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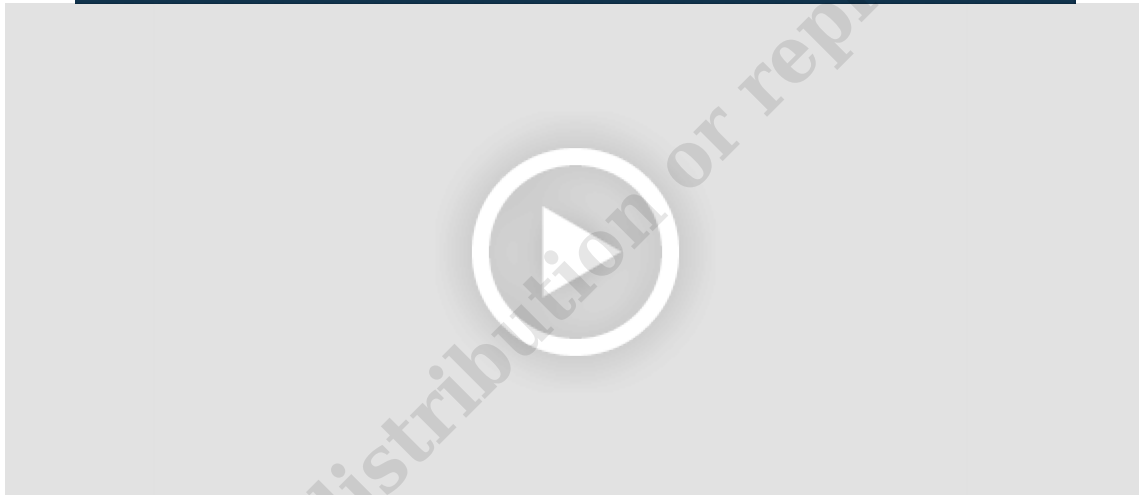
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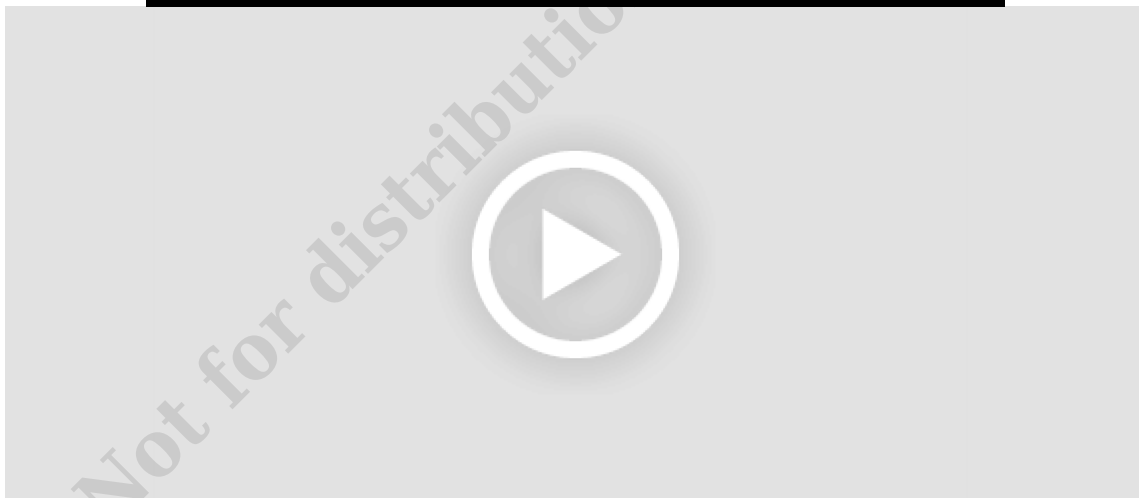
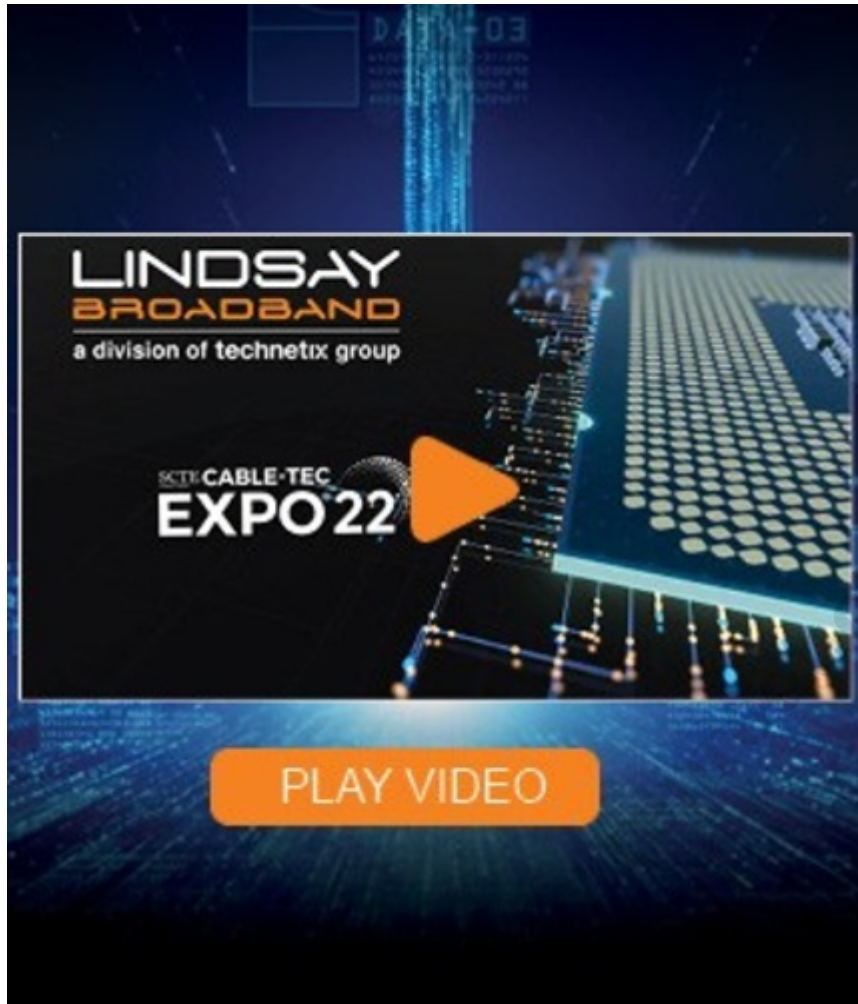
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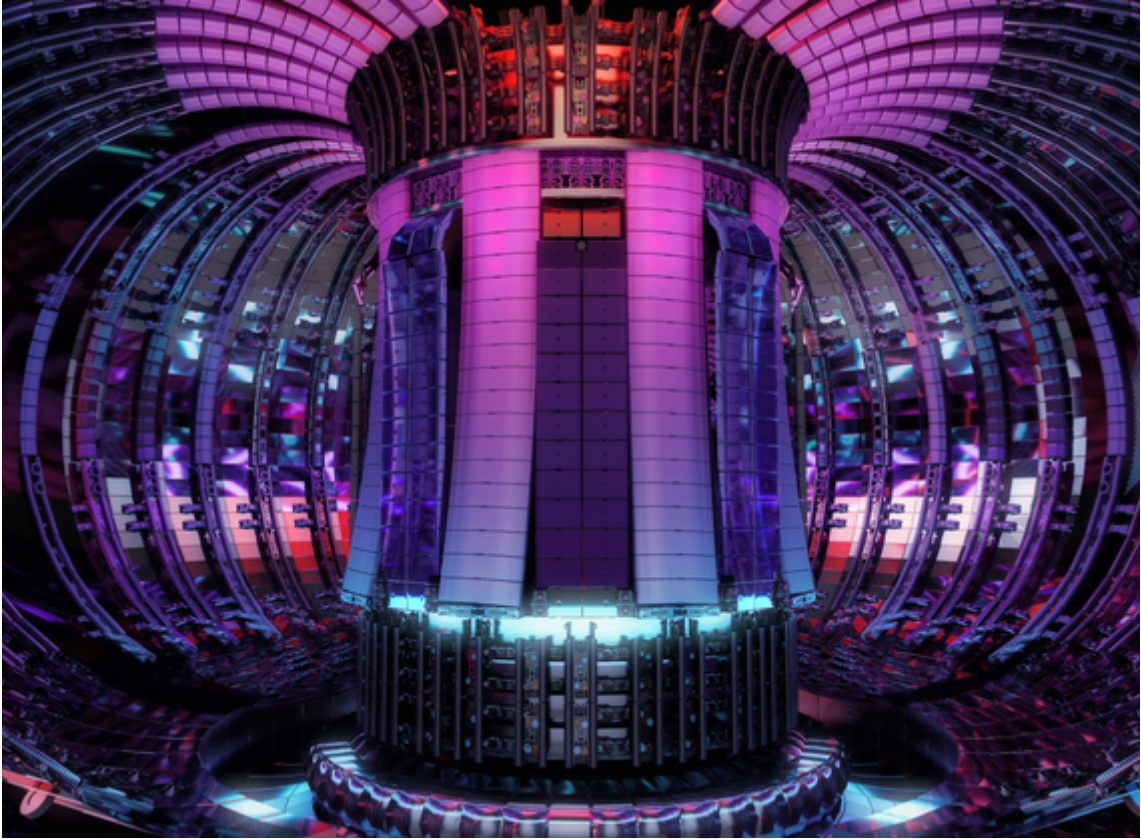


End-to-End Solutions for Broadband Networks

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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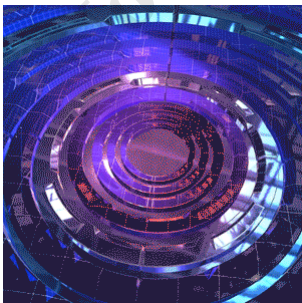
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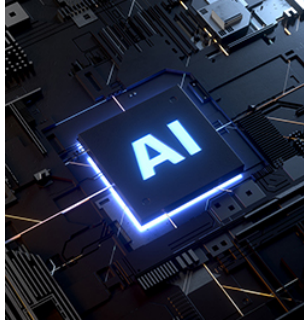
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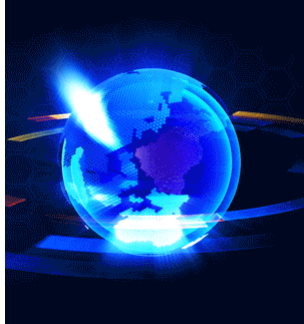
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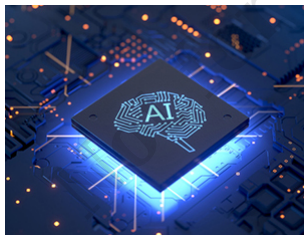
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Info Directions Maintains Gold Certified Status in Microsoft Partner Program

VICTOR, N.Y. (March 10, 2009) — Info Directions, leading provider of net-centric billing, rating, order management, workflow and selling solutions for communications service providers, is pleased to announce it has maintained Gold Certified status in the Microsoft Partner Program with a competency in ISV/Software Solutions.

Recognizing Info Directions' expertise and total impact in the technology marketplace, the Gold Certification ensures Info Directions has demonstrated expertise with Microsoft technologies and has a proven ability to meet customers' needs. Microsoft Gold Certified Partners receive a rich set of benefits including access, training and support, giving them a competitive advantage in the marketplace.

"Solutions Competencies are an important way for Microsoft to better enable ISVs to meet customer needs," said Sanjay Parthasarathy, corporate vice president of the Platform Strategy & Partner Group at Microsoft. "They allow ISVs to keep and win customers with their deep knowledge of solutions-based Microsoft platform technologies. Microsoft has a long history of working closely with ISV partners to help deliver compelling solutions and applications to our mutual customers, and the Solutions Competencies are an important step in continuing to enhance vital relationships with ISVs worldwide."

The Microsoft ISV/Software Solutions Competency recognizes the skill and focus partners bring to a particular solution set. Microsoft Gold Certified Partners that have obtained this competency have a successful record of developing and marketing packaged software based on Microsoft technologies.

"We are extremely pleased to have maintained Gold Certified Partner status in the Microsoft Partner Program. Our organization is focused on developing products and services that support the evolution of the rapidly changing communications market, so we make it a priority to participate in the Microsoft Partner Program at the highest level," said Tim Wrona, Vice President of Product Marketing at Info Directions. "Being a Microsoft Certified Gold Partner helps us meet our commitment to our clients by giving them the products, tools and services they need to leverage new opportunities and compete more effectively in the communications market."

CYBERATTACK: WHEN IT HAPPENS TO YOU

What to expect when you weren't expecting



3 THE BOTTOM LINE

The cost of a cyberattack is significant

DATA BREACH	REPUTATIONAL DAMAGE	REGULATORY FINES
OPERATIONAL DISRUPTION	INVESTOR LOSSES	LEGAL COSTS
RECOVERY COSTS	REPUTATIONAL DAMAGE	REGULATORY FINES
OPERATIONAL DISRUPTION	INVESTOR LOSSES	LEGAL COSTS
DATA BREACH	REPUTATIONAL DAMAGE	REGULATORY FINES
OPERATIONAL DISRUPTION	INVESTOR LOSSES	LEGAL COSTS

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Monitoring 4G LTE and IMS
Performance at Scale
White Paper

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TOP TEN PREDICTIONS FOR THE TELECOMMUNICATIONS
INDUSTRY IN 2011**For B/OSS, Managing the Manager is #1, says Progress Software**

Progress Software Corporation (NASDAQ: PRGS), a leading software provider that enables companies to be operationally responsive, predicts that telecommunications service providers will increasingly be able to detect technology problems that might affect customers, solving them before the customers even know they exist.

Sanjay Kumar, Industry Vice President for Communications and Media at Progress Software, said, "The telecommunications field is very competitive, and service providers have to do what they can to differentiate their offerings. Solving problems before they happen goes a long way toward managing the customer experience." The firm also predicts that mobile service providers will have to build stronger relationships with customers, mainly by providing unique offerings to grab and hold their attention.

Progress Software's Telecommunications predictions for 2011:

1. **For B/OSS, managing the manager is key.** Traditional business and operational support systems (B/OSS) will require systems to manage the systems. Most service providers have invested so much in their B/OSS infrastructure assets that they cannot be easily replaced and need an adapted layer to respond to real-time business demands and reenergize the existing B/OSS infrastructure's value.
2. **You will predict problems before they come to light.** Telco service providers will be able to predict when there is a potential issue that will affect customers—and correct it before it happens. The pre-emptive correction of problems before the customer knows they exist will become a key factor in differentiating service providers and improving the customer's level of service.
3. **Loyalty program.** Mobile service providers facing mounting competitive forces will have to build stronger relationships with their customers. They will need to provide customers with unique, interactive experiences to build stronger loyalty by tapping into customer call patterns and locations, correlating with customer preferences and providing value-added services to customize each customer's experience in a unique way.
4. **Partly cloudy.** As communication service providers head for the cloud, they will struggle with data interoperability between cloud and non-cloud environments. Operators will need advanced data transformation and adaptive technologies to take full advantage of cloud-based applications.
5. **Mind the gap.** Operators will be increasingly trapped in the gap between customer expectations for flexibility and speed, and the limitations in existing B/OSS infrastructure. This will drive demand for new business user toolsets to overlay B/OSS, enabling service providers to respond and deploy new solutions faster.

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Order-to-Cash Billing Services

Cycle30 provides a completely hosted platform for scalable and reliable converged billing. It includes convergent charging, rating and balance management for existing and emerging services across a variety of markets.

Unlike a traditional billing system you need to deploy, maintain and host yourself, the Cycle30 order-to-cash platform is ready today, so you can get to market quickly.

Order-to-Cash Services

Today's operator needs to focus on acquiring and retaining customers and delivering service. Your operations rely on accurate, timely revenue assurance.

From the moment of customer contact and order, the Cycle30 platform supports your operation by managing and accounting for the revenue associated with your products and services, all the way through invoicing, reconciliation and collections.

At the start of your interaction with customers, Cycle30 provides connections for core sales activities, such as channel sales and retail commission tracking.



CUSTOMER MANAGEMENT

Manage your customer interactions via integrated systems in the Cycle30 platform. The Cycle30 Customer Management suite enables the major account management functions below.

- Account Management
- Order Entry
- Credit Checking
- Bulk Ordering
- Contract Management
- Serviceability

SERVICE FULFILLMENT

Cycle30 provides pre-built workflows and integration to LMR the order upon completion.

- Order management
- Activation
- Inventory management
- Workforce management

BILLING AND REVENUE MANAGEMENT

The core of the Cycle30 platform ensures your revenue stream is completely covered, from customer credit workflows to invoicing and collections.

- Product catalog
- Enterprise Mediation
- Rating & Pricing
- Post-Paid Billing
- EBR
- Billing
- Collections
- Invoicing
- Reconciliation
- Crossinghouse Reconciliation
- Financial Reporting

SERVICE ASSURANCE

Cycle30 service assurance helps you maintain your customer's service, diagnose issues, and ultimately drive revenue assurance.

- Trouble Management
- Troubleshooting Tools
- Usage Data Collection

BUSINESS INTELLIGENCE

Unlock the business intelligence inside your converged billing data, and better understand your customer's habits, trends, purchasing behavior and needs, all so you can focus your efforts.

- Data Quality
- Real-Time Data Warehouse
- Ad-Hoc Queries
- Financial, Operational, Marketing, Subscriber and Invoicing Reports

INTEGRATIONS

Cycle30 provides a large set of pre-set workflows and integrations to LMR orders upon completion. In addition, specific integrations can be customized beyond the integrations below.

- Business to Business
- Financial Reach
- Content Providers
- Point-to-Point
- API
- Other Third Parties

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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 CFAA 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 will allow you to proactively block call to fraudulent numbers and perform targeted segmentation of inbound traffic for call strategies.

iconectiv

How business processes contribute to performance

A survey of Operations Managers in
airlines, corporate banks and
telecommunications companies

January 2011



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Brochures

PTP Test Applications

Harmonium Docks, Product Specialist, Transport & Datacom Business Unit

4G/LTE deployments and increased bandwidth requirements in Carrier Ethernet services are the driving force behind the new backhaul network technology. Synchronization is required for cellular and wireless network operations because base stations must be synchronized in order to hand off calls between base stations, minimize dropped calls and ensure proper billing. Since precision time protocol (PTP) provides both phase and frequency, it is quickly becoming the synchronization technology of choice for packet networks.

WHAT IS IEEE 1588V2/PTP?

PTP provides high clock accuracy in a packet network by continuously exchanging packets with appropriate timestamps. In this protocol, a highly precise clock source, referred to as the grandmaster clock, generates timestamp announcements. It also responds to timestamp requests from boundary clocks, thus ensuring that the boundary clocks and the slave clocks are precisely synchronized with the grandmaster clocks. By relying on the holdover capability, the precision of the integrated clocks and the continuous exchange of timestamps between PTP-enabled devices, the frequency and phase accuracy can be maintained within a sub-microsecond range, thus ensuring synchronization throughout the network.

The objective of PTP deployment is simple: by exchanging timestamps, the slave clock can determine its offset from the grandmaster clock and thus adjust itself. This provides frequency and phase synchronization through packet distribution.



Figure 1. PTP network

PTP USE CASES

PTP is a packet-based technology. As the synchronization packets used by PTP are forwarded throughout the network between the grandmaster and hosts, they are subject to delay (latency), delay variation (packet jitter) and frame loss. Despite applying high priority to synchronization flows, synchronization packets will still experience congestion as well as routing and forwarding issues (e.g., out-of-sequence packets and route flaps). The host clock's holdover circuit must be stable enough to maintain synchronization in the event that synchronization packets experience these network events.

In addition to testing packet metrics to make sure they meet the service level agreement (SLA), in some cases, it may also be critical to validate the frequency measurements of the sync signal. A few use cases are detailed herein. Table 1 summarizes the different synchronization testing applications.

Service Turn-Up	When	Who	Tests	Duration	Product
Ethernet backhaul and PTP client turn-up	Performed every time a tower is put in service	Field technician	- EtherSAM (Y1564) - PDG GE measurements - Client emulation	30 minutes at 7 hour	NetFlare Series
Sync network installation	Performed when a sync network is being deployed or when a new grandmaster is added	Network engineer	- Wander measurements - DC PDG offset - Slave/client emulation	24 to 48 hours	SyncWatch PRO
Troubleshooting					
Basic troubleshooting	Packet metrics issues/detective slave client	Field technician	- EtherSAM (Y1564) - PDG GE measurements - Client emulation		NetFlare Series
Advanced troubleshooting	Incorrect clock output/detective grandmaster	Network engineer	- DE, MTIE - DC PDG offset - Slave/client emulation		SyncWatch PRO

Table 1. Synchronization applications

EXFO | Assessing Next-Gen Networks

Reports

Customers expect organizations to be aware of their distinct preferences and to interact with them on an individual basis rather than as part of customer segments or groups. Providing each person with individualized messaging, offers, and products ensures a personalized customer experience.

Toward Superior Customer Experience: Building Blocks for Personalization

November 2022

Written by: Eren Eser, Associate Research Director, Services, IDC Türkiye

Introduction

Customers have always wanted a hassle-free experience in their interactions with brands. In the meantime, customer expectations for smooth and enjoyable experiences are constantly changing and evolving due to the ever-accelerating pace of digital technology and advances in the market. In parallel with its growing importance among customers, customer experience (CX) has become a strategic concern for businesses. According to IDC's Future Enterprise Resiliency and Spending Survey, enhancing customer experience was enterprises' top business goal globally for a five-month period (September 2021–January 2022, inclusive).

Customer experience now has significantly less friction thanks to developments in customer experience technologies across advertising, marketing, commerce, sales, customer service, and more. However, focusing purely on technological advancement without considering the human connection in CX projects hinders organizations in creating and sustaining emotional connections with customers.

Differentiating by efficiency or product is doomed to failure. The return on investment for efficiency improvements will eventually be close to zero at some time in the near future. The capacity to differentiate at the product level has been hampered by technology because every new product feature or function can easily be copied by rivals and introduced to the market. Customers now consider brand experience their key criterion for choosing which items to buy and use, since they perceive less differentiation at the product level, with products essentially identical in terms of desired features.

AT A GLANCE

KEY STATS

According to IDC research:

- ▶ Improving customer experience is a top business priority for most enterprises.
- ▶ Personalization improves engagement rates by 35–40% versus non-personalized communication.

KEY TAKEAWAYS

- ▶ Customers now view personalization as the default engagement standard.
- ▶ Organizations can differentiate themselves and achieve a long-term competitive edge by offering highly personalized customer experiences.

Whitepapers

Going Global with M2M: What You Must Know to Control Costs

To launch a successful global M2M deployment, service providers and enterprise customers should first develop a plan that takes into account diverse cultures, languages, regulations, technologies and pricing. This Aeri's White Paper outlines how differing regions and individual countries can create challenges in certification, support, and cost control and recommends actions to avoid these pitfalls.



Whitepapers

EMC STORAGE RESOURCE MANAGEMENT SUITE

How Storage Resource Management Suite Meets Today's Storage Management Challenges

Abstract

The Storage Resource Management Suite provides comprehensive monitoring, reporting, and analysis for heterogeneous block, file, and virtualized storage environments. It enables you to visualize applications to storage dependencies, analyze configurations and capacity growth, and optimize your environment to improve return on investment. This white paper outlines the common use cases Storage Resource Management Suite addresses.

March 2013

The EMC logo is displayed in white text on a blue rectangular background.



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.

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software solutions

CHR provides integrated business solutions that address today's needs while positioning for future revenue streams, such as cloud based services. CHR software is available through traditional on-site licensing, through our supported cloud service model, or Software as a Service (SaaS). Our cloud based and SaaS options provide all the benefits of a traditional on-site license, and the platform hardware, operating systems, and a team of highly skilled professionals – all in a hosted environment without the upfront capital expense. SaaS and cloud based software are served from one of our four data centers and managed by CHR's 24x7 NOC services team.



ORDER MANAGEMENT (ORDER TO CASH)

CHR's Order Management accelerates cash flow with an integrated order-to-cash process – providing a faster path to revenue, improved operational efficiencies, and higher customer satisfaction. Order Management supports complex product bundling, parallel and sequential order flows, and end-to-end automation from order capture to fulfillment. Our intuitive tool makes it easy to identify and correct errors. Order Management provides robust pricing and promotion capabilities to include bundling and discounting. We provide a complete solution for credit analysis, order entry, fulfillment and billing.

PRODUCT LIFE CYCLE MANAGEMENT

Clearly defined products drive order entry and service fulfillment. CHR's Product Life Cycle Management takes a product through design, approval, release all the way to retirement. Our teams of experts partner with you to craft products that meet customer demand in alignment with available technology and support infrastructure. Products are able to be built by component and managed with expiration dates. Throughout the product life cycle CHR works with you to adapt to new business models, added products and services.

CUSTOMER CARE MANAGEMENT

CHR's Customer Care Management is a powerful tool which provides you a 360 degree view of the customer—allowing you to review all relevant information about a customer's account, add new locations, and launch a service order to add or change data. Customer Care Management offers a combination of search, inquiry and order-entry tools. Our unique "accounts-at-a-glance" feature provides flexibility for the CSR to manage their view of the customer—helping the CSR deliver efficient and effective service. CHR's Customer Care Management delivers the right tools and necessary authority for CSRs to solve client problems—improving quality of care and reduction in issue resolution time.

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Actionable Intelligence
for a Safe, Secure and Connected World





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/en-us/csl

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."

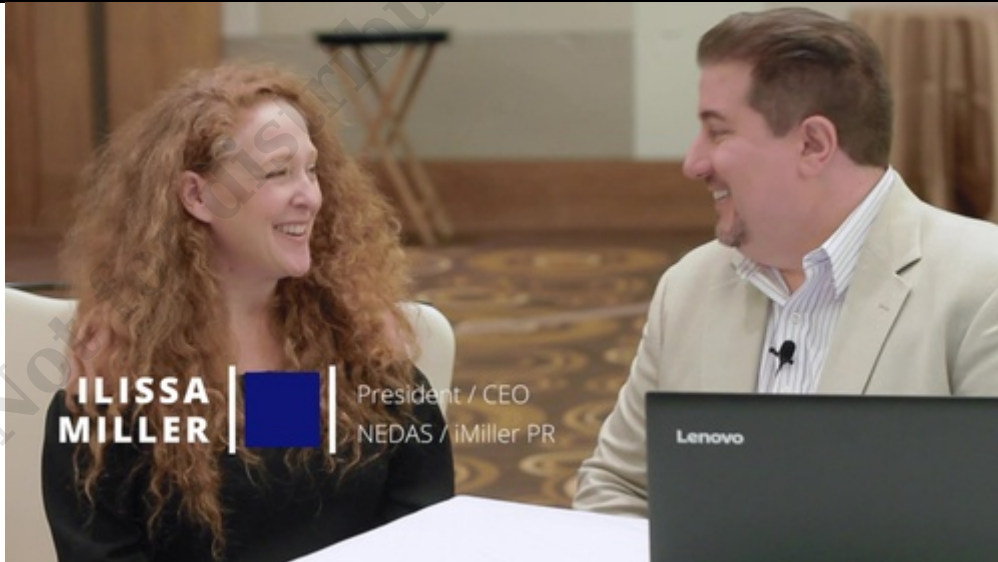
Ray Marks, Chief Operating Officer, GreatCall Inc.

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 contact 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.



ILISSA MILLER



President / CEO
NEDAS / iMiller PR

Lenovo

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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