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PL

REDEFINING SALES WITH AI-DRIVEN CX

FROM:
 ETIYA

ENGINEERING DIGITAL CX

WITH:
ERICSSON 

ADVOCATING FOR ENTERPRISE CX

AVOIDING CRM PITFALLS



HELP DESK CX

CX DATA DISCONNECT

DATA-DRIVEN DISCOVERY

CLOSING THE CX-EX GAP

MOBILE DEVICE MANAGEMENT

MAXIMIZING CX VALUE & ROI

CX & DX

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The Impact of Transformation



A Dynamic Panel Discussion
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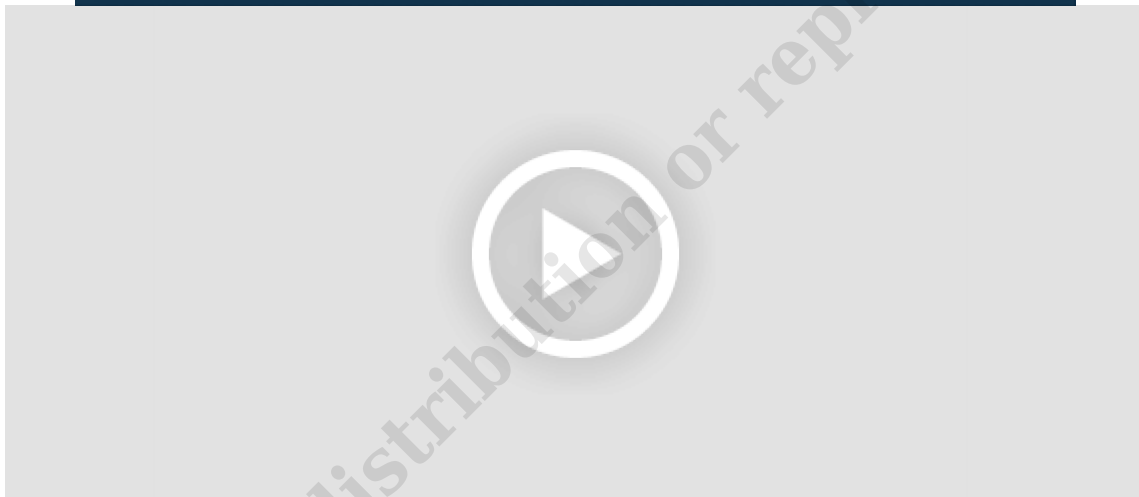
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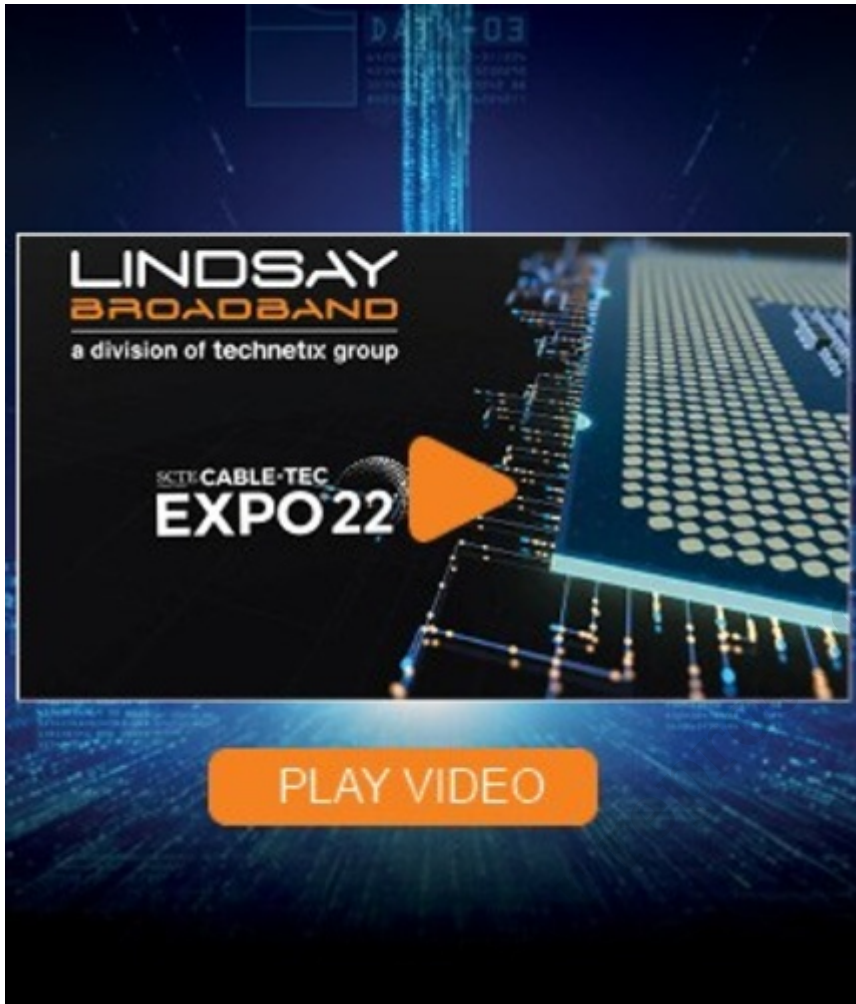
Home Device Manager

Secure home
network **device**
management.



Motive Home Device Manager

Introducing Secure home network device management from Motive. We manage devices that move our world forward.



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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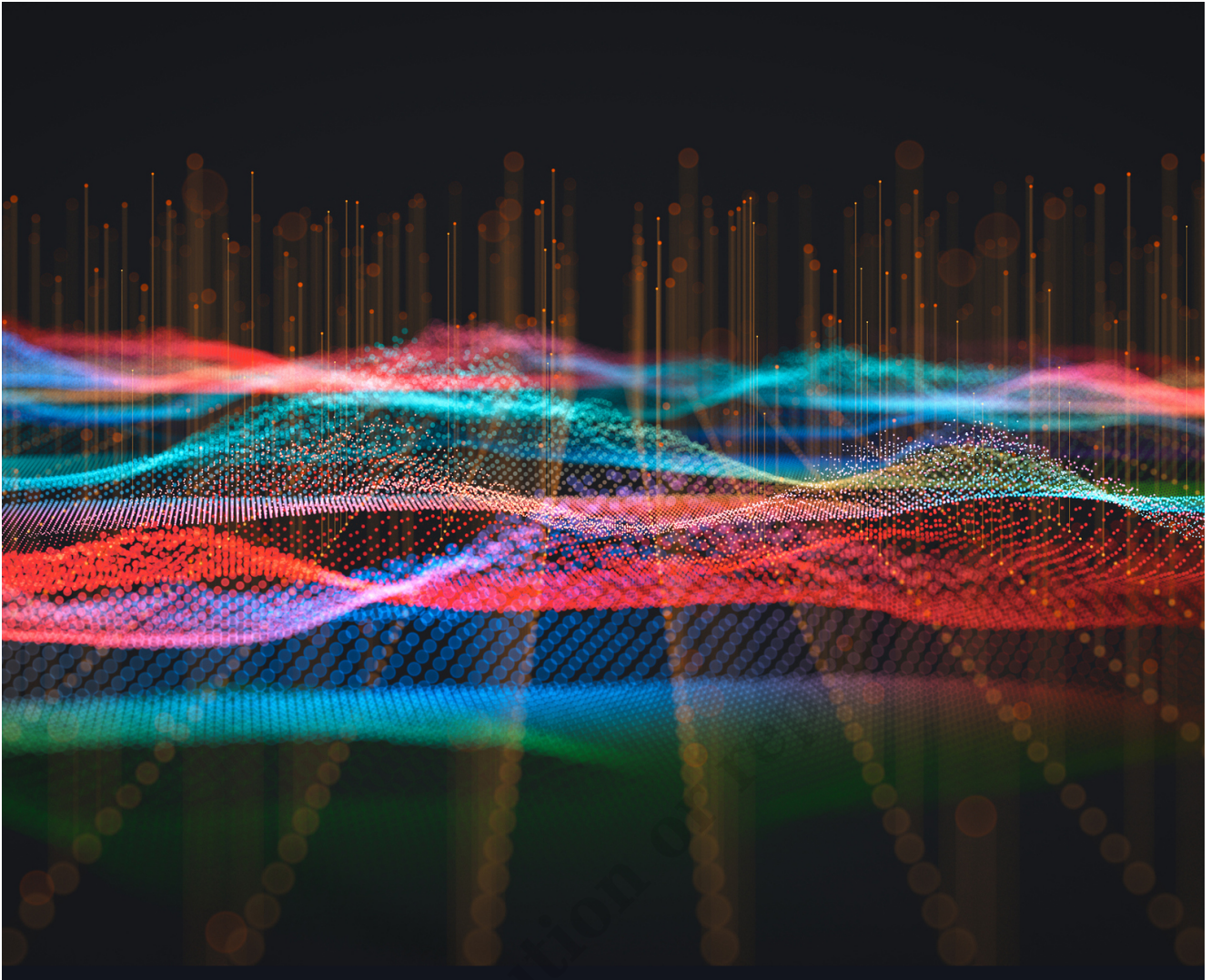
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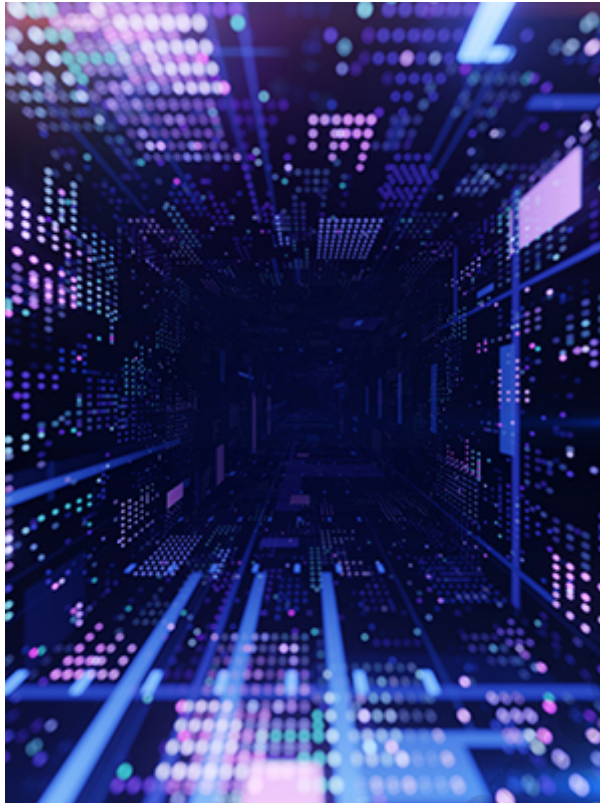
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Engineering CX & DX

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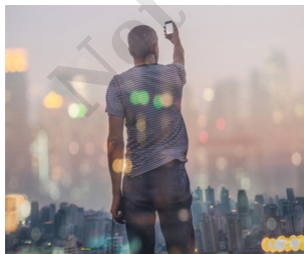
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outsmart the fraudsters

ever-growing complexity of telecom fraud

Telecom fraud is constantly evolving as fraudsters are finding new ways to commit fraud using your networks. Whether it's subscription fraud, Wrongful PBX banking or international Revenue Share fraud (IRSF), it can be difficult – even for experienced fraud managers – to guard against the latest attack methods.

Although great strides have been made in reducing fraud across the industry, fraud managers and consumers need to remain vigilant in their pursuit to keep the fraudsters at bay.



the ripple effect

The CICA 2017 Annual Fraud Loss Survey estimates that \$29B is lost to fraud each year. Of course, the actual cost is a lot higher due to the collateral damage to your brand reputation, organizational efficiency and customer satisfaction.

In the highly competitive telecommunications marketplace, you are focused on creating and launching innovative services to differentiate yourself from competitors. Each technology and service added creates new opportunities for fraudsters to infiltrate your network. To combat this, your security and fraud strategies need to remain robust to stay several steps ahead of the latest techniques. For instance, detecting fraudulent numbers before connecting the call requires a cessation of calls to premium and unallocated numbers as they are happening. The good news is that with high-quality purchasing data you can proactively protect your business from being the unwitting victim of new attacks and criminal activity.

staying one step ahead

Even for the savviest fraud manager, outsmarting the fraudster requires enhancing existing platforms and systems. This gives you added intelligence to identify fraudulent and potentially risky numbers as they land new to your network, which allows you to prevent misuse and improve risk management. Comprehensive solutions allow you to proactively block call to fraudulent numbers and perform targeted segmentation of inbound traffic for call strategies.

iconectiv



AGENTIC AI

NEXT-LEVEL JOURNEY AUTOMATION



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Info Directions Earns Place on Inc. List as One of America's 5,000 Fastest-Growing Private Companies

5,000 Fast-Growth Companies Report Aggregate Revenue of \$214 Billion

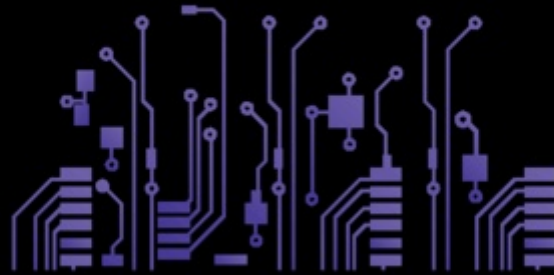
VICTOR, August 13, 2009 – Inc. ranked software engineering firm Info Directions, Inc. on its annual ranking of the 5,000 fastest-growing private companies in the country. The list is the most comprehensive look at the most important segment of the economy – America's independent-minded entrepreneurs. Taken as a whole, these companies represent the backbone of the U.S. economy.

"Our third annual Inc. 5000 continues the most ambitious project in business journalism," said Inc. 5000 Project Manager Jim Melloan. "The Inc. 5000 gives an unrivalled portrait of young, underreported companies across all industries doing fascinating things with cutting-edge business models, as well as older companies that are still showing impressive growth."

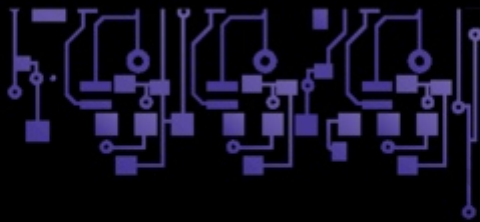
Established in 1996, Info Directions is an Independent Software Vendor (ISV) that designs, hosts and installs billing, CRM and point of sale solutions for mobile, wireline and IP-based telecommunications service providers. Info Directions' software solutions, including its benchmark CostGuard® and Lexys Point of Sale™ products, help service providers eliminate the complexity of selling, activating, managing, billing and caring for customers. Info Directions also appeared on the Inc. 500 list in 2001.

"It is rewarding to be recognized by Inc. for accomplishing our strategic growth initiatives. We share this Inc. acknowledgement with our clients, who leverage our software solutions to create the new business models and superior customer experiences that drive both their growth and ours," said Don Culeton, president of Info Directions. "Innovation is one of the primary tenets on which Info Directions is built, and appearing on this list reinforces the importance of investing in our position as a leading developer of telecommunications billing, CRM and point of sale applications."

Despite the ongoing recession the aggregate revenue of the 5,000 companies that made the list increased to \$214 billion, up \$29 billion from last year, with a median three-year growth rate of 126 percent. Most important, the Inc. 5000 companies were engines of job growth, having created more than 1 million jobs since those companies were founded. Complete results of the Inc. 5000, including company profiles and an interactive database that can be sorted by industry, region, and other criteria, can be found on www.inc.com.



AT&T's 2G GSM Sunset



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tion.



Making it work and making a profit are the two greatest challenges IPTV service providers face. From building your network to billing for service, CHR is with you every step of the way.

■ **IMPROVE INTEGRATION**

Whether you're integrating legacy and new-gen systems or middleware and BSS, the varieties of IPTV implementations are vast. With more than 60 years serving communications service providers in every capacity of their business, CHR has the expertise and resources to simplify your IPTV experience. Our holistic approach and experienced team work with you to weave together the many elements necessary to make IPTV work.

■ **PROMOTE PROFITABILITY**

As competition escalates and regulatory support declines, the battle for profit becomes ever more crucial. Uncover new ways to increase profits margins and drive new revenue by leveraging CHR's cross-4 back line philosophy and comprehensive service offerings. CHR's Integrated Services and In-Room Billing team will help you spend time in markets—more quickly realizing return on your investment and improving customer retention with professionally provisioned home networks. Create an unparalleled customer experience with Media@Home—reducing churn and raising ASPU.

Mediation for the Changing Business Environment

Mediation as a BSS/OSS Interaction Layer in Anticipation of Telco 2.0

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Know Your Customers, Keep Your Customers: Five Key Benefits of Using Automated Surveys to Gauge Customer Satisfaction

CSG International | September 2011

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Microsoft .NET Framework 3.0
Customer Solution Case Study



Customer: GreatCall Inc.
Web Site: www.jitterbug.com
Customer Size: 100-5000
Country or Region: United States
Industry: Telecommunications
Partner: Info Directions Inc.

Customer Profile
GreatCall Inc., based in Del Mar, Calif., is a national mobile network provider and the creator of Jitterbug, a cell phone designed for and marketed to Baby Boomers and their parents.

Software and Services

- Products
 - Microsoft Office 2003, 2007
 - Microsoft Office Vista 2003, 2007
 - Microsoft Office Live Meeting
 - Microsoft Visual Studio .NET 2005
 - Microsoft Exchange Server 2003
 - Microsoft Internet Security and Acceleration Server 2005
 - Microsoft SQL Server 2005
 - Windows Server 2003 Enterprise Edition
 - Microsoft Project Server 2003
 - Windows Vista
 - Windows XP Professional
- Technologies
 - Microsoft .NET Framework

For more information about other Microsoft customer solutions, please visit: www.microsoft.com/cases/studies

Cellular Provider Manages Sizzling Growth with .NET System for Operations and Billing

"By implementing these new IT solutions, we were able to keep up with our tremendous growth and provide the services that our customers expect and deserve."

Ray Marks, Chief Operating Officer, GreatCall Inc.

GreatCall and its Jitterbug cell phone and service experienced blazing growth. Jitterbug's existing billing and operations systems were unable to keep up. After implementing the Info Directions' CostGuard XG operations and billing system, a product built on a Microsoft .NET framework, GreatCall averaged faster processing times than the previous system's best time, reduced the billing process time to less than two days and handled soaring growth.

Business Needs

GreatCall, Inc., of Del Mar, California, is a mobile virtual network operator (MVNO) that developed a cell phone and service targeted to Baby Boomers and seniors. Its offerings proved so popular that the company was experiencing enormous growth on a monthly basis. GreatCall's network system of internally developed and off-the-shelf products for order entry, catalogs, receivables, collections, customer account management and other operations simply was overwhelmed.

Service levels suffered at one point and the company's ability to add new customers and get phones into its customers' hands was severely hampered. Simultaneously, the company wanted to explore its new national retail partnerships, which required different logistics programs. Leadership understood that it needed an automated system if it was to avoid the fate of other MVNOs that had crashed under the weight of their own solutions for lack of back-end systems that served their needs.



Presentations





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Cisco IP SLA Management
Application Note



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Delivering a new ROI for communications

Return on insight in a big data world



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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



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.

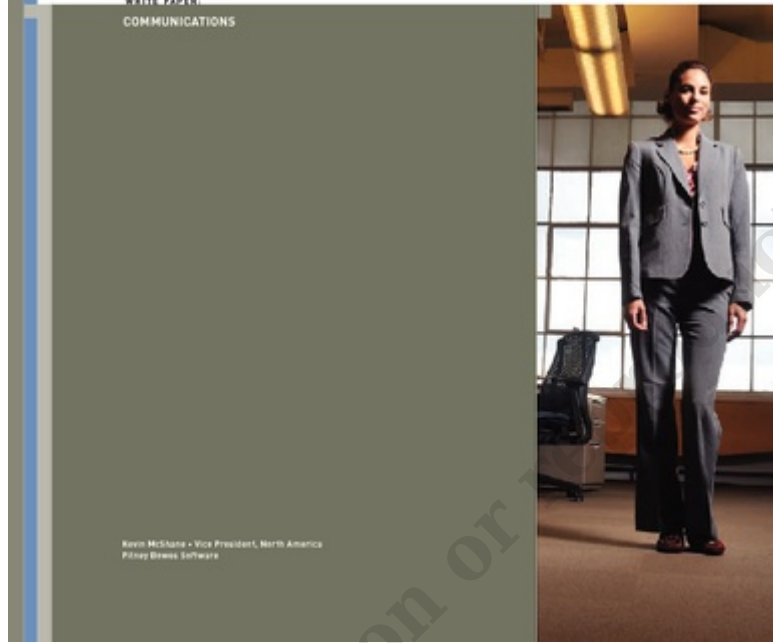
Single View of Customer

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.



Customer Centricity in the Telecommunications Industry

Transformation from Product-Centric to Customer-Centric
and Creating Competitive Advantage Along the Way



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