



The Increasing Value of Next Gen AIOps for Telcos and MSOs

In today's hyperconnected world, consumers rely on telcos and multiple system operators (MSOs) for just about everything. They serve as a lifeline for healthcare, providing telehealth to communicate with the chronically ill. They act as the primary enabler of home schoolers, accessing the curriculum and collaborating with teachers and other students not enrolled in traditional school. And the entertainment and connection to friends and family that MSOs provide is critical to the quality of life. Telco and MSOs are technology intensive businesses that generate revenue by providing service to a diverse population of consumers.

Why Telcos and MSOs are obsessed with service

When service is out, slow or billed incorrectly, customers take to social media. Telcos have growth plans that are only successful if customers have confidence that the provider can deliver consistently good service.

How retention fits into the growth plan

One way telcos and MSOs incent customers is with bundling. Bundling is a consistent growth strategy because the bundles, or multi-play packages, reduce churn and maximize customer lifetime value.

What telcos are doing to avoid unnecessary churn

Churn is the percentage of customers that cancel service within a given period. Churn-or attrition-occurs when customers stop using services. Research has shown that the single factor impacting managed retention is the customer experience. Providing consistent service is critical to the customer experience.

What successful telcos and MSOs are doing to sustain and/or improve the customer experience

Uptime and availability are the key factors impacting how customers rate their experience. Is 100% uptime or availability realistic? Maybe not, but what is realistic is the ability to proactively identify faults, correct them and restore service even before the consumer is aware of a problem.

How AIOps improves operations

AIOps enables automation, and automation can replace some human capabilities with machine capabilities which are often less prone to errors. In addition, AIOps can provide an unobstructed view of all the layers of the service delivery infrastructure.

How AIOps improve service

First, AIOps telescopes into the layers of the service delivery infrastructure then focuses the right resources on the fault degrading service. This decreases time to repair.

Second, AIOps improves availability and performance of infrastructure most likely to impact the consumers' perception of service.

The potential for AIOps to deliver on the promise of automation

Operations experts agree that there is no future for IT operations that doesn't include the introduction of a modern, second generation AIOps for reliable automation. Second generation AIOps offers the ability to ingest, index and normalize events or telemetry from multiple domains, tools or sources including infrastructure, networks, applications, the cloud, and the feed from existing monitoring tools for cross-domain analysis.

The most important consideration for implementing AIOps

Leveling up to always on service demands automation that is trusted by operations. The ability to trust the automation requires the AIOps solution to explain the automated action. Reliable and trusted automation requires full scope visibility across management silos - one consolidated view of the service layers used to identify the root cause that triggers the automation. Next generation AIOps enables reliable automation - the missing link for achieving service that is always on.

ABOUT VIA AIOPS

VIA AIOps is a next generation AIOps application that enables intelligent automation across all layers of service delivery to improve the customer experience and optimize operations. VIA AIOps provides total ecosystem observability, and explanatory AI to increase confidence in automation. VIA AIOps delivers noise reduction, correlation, and intelligent automation across operational silos to enhance customer experience and reduce operational cost by enabling more rapid issue detection, mitigation and resolution.