LEVEL UP

SKYLIGHT
SUMMIT
2023

What Makes a Good End-Customer Portal?

Paul Thompson
Director of Solutions Engineering –
Strategic Partnerships, Accedian

ACCEDIAN

Agenda

1 Telco Industry Trends – Setting the Scene

2 What is an End-Customer Portal?

3 Key Attributes for a Carrier-Grade End-Customer Portal – the Skylight way

4 CSP and End-Customer Needs

5 Customer Examples

6 Key Takeaways

Telco Industry Trends – CSP View

Time to market
Everyone wants everything yesterday ... and with 100% reliability

Differentiation
Communications service providers (CSPs) are struggling to stand out in a crowded market

Complexity
Networks are complex, managing end-to-end services and user experience is challenging

New revenue
Service providers need ways to upsell and add value to B2B and other services

Customer Experience
CX is the single biggest factor driving customer loyalty – and therefore revenue – today

Telco Industry Trends – End-Customer View

Network experience

40%

of customers churn because of network quality issues

*McKinsey

New revenue

25-40%

of premium B2B customers are willing to pay a premium for such valuable data and analytics.

*Accedian real customer examples

Complexity

80%

enterprises still don't have an integrated real-time view of services that they buy from CSPs

*Omdia

CX

71%

of CSPs say that improving CX is not just a priority but their TOP priority

*TM Forum

Self-service

93%

of B2B customers – micro, SMB and enterprises – are happy to self-serve

*Omdia

What is an End-Customer Portal?

Flexible visibility of network and service performance

Multi-vendor, multi-technology, multi-tenant

Automated: simplified deployment and maintenance

Cloud-native, immensely scalable, and delivered as a subscription service

Subscribed or on-demand reports

Key Attributes for a Carrier-Grade End-Customer Portal
The Skylight way

User Features & Capability

1 Automated reports

2 Metadata and filtering

3 Multi-vendor and multi-dimensional reporting and analytics

4 APIs
Automation ready

Security & Admin

5 SSO and other login options for seamless interworking with other portals/websites

6 Role-based access control (RBAC) for data segregation and security

7 Configurable user interface

8 Ease of dashboard and view creation

Platform & Commercial

9 Subscription or CapEx investment

10 Multi-tenant SaaS delivery in public or private cloud

11 Flexible for CSP internal cross-departmental needs

12 Elastic scalability – millions of objects and 1,000s of simultaneous users

CSP and End-Customer Needs – What If You Could....

Internal CSP user

CSM	NoC or SoC	Planning	Product Management & Marketing	Quality Management
• Track SLAs • Work through degradations and questions from the end-customer users • Monitor upgrades	• Proactive visibility of degradations • Troubleshoot network issues	• Capacity planning and optimization • End-customer dashboard design and build	• Upsell value-add portal capability • Differentiate services and stand out in the market	• Track and manage QoE • Align customer complaints with actual performance

End-customer user groups

| IT Admins	NoC	Planning
• Manage user credentials • 1st line support • Liaise with CSP on issues	• Investigate network or service issues before calling CSP support • Troubleshoot network or service issues with internal users and CSP teams	• Proactive capacity management • Performance tracking • Monthly reports/reviews

One Platform to Serve Both Sets of Requirements

Internal CSP user groups
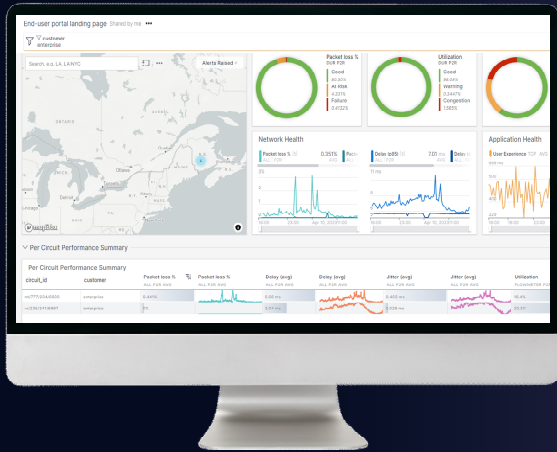
- Quality management CSM
- NoC/SoC
- Planning
- Product management
- Sales & Marketing
- Business service managers

- Same user interface look and feel – customized data visibility and dashboards

- Have meaningful conversations around planning, service improvements, and SLA management

- One investment to drive mutual benefits – the service provider and their end customers

- Everyone benefits from the multi-vendor and multi-technology aspect of the solution
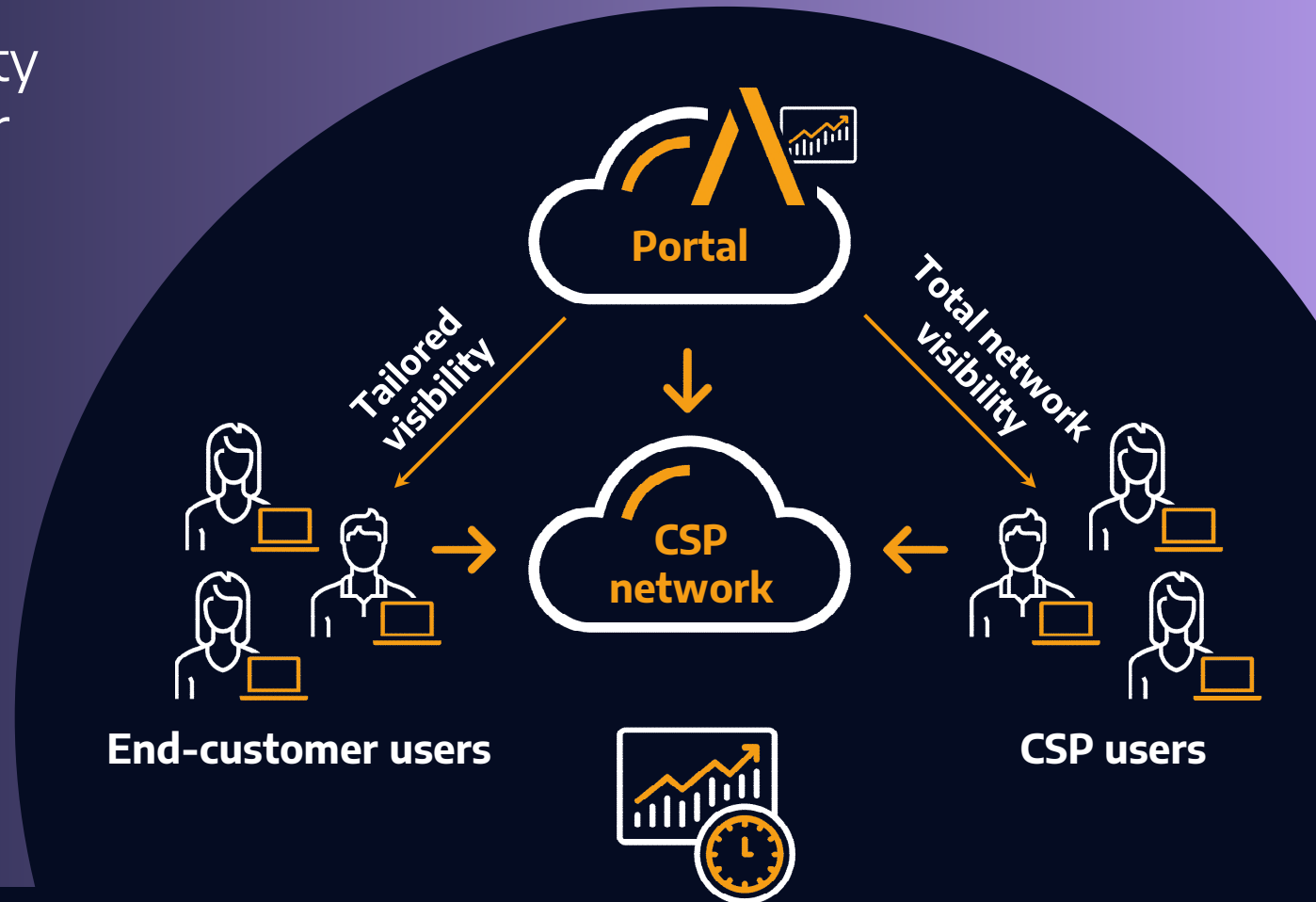
End-customer user groups
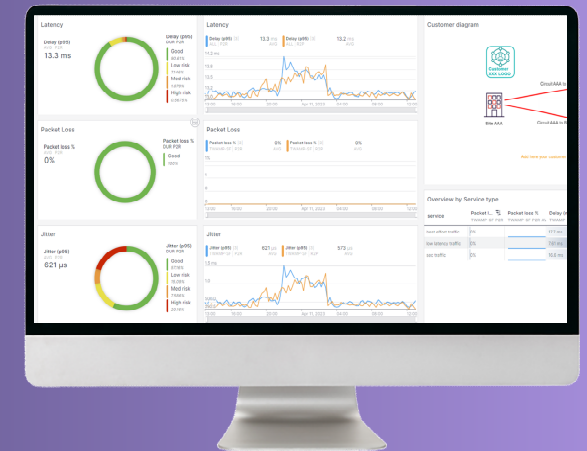
- IT Admin
- NoC
- Planning
- Quality

Complementing the End-Customer Portal with Automation

Leverage automation systems to:

- Deploy the underlying portal capability when a new customer raises an order

- Automatically add user groups, users and set permissions

- Create a persona-driven dashboard view with a 'standard' look and feel

- Automatically email (or other notification) the new customer/user when their portal is ready for login

- Inline with intent-based networking

Portal

Tailored visibility

Total network visibility

CSP network

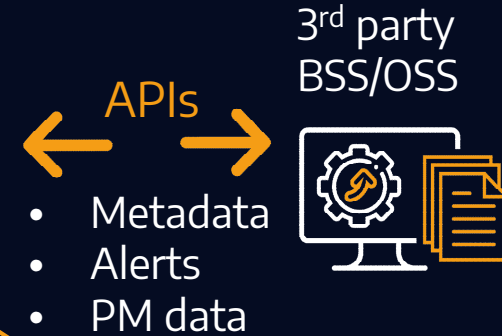**End-customer users**

CSP users

Customer Example – Global Tier 1 Service Provider

User groups:
- End-customers
- Service managers
- Sales & marketing
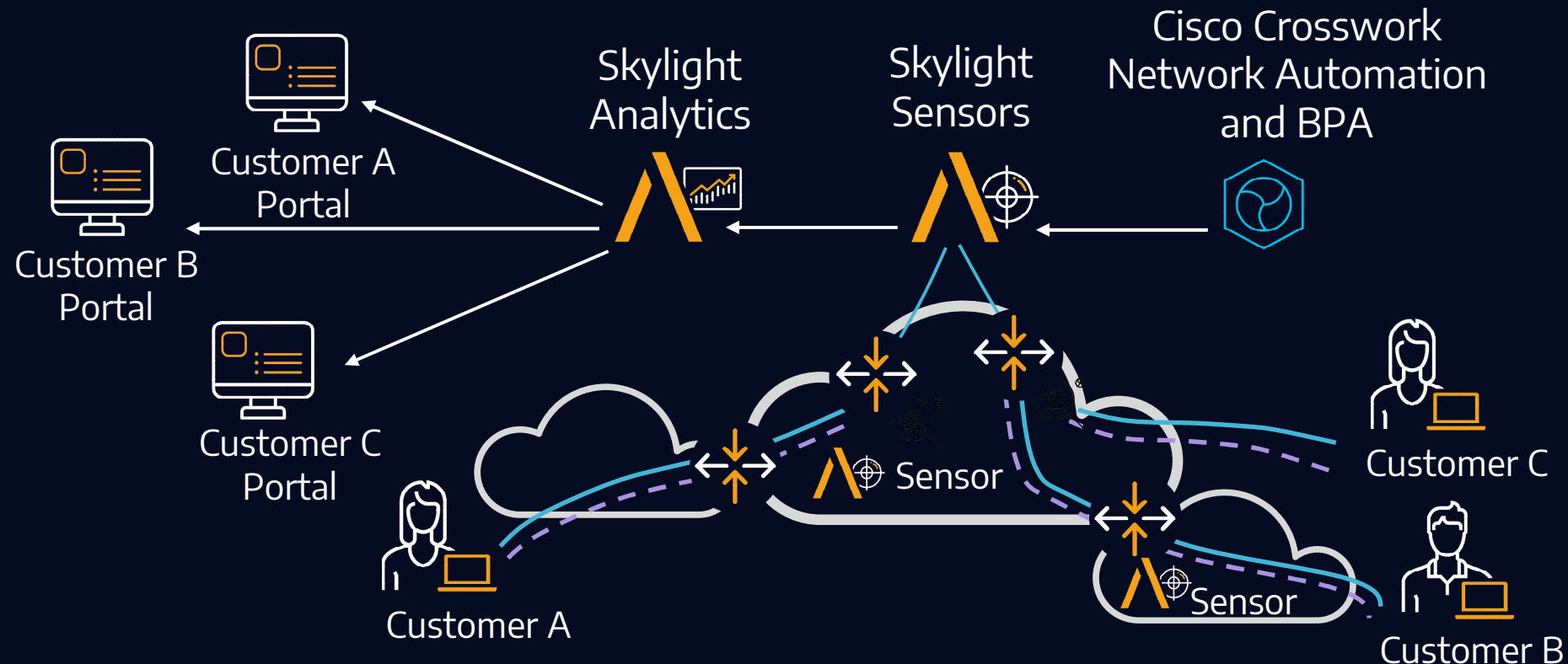- Engineering
- Operations
- IT and Network

Real-time self service portal

APIs

3rd party BSS/OSS

- Metadata
- Alerts
- PM data

External uses:
- Orchestration
- Fault monitoring
- Closed-loop automation

Multi-vendor, multi-domain

Ethernet Services

Core

IP services

SD-WAN

Voice / VoIP

L1 optical

Cloud

Skylight Sensors

AND

3rd party data

SNMP   CSV   API   Telemetry   OpenMetrics

Zain Kuwait Transforms B2B Experience

Challenges

- Lack of end-to-end visibility of B2B services
- Highly manual service provisioning and SLA reporting

Solution

- Full visibility and deep granular insights per customer and per service
- Automated service provisioning and assurance
- End-customer multi-tenant portal for SLA and KPI monitoring

Outcomes

- Upsell and service differentiator to offer performance visibility 'as a service'
- Enhanced B2B customer experience
- Cost savings from automation and proactive resolution of QoE issues

Confidential information of Accedian

Visibility is Key – Shared Visibility is THE Key

- Make B2B service experience your competitive differentiator

- End-user portals can improve both end-user CX and workflow for internal CSP teams

- Key things to look for: configurable user features, security + SSO, RBAC and multi-tenanted platform

- Involve commercial teams and upsell portal reporting dashboards 'as-a-service' for additional revenue

Want more on end-customer portals?

Access all our end-customer portals content at accedian.com or ask your Accedian key contact!

Send us your Skylight feedback!
What's missing, what do you love, what do you want to see next? Let us know with this QR code

Confidential information of Accedian

Thank you!

Paul Thompson
Director of Solution Engineering – Strategic Partnerships

+44 (0) 7917 062022
pthompson@accedian.com
pathomp2@cisco.com

ACCEDIAN