

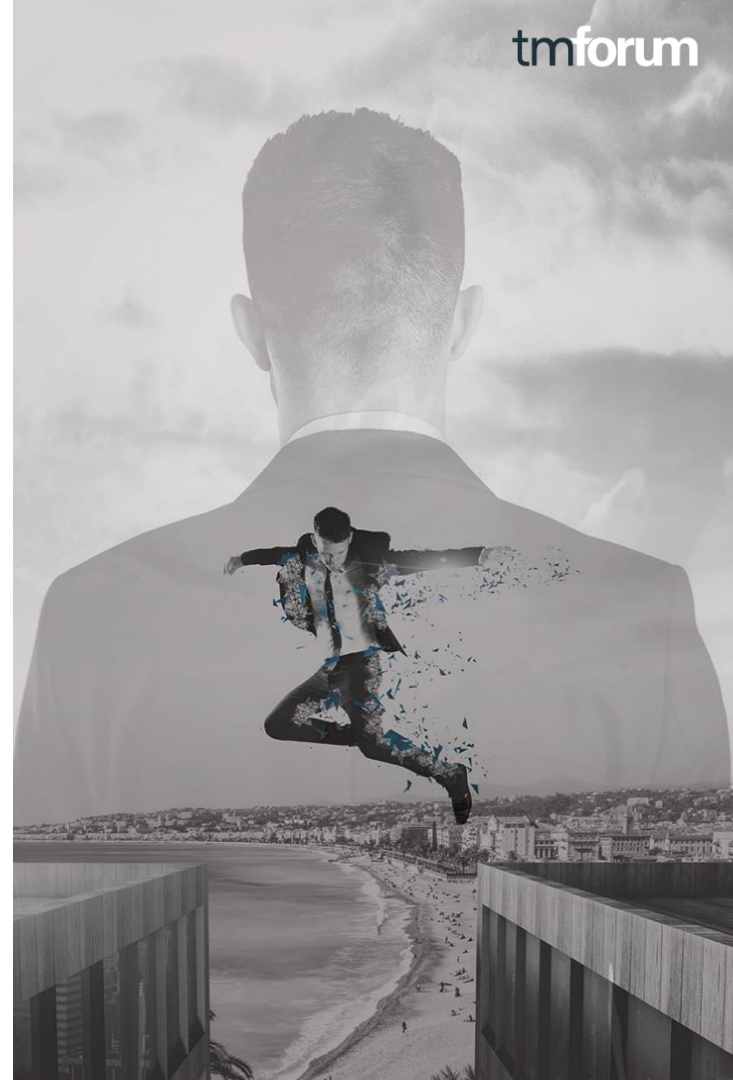


# Customer Centric Service Assurance

Phase 2

Catalyst: GCI Champion ,  
Galileo Software, Smart Liverpool, John  
Moore's Liverpool University, Cardinality

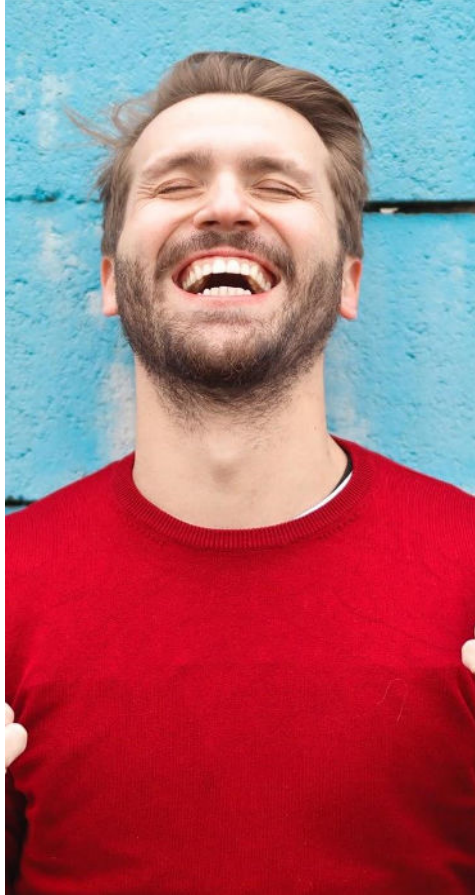
tmforum

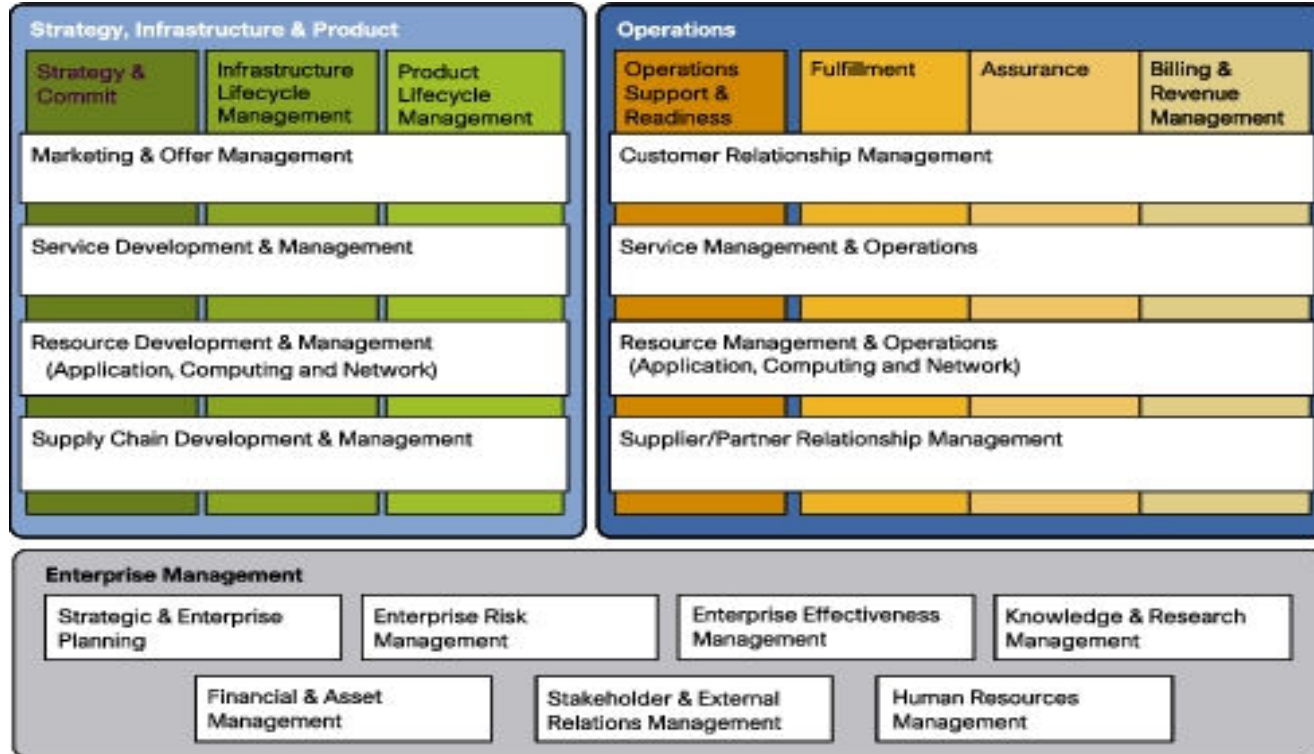


# Welcome to Happy land !



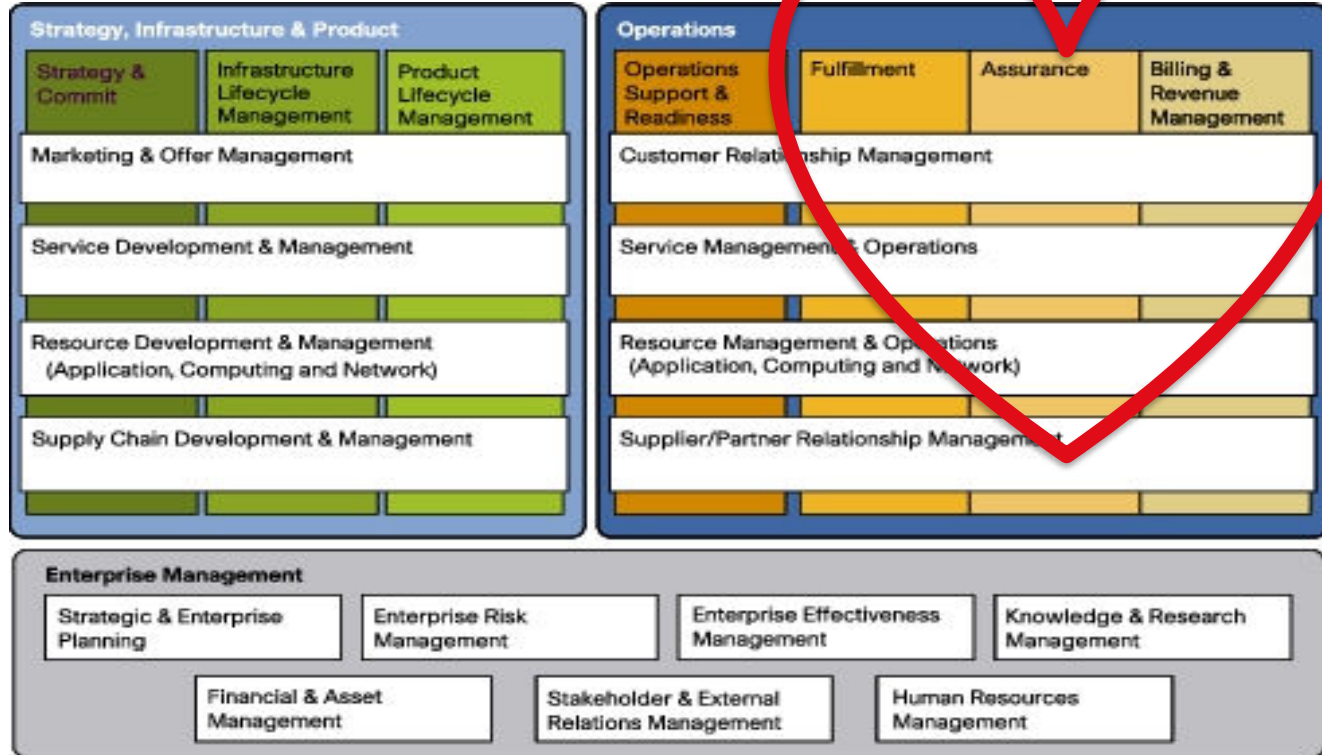
# Welcome to Happy land !





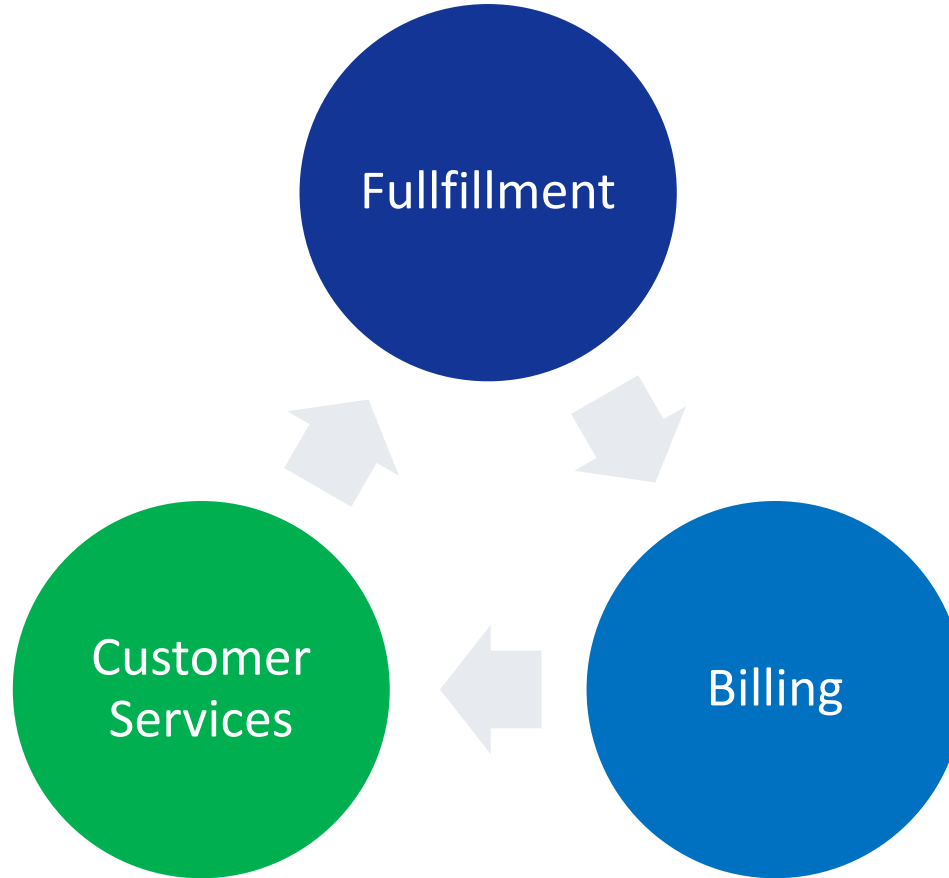


# Why assurance is at the heart

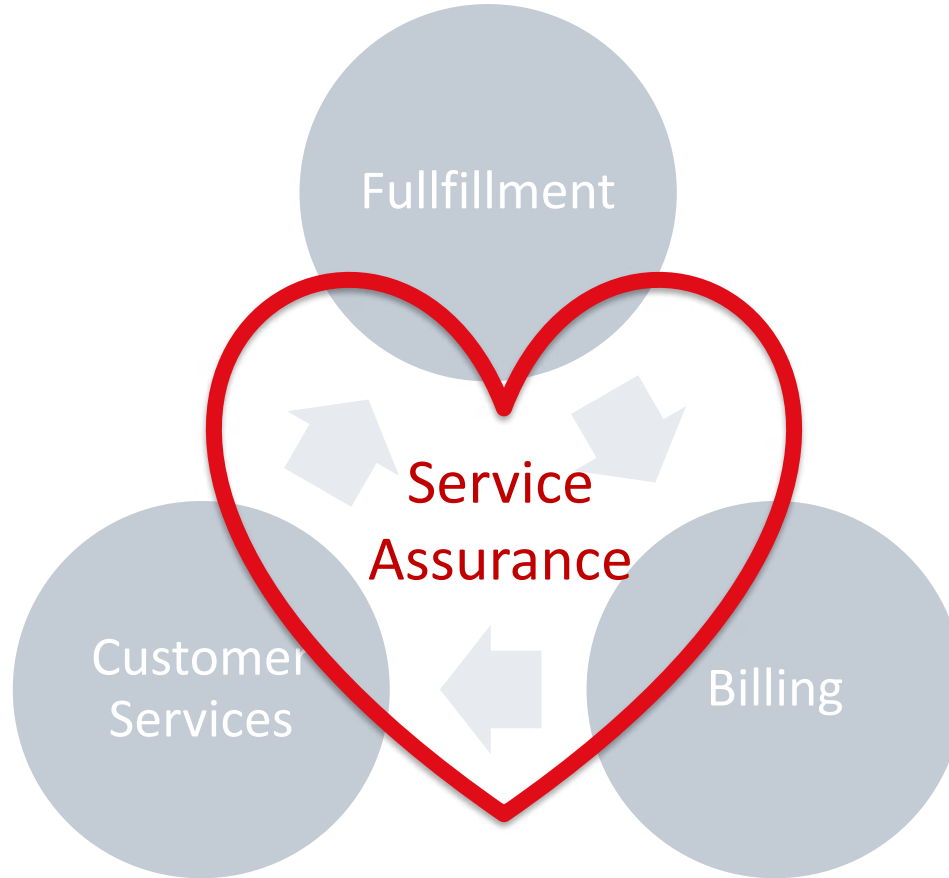


*eTOM Business Framework*

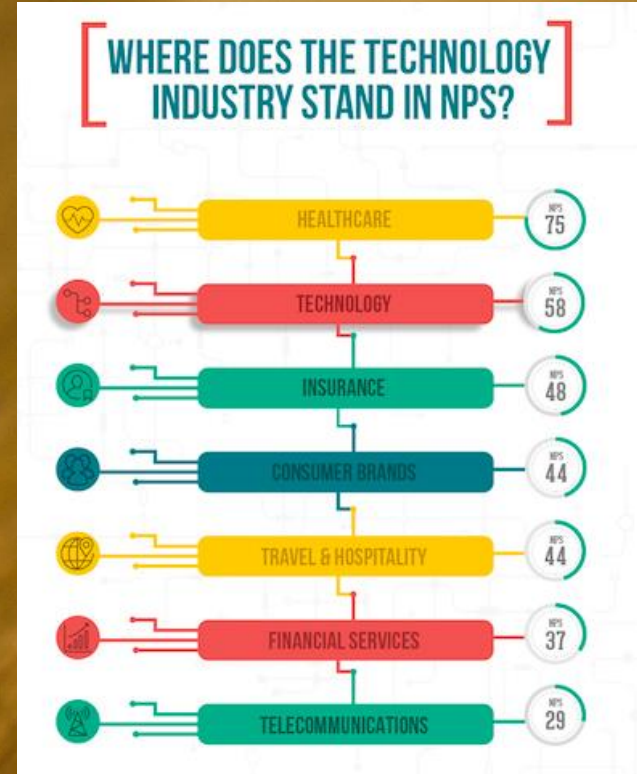
# Why assurance is at the heart



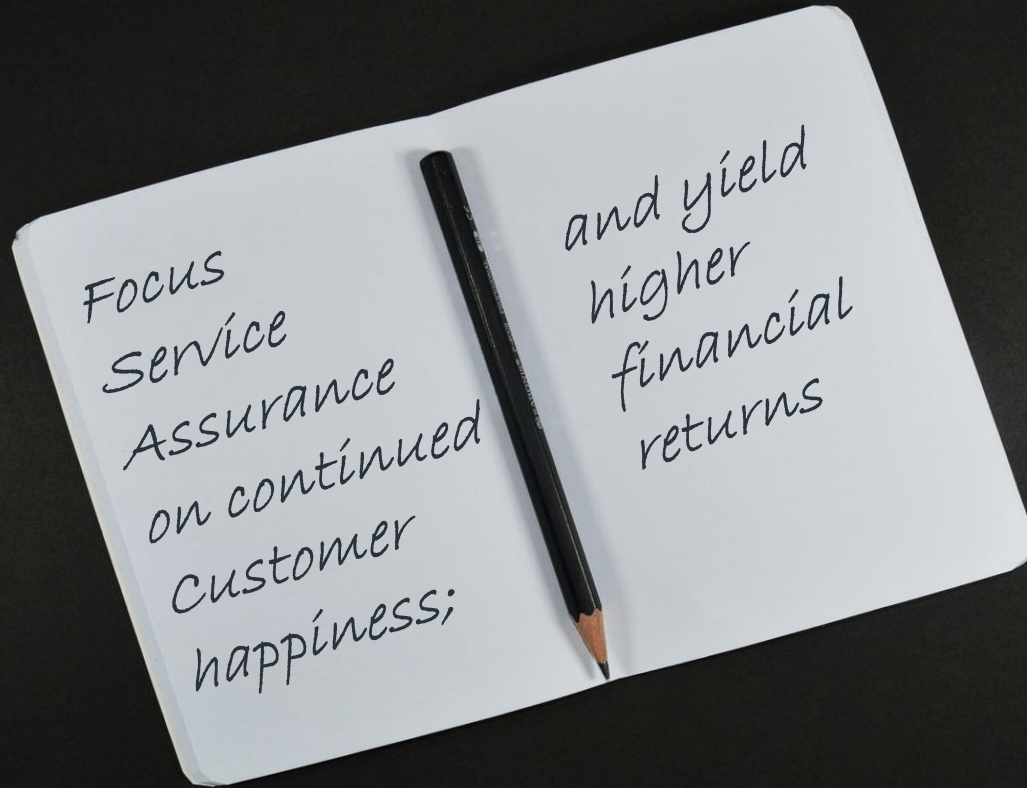
# Why assurance is at the heart



# Unhappy Reality







## IDEA

- Visualisation
- Disparate data
- Lightweight & open
- Intuitive
- 'Actionable' insight
- ???
- ???



## IDEA

- Visualisation
- Disparate data
- Lightweight & open
- Intuitive
- 'Actionable' insight;
- Embrace complexity
- Scale & speed



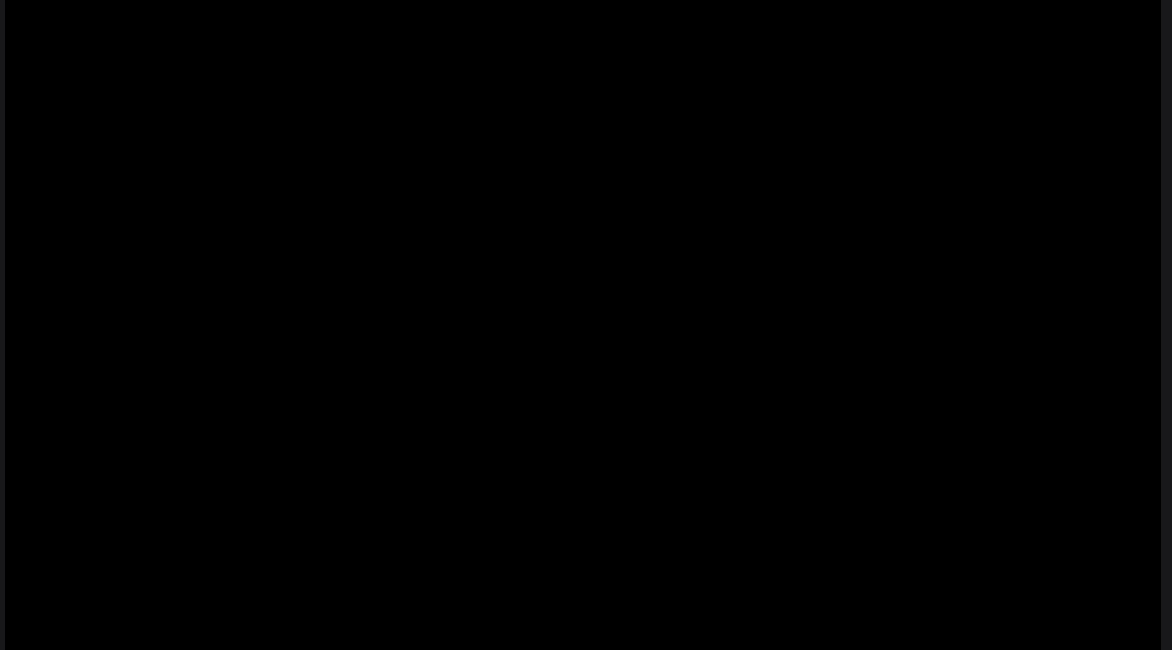
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## IDEA

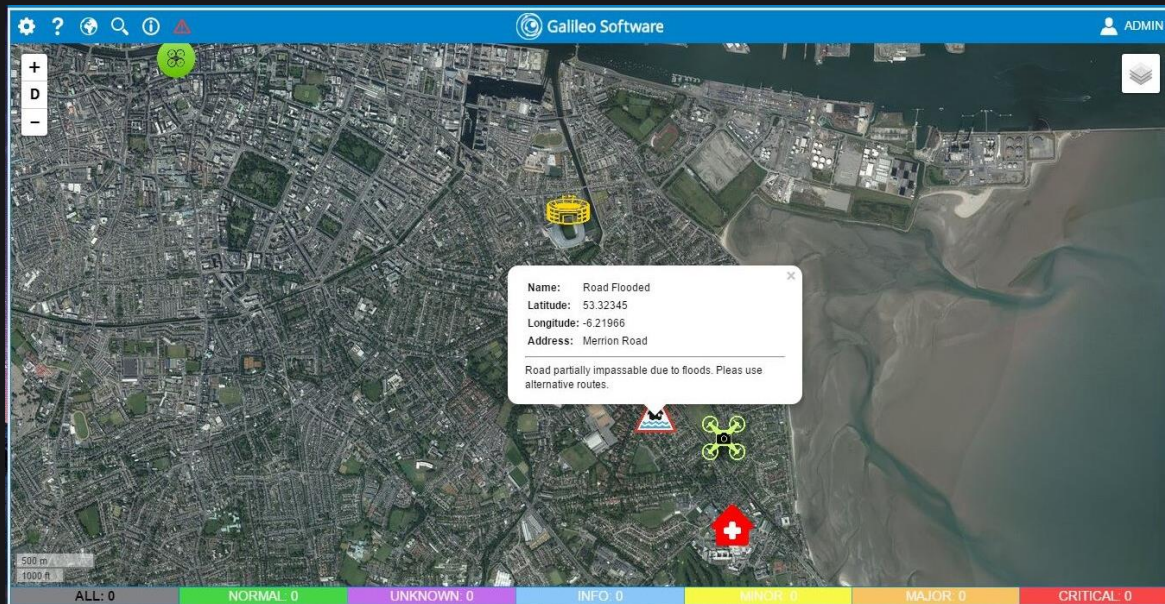
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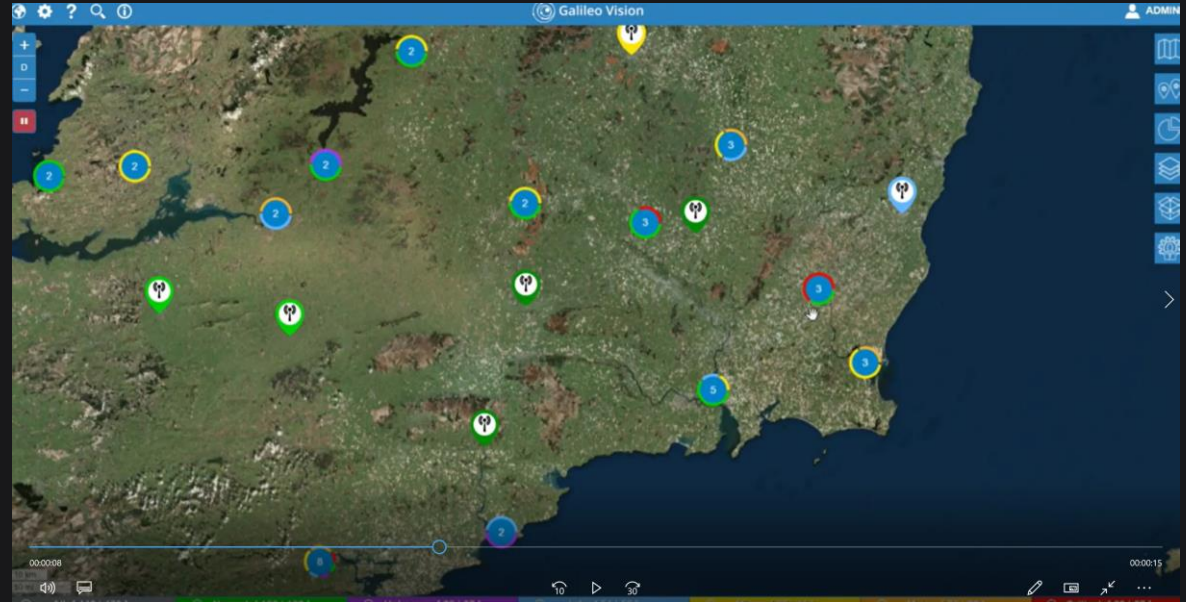


## IDEA

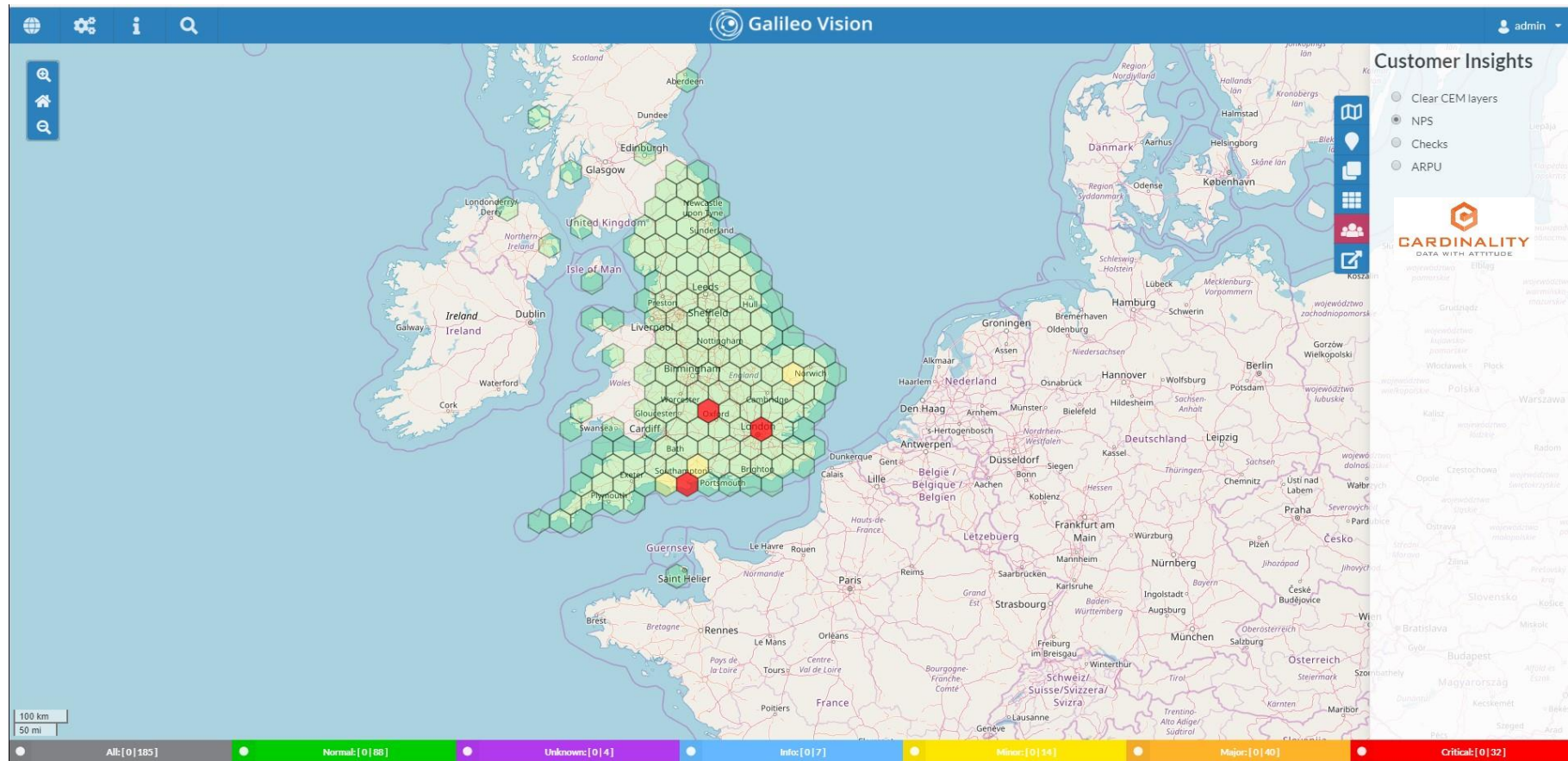
- Visualisation
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- Lightweight & open
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## Prediction

## Notification

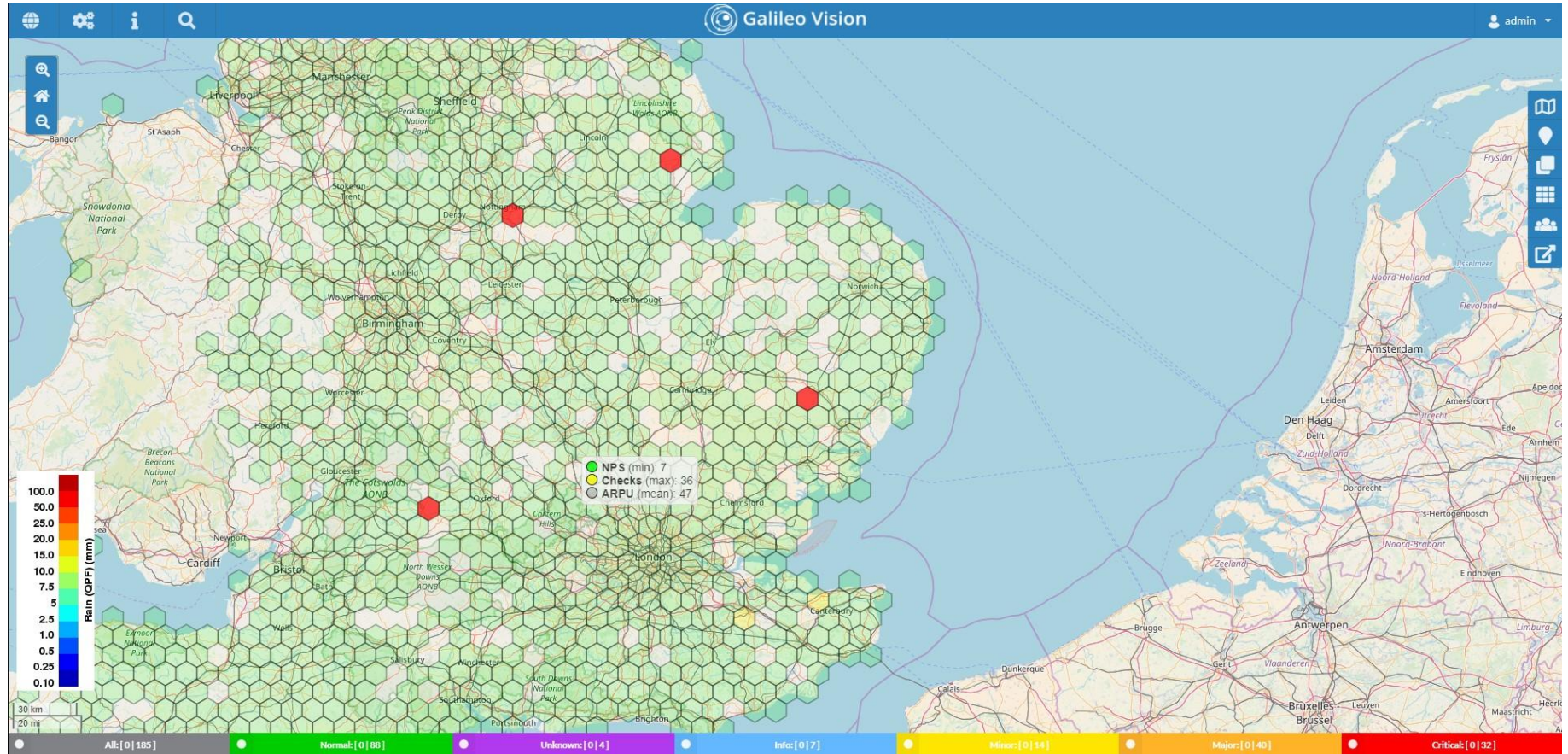


# Customer Centric Service Assurance – Phase II



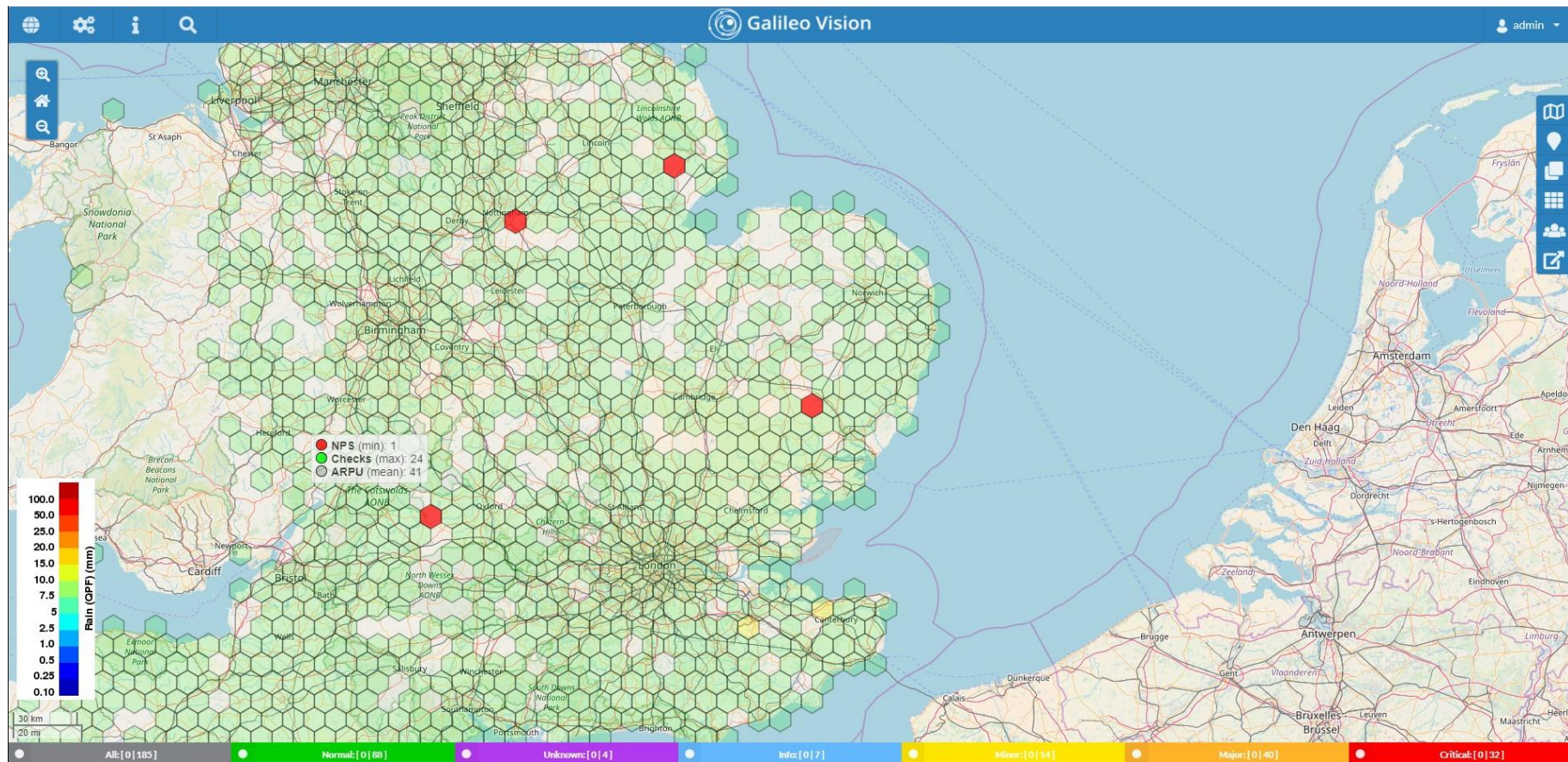


# Customer Centric Service Assurance – Phase II



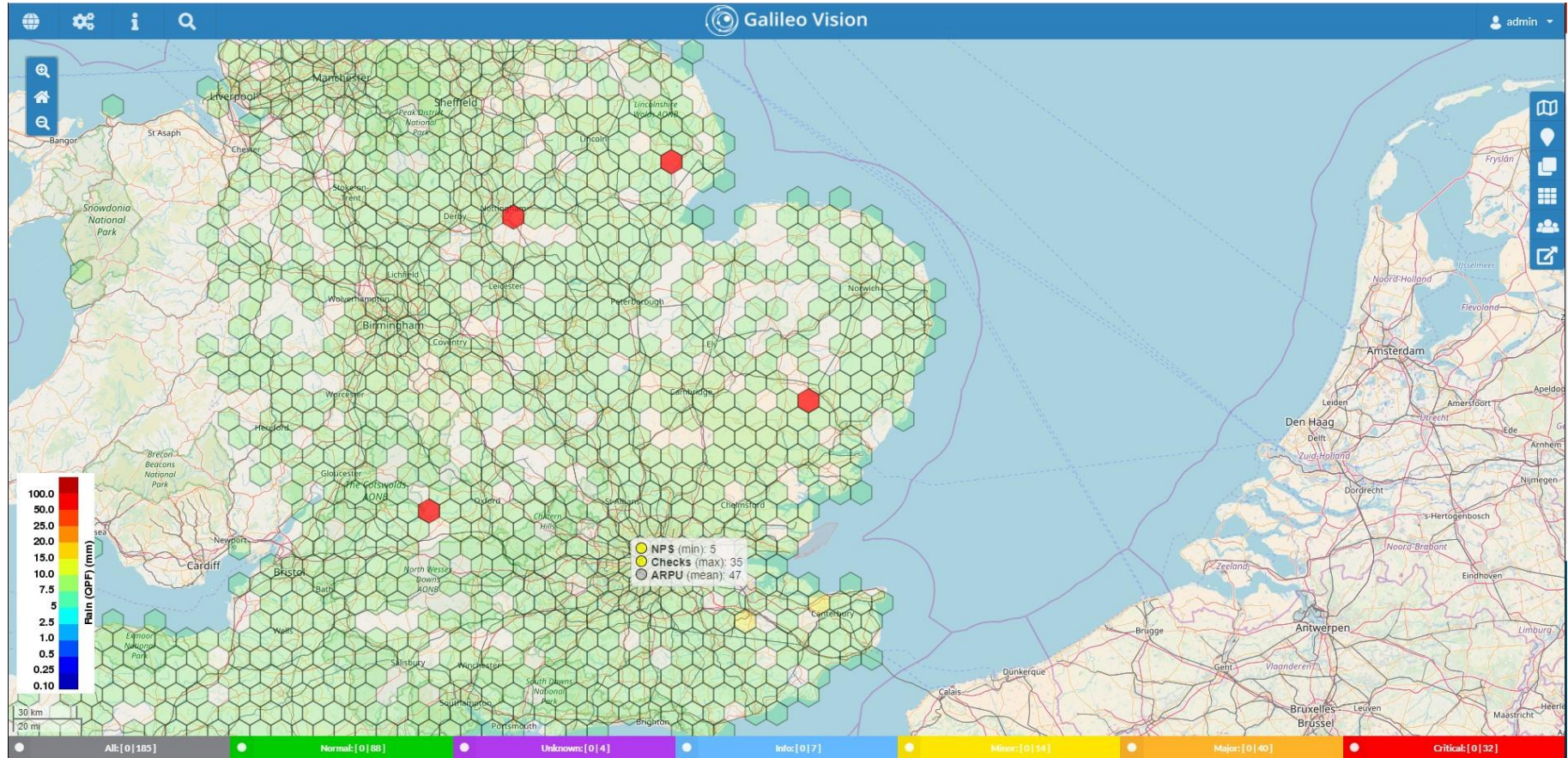


# Customer Centric Service Assurance – Phase II





# Customer Centric Service Assurance – Phase II



## Use Cases

AS A	Network Operations Director	Service Management Director	??
I NEED	Identify if services are failing to meet expectations	Ensure high yield customers are happy and that high value services are flourishing	
SO THAT I CAN	Direct appropriate resources to solve and improve	Maximise revenues	
TO DO THIS, I NEED TO..	Visualise and correlate live Network and Customer feedback	Visualise customer feedback and understand whether its because of network woes	
I KNOW I AM SUCCESSFUL WHEN	When I see rise in satisfaction, fall in churn, and complaints	When satisfaction and revenues are rising	

And there is more !

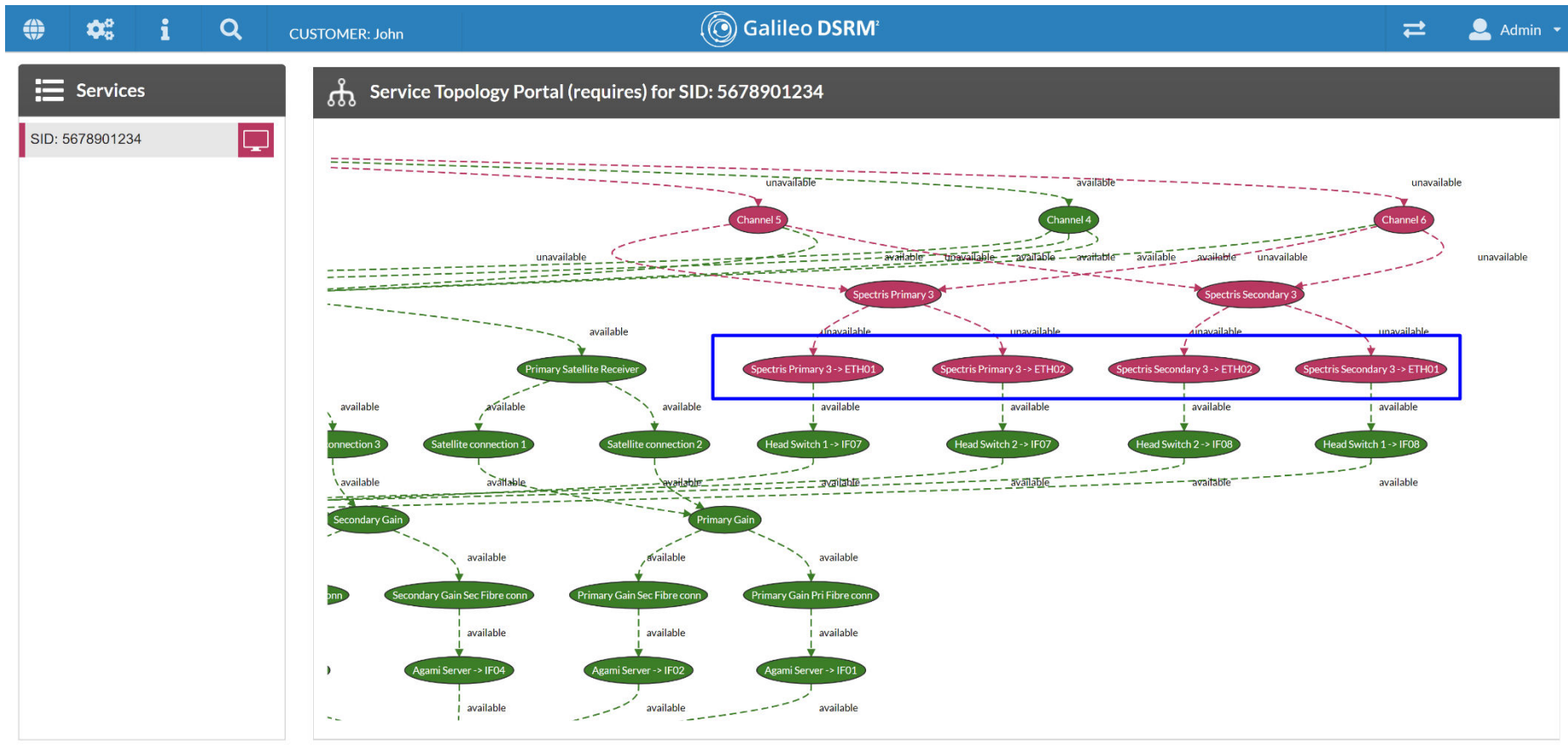


Dynamic  
Service  
Relationship  
Modelling  
&  
Management

DSRM<sup>2</sup>







# DSRM<sup>2</sup> Use Case 1: Search by Customer to identify service status








# DSRM<sup>2</sup> Use Case 2: Reacting to a service is outage - who is impacted?





UNAVAILABLE:


 Galileo DSRM


 Admin


Services


Channel 5

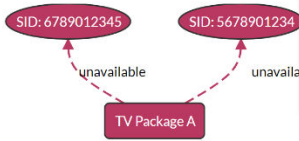
Channel 6

SID: 5678901234

SID: 6789012345

TV Package A

 Service Topology Portal (isRequiredBy) for TV Package A



Title	SID: 5678901234
ServiceId	5678901234
Description	TV Service for John Doe
Customer	John Doe

ATRISK:

Galileo DSRM<sup>2</sup>

Admin

Services

C1 int. VPN (Windows)

C2 int. VPN (Windows)

Channel 5

Channel 6

SID: 5678901234

SID: 6789012345

TV Package A

Service Topology Portal (requires) for SID: 6789012345

localhost:8080/#

## Use Cases – DSRM<sup>2</sup>

AS A	Network Operations Director	Emergency Services Management Director	??
I NEED	Identify if services are failing to meet expectations	Identify the impact of a major event, understands the service impact and manage available resources	
SO THAT I CAN	Direct appropriate resources to solve BEFORE it's a problem AND notify customers/agents	Direct appropriate resources to assist casualties, protect and secure people and property	
TO DO THIS, I NEED TO..	Visualise live Network and Customer feedback and Monitor live Service impact	Absorb large amounts of live data from disparate services and understand the impact of each service on another	
I KNOW I AM SUCCESSFUL WHEN	When I see rise in satisfaction, fall in churn, and complaints	When the emergency is over, looking back to find it could not have been handled better	



Thank you



# The myth of simplicity



# Faster is more hazardous

