



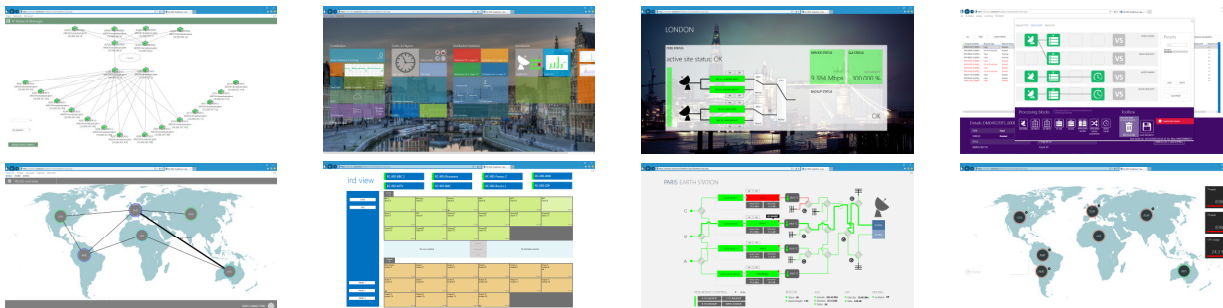
the New Generation Networks are coming

but what challenges will you be facing
and how to address them?

SETTING THE SCENE

some key fundamental facts of life

- > continuously converging markets
infrastructure consolidation | new delivery paths | content strategy
- > ever faster evolving technologies
significantly higher capacity | all-IP services & infrastructure | technology & network virtualization | on & off prem cloud
- > more demanding customers in an ever more competitive environment
commodity services | increased dependency | changing legislation | offering diversification
- > and ultimately everything revolves around who owns the user experience



WHAT ARE YOU FACING EFFECTIVELY?

knowing what drives the market

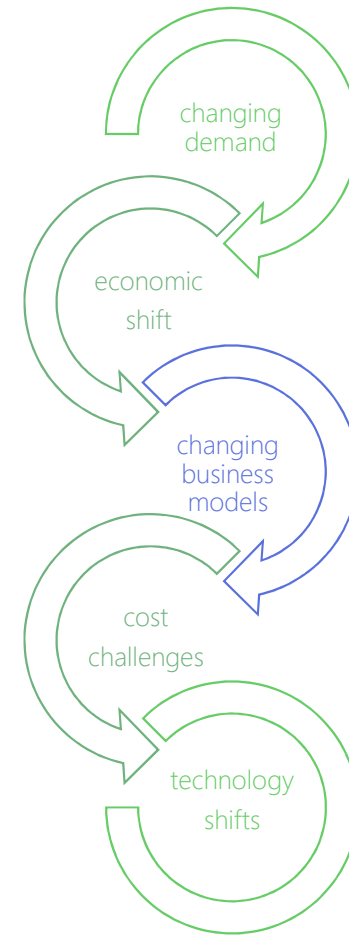
- > millennials are demanding to collaborate and consume anything, anytime, anywhere on any device
- > and what about generation Z?
- > the consumer is in control, more than ever
- > this causes a major disruption / seismic shift of the economical models
- > demand is ahead of technology, technology is not driving the change now



THE NATURE OF THE TRANSITIONS

what are you facing effectively?

- > this is a different kind of transition
- > not a technology shift
- > not so much about changing out boxes
- > far more about a shift in business models & operational practices
- > the industry is led by changing business models this time, not by technology





complexity grows
beyond human
understanding

the transitions that we are
seeing today are driven
by **business models** and
operational practices

technology evolves
fast, but **transitions**
need to be
managed

leveraging new
technologies is the
key to success

WHERE'S THE DNA OF YOUR BUSINESS?

the strategic value of your OSS platform



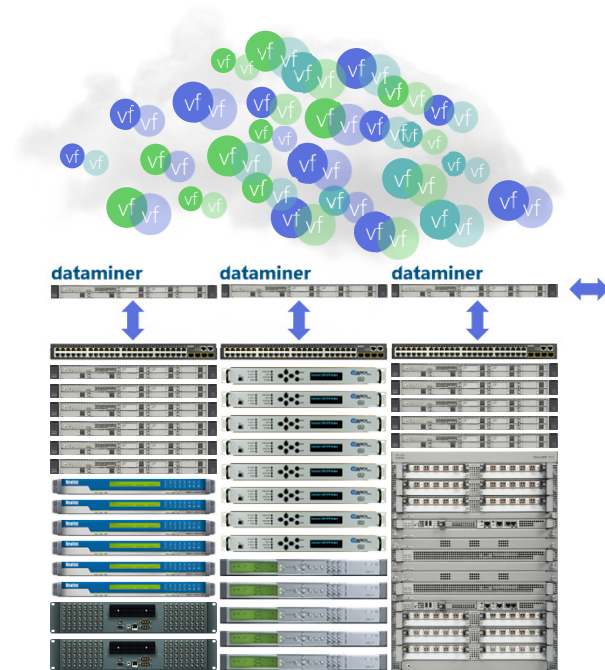
CORNERSTONES OF THE NEXT-GENERATION NMS/ OSS



RUNNING A VIRTUALIZED OPERATION

ensuring you can dynamically leverage your technology assets

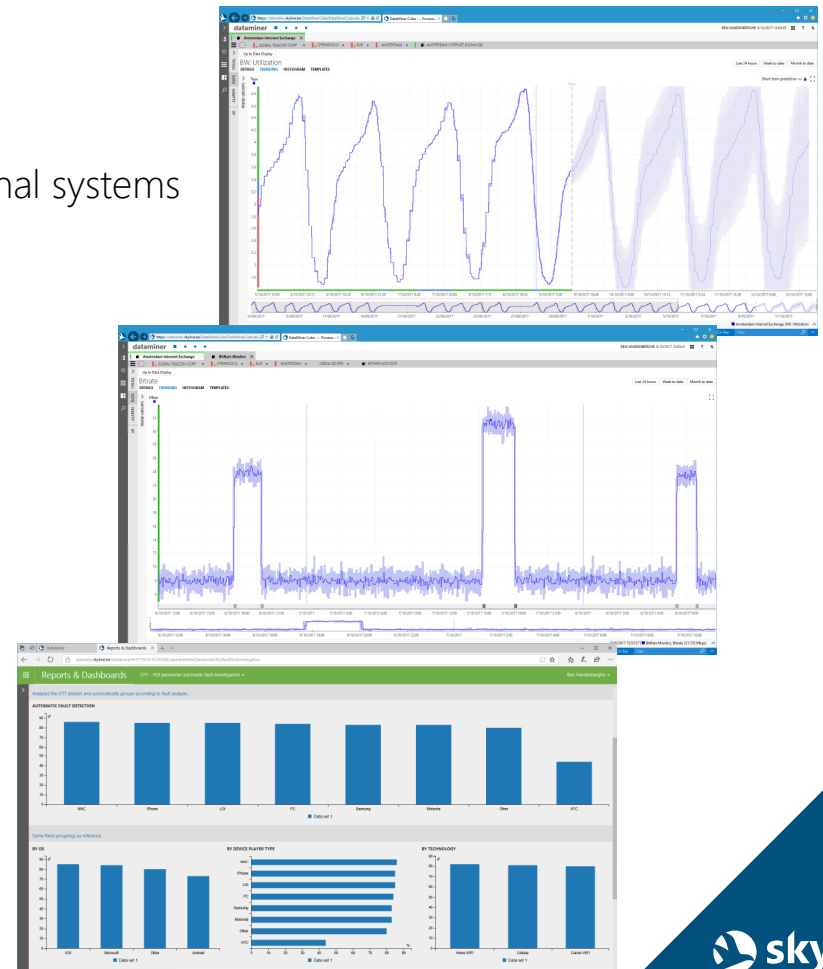
- > performs a vendor-agnostic virtualization of your system resources
- > break down your available resources & technology assets to their essential functions
- > providing a holistic view on all the resources in the entire end-to-end infrastructure
- > the system has more properties over and above the sum of those of its parts
- > supporting both hardware & software products, on-premises and off-premises assets
- > seamless combination and stitching of legacy and new technology



BIG DATA & AI

the next era in network management

- > moving from reactive to proactive management of your operational systems
 - > moving towards an algorithmic supported operation (AIOps)
 - > evolution towards a collaborative virtualized system operation
-
- > example key emerging technologies:
 - > sophisticated forecasting based on self-learning capabilities
 - > detection of deviations from normal behavior
 - > intelligent risk assessment
 - > automated data cluster analysis (incident tracking)



IN CONCLUSION

- > your success will depend your ability to adapt to evolving customers expectations
- > you need the tools to manage & leverage the flexibility & agility of the tomorrow's technologies
- > your operation & success will largely depend on your NMS/OSS capabilities
- > you will be facing systems that grow beyond the level of human understanding
- > you will have to transform towards a devops style operation



An aerial photograph of the Skyline Global Head Quarters in Izegem, Belgium, taken at dusk. The building is a modern, multi-story structure with a glass facade, illuminated from within. The sky is a mix of purple and blue, with a bright sun or moon visible. The surrounding area includes a parking lot, some trees, and a road in the foreground.

THANK YOU...

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