

# 2017 Research Agenda



# General

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- ✓ All research is sponsored by 1-3 participants
- ✓ Each sponsorship includes delivery of all primary research, in-depth analysis and a final ppt presentation of results that can be reused and/or distributed with attribution
- ✓ Sponsors are asked to review survey questions and provide input
- ✓ Custom reports, articles, webinars, workshops, etc. are discounted for sponsors
- ✓ Customer case studies will be included with attribution in the ICT Intuition report that is made available to the public. Sponsors of customer case studies do not need to sponsor the primary research

# 2017 Research Areas

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- ✓ Digital Thinking – Win, Serve and Retain Customers
- ✓ Managing the Digital Supply Chain
- ✓ Orchestration Support Systems are the New OSS
- ✓ ROM Wasn't Built in Day – An Overview of the Radial Operations Model (ROM)



# Digital Thinking - Win, Serve & Retain Customers



Whether or not an operator can be seen as a Digital Service Provider (DSP) depends on their approach to a few key areas:

- ✓ Becoming a digital enterprise, aka “drinking your own champagne”
- ✓ Establishing an automated service delivery environment that brings new services to market quickly and accurately
- ✓ Executing an agile partner strategy that enables rapid contracting, onboarding, offer management, activation and settlements
- ✓ Managing distributed customers, services and assets both owned and partner-provided

How do operators measure up? As a sponsor of this research you will have the opportunity to steer the operator survey and exclusive access to the results. Or include a customer example that demonstrates DSP success.

# Managing the Digital Supply Chain



Delivering digital services requires management of a digital supply chain that consists of owned assets, partners and vendor cloud service offerings.

- ✓ Are existing OSS/BSS solutions working for definition, delivery and management of digital services
- ✓ How long to add services, bring on partners
- ✓ Where is automation lacking
- ✓ What functions are being upgraded now, in 12 months, in 24 months
- ✓ What functions would you be willing to consider purchasing as-a-service

As a sponsor of this research, you will have access to the full survey results and insight into operator satisfaction with existing solutions (no DSP or vendor names). You will have the opportunity to steer the operator survey and/or include a customer example that demonstrates DSP success.

# Orchestration Support Systems are the New OSS



Orchestration Support Systems emphasize a distributed functional strategy unified by centralized integration and choreography of every orchestrator and operational function supported by a comprehensive data strategy.

- ✓ What approaches are being taken to implement infrastructure, operations and business orchestration?
- ✓ Is there an overarching orchestration strategy?
- ✓ What core OSS/BSS functions are being moved out of the NOC/SOC and closer to customers and partners
- ✓ Which business processes are being targeted/affected first

Orchestration is everywhere and we need to make sense of it. As a sponsor of this research you will have the opportunity to steer the operator survey and exclusive access to the results. Or include a customer example that demonstrates DSP orchestration strategies or successes.

# ROM Wasn't Built in a Day - An Overview of the Radial Operations Model (ROM)



Core OSS/BSS operational functions haven't changed in more than a century and they won't. But the way those functions are executed and the nature of the systems will.

- ✓ What approaches are being taken to implement infrastructure, operations and business orchestration?
- ✓ Is there an overarching orchestration strategy?
- ✓ What core OSS/BSS functions are being moved out of the NOC/SOC and closer to customers and partners
- ✓ Which business processes are being targeted/affected first

All previous research leads to this. A new take on the functional structure of DSP operations. The ROM is a new way to look at how OSS/BSS functionality can be distributed to better support customers and partners, yet remain aligned across the business. Sponsors of the early research will have guaranteed access to this report or it can be purchased separately. Vendors can include a description of how their solutions enable or support distribution of OSS/BSS functionality.

# Sponsorship Options

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- Sponsor primary research for one or more reports
- Include your unique case studies and success stories
- Sponsor workshops at a location of your choosing to share information or educate customers and prospects
- Purchase one or all of the reports at pre-sale rates
- Custom reports, presentations, webinars, etc. based on primary research in any or all of these areas

[Request a proposal.](#)

