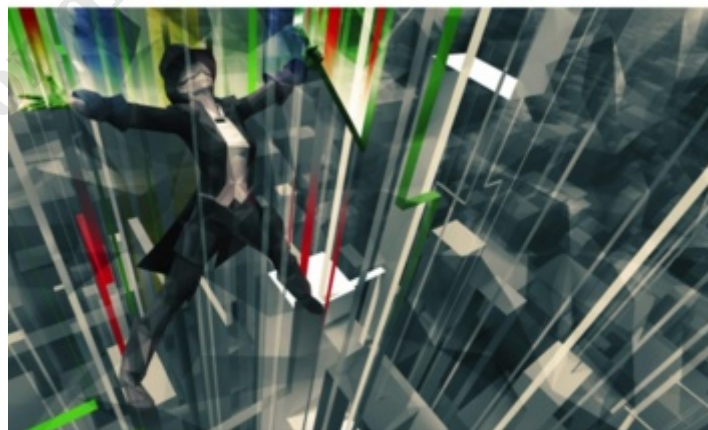
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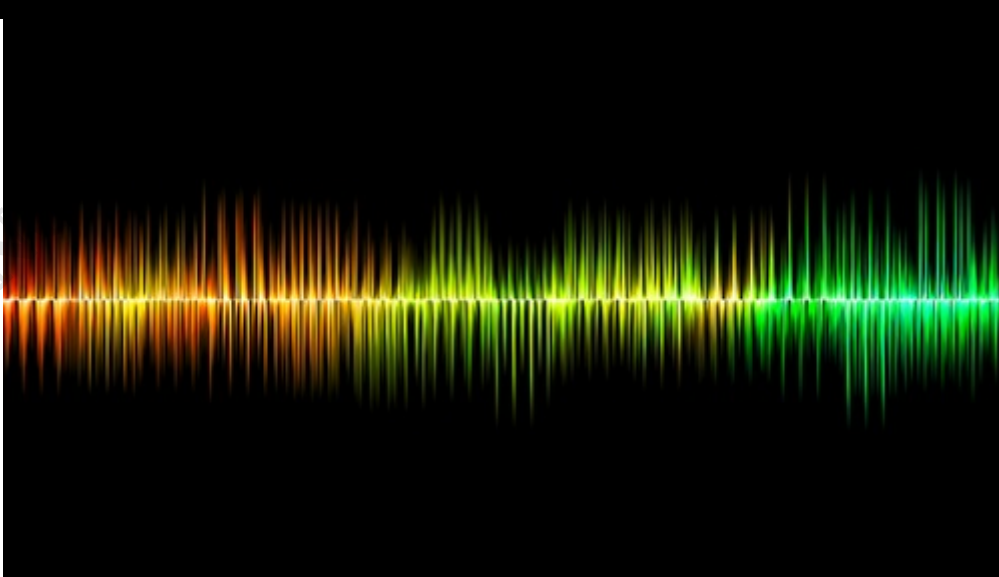
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EXFO Service Assurance and Juniper Networks Assure Performance and Quality of Multiplay Networks

BENEFITS SUMMARY

- » Ensures service performance and quality throughout the multiservice delivery network
- » Enables service providers to establish a quality advantage to increase customer satisfaction and reduce churn
- » Delivers actionable information to proactively identify, diagnose and resolve issues before subscribers are impacted
- » Reduces operational costs by minimizing truck rolls and maximizing technician and customer service time

The promises of increased average revenue per user (ARPU), lower operational expenses and gaining a competitive advantage are driving service providers to expand their multiservice IP networks. Voice, video and data services over separate networks are being converged over next-generation IP networks to deliver interactive multiplay service offerings. Providers are banking on these multiplay bundles to build customer loyalty, increase customer satisfaction and significantly reduce churn.

As providers roll out these new, dynamic business, communications and entertainment services, they face significant challenges to deliver service bundles that exceed the quality expectations of their subscribers. While the converged network simplifies service delivery, it is very complex and must be properly managed and monitored to meet quality of experience (QoE) and quality of service (QoS) expectations.

BUILDING A SERVICE-AWARE DELIVERY ARCHITECTURE

The launch of multiplay services requires that best-effort Internet networks evolve into secure, resilient infrastructures that can assure user experiences. The transition introduces many considerations that must be addressed. For example, video service delivery can vary greatly from one time to another with multiple sources impacting traffic volume and quality.

Delivering multiplay services means service providers must re-examine their network architectures and make decisions that will affect their success now and in the future. Offering a broad portfolio of scalable, intelligent systems, Juniper Networks provides service-aware network solutions for introducing and further developing multiplay services. Juniper's unique converged edge architecture enables the dynamic allocation of bandwidth, to efficiently deliver high-quality multiplay services from multiple sources, including voice, video, data, gaming and more. The company's proven experience and partnerships with companies like EXFO Service Assurance give providers confidence in their evolution.

THE NEED FOR MULTIPLAY SERVICE ASSURANCE

While bundled multiplay service offerings can help build customer loyalty, it is essential for providers to monitor the performance and quality of their services to continually ensure customer satisfaction. Quality and performance issues that can result in service interruptions and downtime will force customers to switch to other providers that can promise higher quality services at similar prices. Competition is pushing providers to develop an advantage based on quality because price alone is becoming less of a factor.

To establish a quality advantage, providers need to shift from pure network management tools to converged service assurance solutions that ensure the end-to-end delivery of critical IP services. Simply gathering statistics from network devices does not offer providers the necessary service intelligence to monitor performance and quality.

A converged service assurance solution coupled with a network capable of supporting multiplay services enables providers to continually meet customer expectations and verify service-level agreements (SLAs). Service quality matters and business success relies on it.





The 2014 COMET Executive Summit

November 5 - 7, 2014 — San Diego, California

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Pipeline continues its legacy of bringing together the world's leading service providers and technology innovators this fall at The 2014 COMET Executive Summit.

This exclusive event is gathering key executives from the world's leading operators with key technology developers and enterprises in an intimate symposium to explore the latest trends and challenges in communications and entertainment technology (COMET).

The COMET Executive Summit is a flexible, highly interactive format that is filled with unprecedented networking opportunities designed to build relationships that can be carried forward to solve the issues and challenges facing service providers and industry today.

Register today to stay on the edge of topics to be covered at the COMET Executive Summit, such as:

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Whitepapers

Managed BSS for Accelerated Business Growth

Managed Telecom solutions that enhance the customer experience and power growth for established Network Operators, and unleash the potential of new markets for Greenfield Virtual Network Enablers

The Challenges for Market Growth

Communication Service Providers (CSPs) in today's Telecoms industry are keenly aware of the need to innovate and grow market share while controlling cost to serve and improving margins.

Managed BSS solutions

Business Customer
Management
- for Network Operators &
VNEs

VNE
for Network Operators &
VNEs

MDS Managed Service Solutions

Opportunities for Established Operators

For established Mobile Network Operators faced with declining revenues, opportunities exist to (a) drive acquisition/retention activities through improved customer experience, and (b) maximize the value of the business customer base through enhanced corporate service offerings.

(a) Customer Experience – Improving the experience of existing customers, often with a range of service offerings distributed across many source billing systems, requires the adoption of a 'Single View' approach to customer management and reporting:

- Single View of Customer
- Single View of Products
- Single Point of Contact
- Single Bill and Reporting.

This is especially relevant for multinational corporations that operate across regional boundaries

in multiple languages and currencies that have little or no centralised telecoms account management and cost analysis.

The typical approach to achieving a single view of the customer is through billing transformation, which can be a costly and complex initiative.

(b) Enhanced Corporate Service Offerings – Convergence, whether in the form of Unified Communications or Fixed-Mobile Convergence, is an expectation driven by the market. This presents CSPs with a whole new set of challenges that reach far beyond IT systems. The convergence of mobile, fixed-line and IP services crosses the entire customer lifecycle, including:

- Order Capture – for multiple services with different requirements and lead times
- Order Management – that includes hardware, software and network provisioning
- Rating & Billing – for recurring charges, usage charges, one-time charges, credits and adjustments across multiple integrated services
- Care & Manage – unified account management, e-bill presentation and online analysis.

New Channels to Market for Greenfield Operators

For Greenfield Virtual Network Enablers (VNEs) the recent resurgence of interest in the VNE business model, and the fact that convergent services are fast becoming a necessity rather than a nice-to-have, presents an opportunity for a broader range of service providers to grow revenues in the B2B market, including:

Managed BSS for Accelerated Business Growth



Brochures

Wednesday November 5, 2014				
TIME	SESSION	SESSION TYPE	DEMO AREA	BOARD ROOMS
7:00pm - 11:00pm	Speed Networking Cocktail Reception	Networking		

Thursday November 6, 2014				
TIME	SESSION	SESSION TYPE	DEMO AREA	BOARD ROOMS
8:00am - 9:00am	Networking Breakfast	Networking		
9:15am - 10:00am	Opening Remarks	General	Setup	
10:00am - 10:45am	Service Provider Perspectives: Contending with Key Challenges (Featuring: AT&T, BT, Comcast, Level 3 and Verizon)	General		
10:45am - 11:15am	Networking Break	Networking	Open	
11:15am - 12:00pm	Advanced Customer Experience Management (Featuring: Andect and CT Invision)	General		
12:00pm - 12:45pm	Leveraging Big Data for Enterprise Business Intelligence (Featuring: Microsoft and Skype)	General		
12:45pm - 1:45pm	Topic Roundtable Luncheon	Networking	Open	
2:00pm - 2:45pm	The Agile Architecture (Featuring: Dr. Tom Wils, CT Invision and Talift)	General		
2:45pm - 3:30pm	Delivering Elastic Services (Featuring: AppleCare, Comcast and TIERONE)	General		
3:30pm - 4:00pm	Networking Break	Networking	Open	
4:00pm - 4:45pm	The New Networks (Featuring: H360 and ASST)	General		
4:45pm - 5:30pm	Transformation: Managing the Evolution to Virtual Networks (Featuring: CT Invision and ASST)	General		
5:30pm - 6:00pm	Pre-Dinner Break	Break	Open	
6:00pm - 7:00pm	Networking Dinner	Networking		
7:00pm - 10:00pm	Evening Entertainment	Networking		

Friday November 7, 2014				
TIME	SESSION	SESSION TYPE	DEMO AREA	BOARD ROOMS
8:00am - 9:00am	Networking Breakfast	Networking		
9:15am - 10:15am	Market Analysis: Industry Insights (Featuring: AppleCare, CT Invision and NPRO)	General		
10:15am - 11:15am	Risk Mitigation: Advanced Security Planning (Featuring: Level 3, NPRO and Verizon)	General		
11:15am - 12:15pm	Competitive Edge: Leveraging Content and Web RTC (Featuring: AppleCare and Genband)	General		
12:15pm - 1:15pm	Networking Lunch	Networking	Open	
1:15pm - 2:15pm	Ums Den - Sessions 1 & 2	Interactive		
2:15pm - 3:15pm	Ums Den - Sessions 3 & 4	Interactive		
3:15pm - 4:15pm	Ums Den - Sessions 5 & 6	Interactive		
4:15pm - 5:00pm	Editorial Calendar Input	Interactive		
5:15pm - 5:30pm	Closing Remarks	General		

*Note: Agenda is subject to change based on input from Pipeline's Industry Advisory Board (IAB), attendee feedback, and presenters. Please check for updates.

Included with regular admission.

Not included with regular admission. Additional participation required. See the How To Participate page for more information.

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.

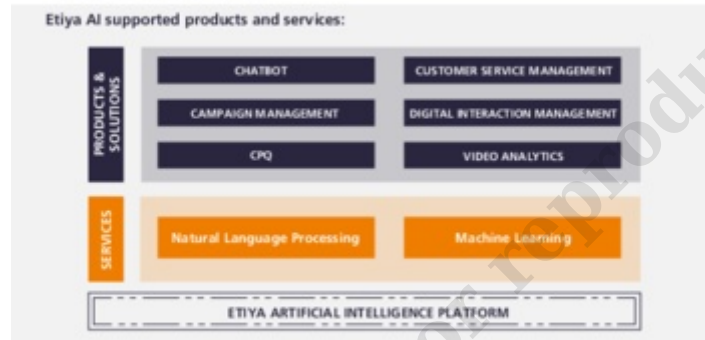
Increasing Revenue & Reducing Costs

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:



Cloud Connectivity Management Made Simple: Your Cloud Services Are As Good As Your Network

Bruno Giguère, Advisor – CTO Office, EXFO

INTRODUCTION

Cloud services are the Holy Grail for service providers. As enterprise customers look to reduce IT expenses, cloud services are looking more promising than ever in terms of achieving these savings. Although multiple stakeholders are increasingly involved in the delivery of cloud services, none have as much impact as cloud carriers.

But first, let's start with a simple question: "What exactly is cloud computing?" According to the definition recently published by the National Institute of Standards and Technology (NIST), "Cloud computing is a model for enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction." The document further elaborates on its definition by providing a list of essential characteristics, in addition to service and deployment models. The essential characteristics are: on-demand self service, broad network access, resource pooling, rapid elasticity and measured service. A definition for each characteristic is provided in the following [NIST publication](#). By applying a network view of these characteristics, it becomes immediately clear that a static and classic network is not able to deliver on these promises. An intelligent and dynamic network is mandatory to delivering on these essential characteristics.

Cloud transport connectivity can be described as the connectivity between cloud consumers and cloud content. This connectivity makes delivery of cloud computing services to the cloud consumer possible. In order to deliver this type of connectivity, cloud carriers need high-performance services with multiple classes of service and high availability.

Cloud application connectivity can be described as the connectivity between the computing resources via different data centers. For cloud application connectivity, services must be high performance and be available at all times.

This application note discusses the technologies being used to deliver the different type of connectivity, and the management steps (e.g., activation, performance monitoring and troubleshooting) required to successfully deploy cloud computing services.

GOT CONNECTIVITY?

To deliver cloud computing services, cloud providers must possess the computing infrastructure necessary to process and store very large amounts of data, and rely on cloud carriers to connect all the pieces together. This section covers the different types of connectivity used to deliver cloud computing services in more detail, and also covers the technology used to achieve this connectivity.

Cloud Transport Connectivity

The original connectivity strategy for cloud computing was the Internet. What better a solution than the most ubiquitous WAN technology to access data centers? Although the Internet is great for consumer applications, it lacks the attributes mandatory for enterprises: security, network performance, data governance and regulatory compliance ([IEEE CSI](#)).



Figure 2. Current challenges in the cloud service delivery.
(Source: Metro Ethernet Forum)



Figure 1. Cloud connectivity.

Figure 1 shows the data flow for delivering cloud computing services and the two types of connectivity required, as follows:

1. Cloud transport connectivity
2. Cloud application connectivity

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NetDesigner streamlines the complex process of planning, implementing, operating, and optimizing next generation networks. Components of NetDesigner can be deployed on a standalone basis or integrated to enable end-to-end automation.

NetDesigner is an Esri GIS-based geospatial network design and management solution for complex, multi-domain networks. NetDesigner optimizes resources, enhances workflow, improves customer service, and maximizes operational efficiency allowing for unprecedented cost savings.



Centralized repository and single workspace

NetDesigner offers a consolidated workspace and a single, accurate data repository to enable planning, design, construction, and operations for a next generation network.

Automated design

Design automation within NetDesigner enables engineers to develop a baseline network design

within hours instead of weeks. Design parameters can be customized by changing business rules to meet unique requirements.

Powerful business intelligence and planning

NetDesigner allows users to plan 'what-if' scenarios, simulating what it would mean to bring network resources to underserved communities and targeted businesses. Users can integrate with visual, schematic map elements, and third-party data (e.g. ARRA, Connected Nations, demographics, census data, wire-center information, FCC data, flood plain barriers, environmentally sensitive areas, etc.) to get a comprehensive and visual overview of a proposed or as-built network. The Bill of Materials functionality allows users to quickly acquire project costs and/or material costs of any design and generate equipment reports.

Modular, flexible, standards-based solution

NetDesigner is modular and can be deployed as a standalone solution or integrated with other applications to manage fiber, wireless, copper, coax, and hybrid networks, structures, and other assets. Using standard out-of-the-box APIs, NetDesigner may be integrated with systems such as OSS, BSS, ERP, Facilities Management, and many others to automate end-to-end service provisioning, customer relationship management, and network operations.



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Date: July, 2011

Author: Fredel Thomas, Director of Product Management



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Ontology 5 Platform Datasheet | v3.0 2015

Mobile Video Policy Control

Benefits at a glance

- Generate new revenue with mobile video services
- Create mobile video services tailored to specific customer segments
- Align revenue and network costs using dynamic policy controls

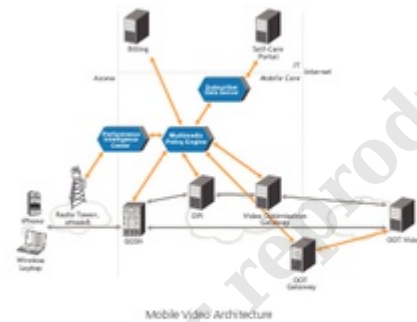


Business Requirement

There is no question that video is both popular and consumes more network resources than almost any other application. A look at current data points tells the story: YouTube has become the second largest search engine. Mobile video is predicted to grow 66 fold from 2009 to 2014 and consume 66 percent of all mobile bandwidth by 2014. Clearly, finding ways to mitigate the impact of mobile video on the network in a way that still meets consumers' demands is critical to the success of mobile operators.

Challenges

Previous network solutions for handling data services primarily centered on static service provisioning in which operators take a "one-size-fits-all" approach. However, with the advent of data-rich services like mobile video, that approach has a number of shortcomings. In fixed networks, geographical service demand can be accurately predicted and the network built out accordingly. However, mobile networks, by nature, enable movement, which makes it more difficult to predict geographical service demand and network build out. Moreover, operators are increasingly investigating and deploying tiered pricing plans, which offer end users a variety of service levels and options that go far beyond the "one-size-fits-all" static provisioning approach.



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White Paper

Common Language Drives Customer Value for All Network Technology: 5G/MEC and Virtualized Networking IncludedSponsored by: **icorectiv**Karl Whitebeck
January 2021**EXECUTIVE SUMMARY**

icorectiv TruOps Common Language was established to facilitate the service design and asset tracking needs of the operations and business management processes for prevailing and emerging network connectivity architectures. Common Language has been used by communications service providers for over 40 years.

Complexity from new technology evolution (e.g., network virtualization, private networks, hosted networks, 5G, multi-access edge computing (MEC), and the Internet of Things [IoT]) requires assets to be aligned with business and technical objectives to keep costs within expectations, address end-to-end (E2E) service objectives, support partner accountability, maximize interactive efficiency, and show business management responsibility. On the basis of its successful long-standing customer implementations and evolutionary approach to the network management processes, Common Language is expected to play a major role in the evolution and deployment of new facilities-based networks and the virtual aspects upon which these new technologies come to rely.

This paper explains how teams with network and partner-provided asset management responsibilities can achieve business value by maximizing the use of common nomenclature. In addition, the paper describes how a common naming strategy improves the effectiveness of real-time network operations and key business management functions. This paper also explains how Common Language can bring increased awareness when defining, launching, and managing new network-based services.

Introduction

As network technology and business strategies continue to evolve, the greatest challenge asset-based communications service providers face is how to manage the physical and virtual assets that define the services they provide. Understanding the physical and logical placement of assets is strategic to several internal operations functions including network planning, inventory, service orchestration, catalog, activation, network assurance, service-level agreements (SLAs), policy, rating, and charging. The multilevel construct of the underlay and overlay connectivity infrastructure and the E2E partner-aided services to customers of all types brings additional layers of asset tracking complexity that must be addressed by each of these business and operations management domains.

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