



BUILT FOR CHANGE TO KEEP OPERATORS AHEAD

SUPPORTING OUR
CUSTOMERS AND THEIR CUSTOMERS
THROUGH UNCERTAINTY

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Unprecedented Upheaval for Operators

The accelerated spread of COVID-19 has meant that government enforcement measures have created a temporary economic paralysis across most industries. Telecoms, on the other hand, is in high demand as the societal need for virtual communications and remote access to essential services has never been greater.

However, this does not account for the financial instability of the telecoms market and erosion of people's ability to pay for such services, as unemployment rises. Analysys Mason forecasts a year-on-year decline in telecoms revenue of 3.4%.



So, operators are looking to implement greater flexibility to counteract economic uncertainty.

Demand may be strong, however this does not accurately reflect the operational challenges faced by those delivering the service. Focus is clearly on maintaining the critical infrastructure, along with an expectation that Operators 'stress test' the scalability and adaptability of deployed infrastructure as part of their business continuity plans.

Businesses more than ever will rely on technology, connectivity and bandwidth to support the economy and ensure services continue to function. So, as all eyes look to operators to provide reassurance and confidence that they can cope with demand surges and traffic volumes, operators need to make sure they overcome any challenges to ensure they can continue to deliver service in these unprecedented times.

Agile Ways to Adapt the Operator Business

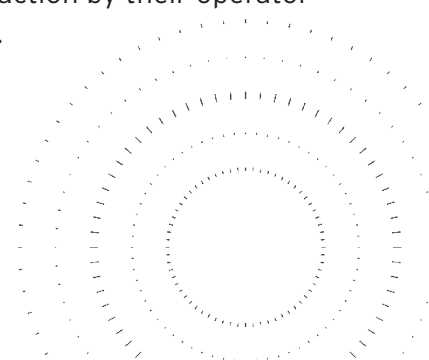
Balancing the demand for new services at an accelerated rate, while juggling the operational limitations resulting from COVID-19 is no easy task. Operators are increasingly looking at whether their systems are flexible enough to adapt and scale to meet demand.

With the right support and inherently flexible systems in place, this is achievable and we will walk through a few ways in which Openet can provide assistance for our customers through this challenging time and ensure minimal business impact.

Openet Use Case #1: Quality of Service Rules for Emergency Data Overload/Signalling Storms

At a time when managing against contingencies is critical to maintaining continuity of service, operators can apply a specific network profile to certain sessions with a default subscription. With already high demand, an unexpected spike in service consumption could result in the network experience being slow or unpredictable.

For example - At a COVID-19 peak, operators could temporarily enable a free limited data service with specific QoS to avoid network congestion or signalling outages. This provides a rapid mechanism to implement specific profiling attributes across all or geographically selective sessions. In so doing, operators can proactively ensure such contingencies do not impact business with an operationally efficient means of protecting service. Result? Even at peak moments, the network is available for the delivery of essential services and customers get proactive, visible action by their operator - reinforcing the brand.



Openet Use Case #2: Operationally Outsourcing the Offer Catalog

Most businesses are now experiencing a great deal of uncertainty around the availability of resourcing, with a risk of staff reduction through illness, absence or cost control. For operators, this operational uncertainty comes at the same time their networks are experiencing unprecedented demand. More than ever, operators need the ability to pivot and change or innovate new offers based on rapidly shifting market conditions.



This can be achieved by outsourcing management of the Offer Catalog to Openet, who can support in the implementation of changes to new offers, plan creations and modifications. In this way, operators can be reassured by having the best expertise on hand to remotely manage changes quickly and reliably.

This allows for greater focus on the end-user and the network itself and how to resolve the challenges they may be facing. At a time when operations are uncertain and the pace of change is formidable, the imperative is to be inventive, dynamic and responsive in the market.

Openet Use Case #3: Remote Monitoring with Unified Monitoring System

All mobile operators are facing operational challenges in the management and monitoring of their systems as remote working becomes mandatory across most countries. This means operations teams often cannot be physically present and may have poor visibility of events in the network.

To combat this risk, Openet can provide support with a Unified Monitoring System, which enables operators to remotely monitor Openet systems, proactively assess network status and analyse business KPIs. This remotely accessible tooling provides innovative and adaptable dashboards to enjoy the reassurance of a complete view of continued operations.

With such a capability, operators can benefit from gains in stability by managing remote operations proactively and with a greater level of control than at present appears possible. With such an approach, remote business processes are improved and unforeseen service-impacting issues are minimised.

Openet Use Case #4: Operator Audit & Assessment Services

At a time of great uncertainty, we understand that executive, market and board confidence is essential to maintain. However, some businesses may be unsure of the full scope of what to monitor or whether the network and BSS are ready for events on the scale of the COVID-19 pandemic.

To manage down this uncertainty, operators need to be confident in how to take the shortest and most cost-effective path to have environments that are fit for purpose. Operators need to have a clearly defined business continuity proposition.

Where required, Openet can provide audit and consultancy services to ensure confidence in the data in areas such as:

- > **Network pattern usage & proactive optimisation**
- > **Purchase patterns (Subscriptions)**
- > **Market share & fit**
- > **Capacity planning and forecasting assessments**
- > **Disaster recovery/HA assessments**

This pragmatic approach will produce the right improvements in all the right places. It will also permit the creation of confident public relations messaging and will allow the operator to constrain and justify investments.

OPENET PRODUCTS:

Openet Charging:

Real-time convergent charging for digital and 5G services.

Openet Policy:

Network policy control for next gen fixed, mobile and converged networks.

Openet Data:

Data management, data processing and data governance solution designed to collect and manage data at 5G volumes in real-time.

Openet Digital Platform:

End to end Digital BSS/OSS stack containing Openet & our partners' products.

Openet Forge:

The digital enablement platform which contains Openet's library of microservices, upon which all Openet products are provided.

DELIVERING BUSINESS VALUE:

40%

Reduction in time to market for new offer creation

28%

Uplift in offer uptake

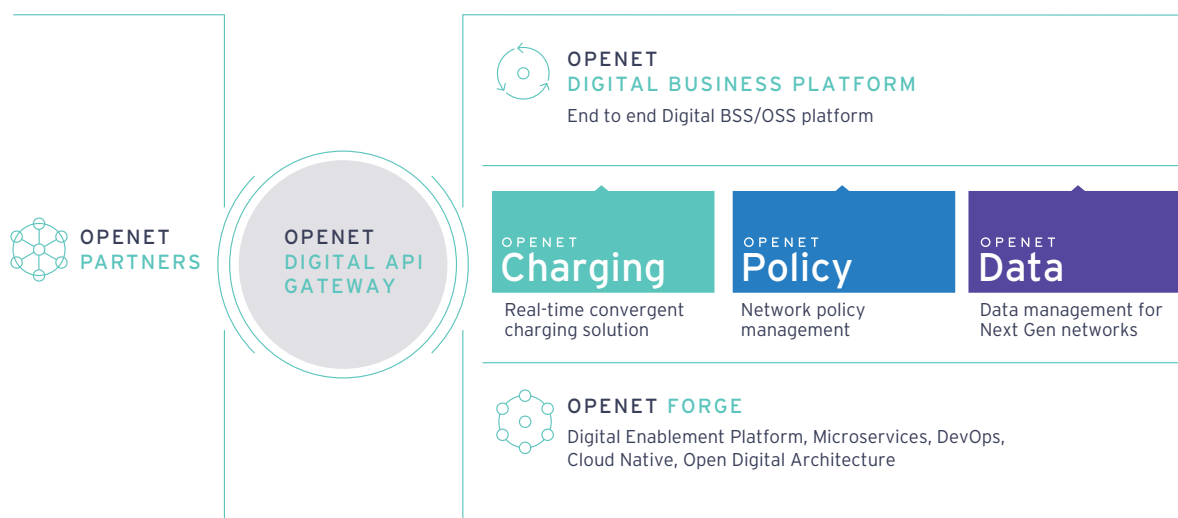
11%

Increase in mobile data ARPU

41%

Increase in mobile data revenues

OPENET PRODUCT PORTFOLIO



OPENET

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OUR CUSTOMERS



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