

# CUSTOMER FIRST

24 - 26 SEPTEMBER, 2019 | CASCAIS, PORTUGAL



DAY 3, TODAY'S REALITY

08:30 – 09:00, THURSDAY, SEPT 26

# Customer Experience First

How to build on global competence for growth and enhanced Quality of Service

Ajay Joseph

CTO and IoT Head, iBASIS



BE THERE FIRST

Ajay Joseph

CTO and IoT Head, iBASIS



# Agenda

- Overall Vision in customer experience
- Key decisions to get there in
  - Systems
  - Processes
  - Architecture

## CUSTOMER INSIGHT

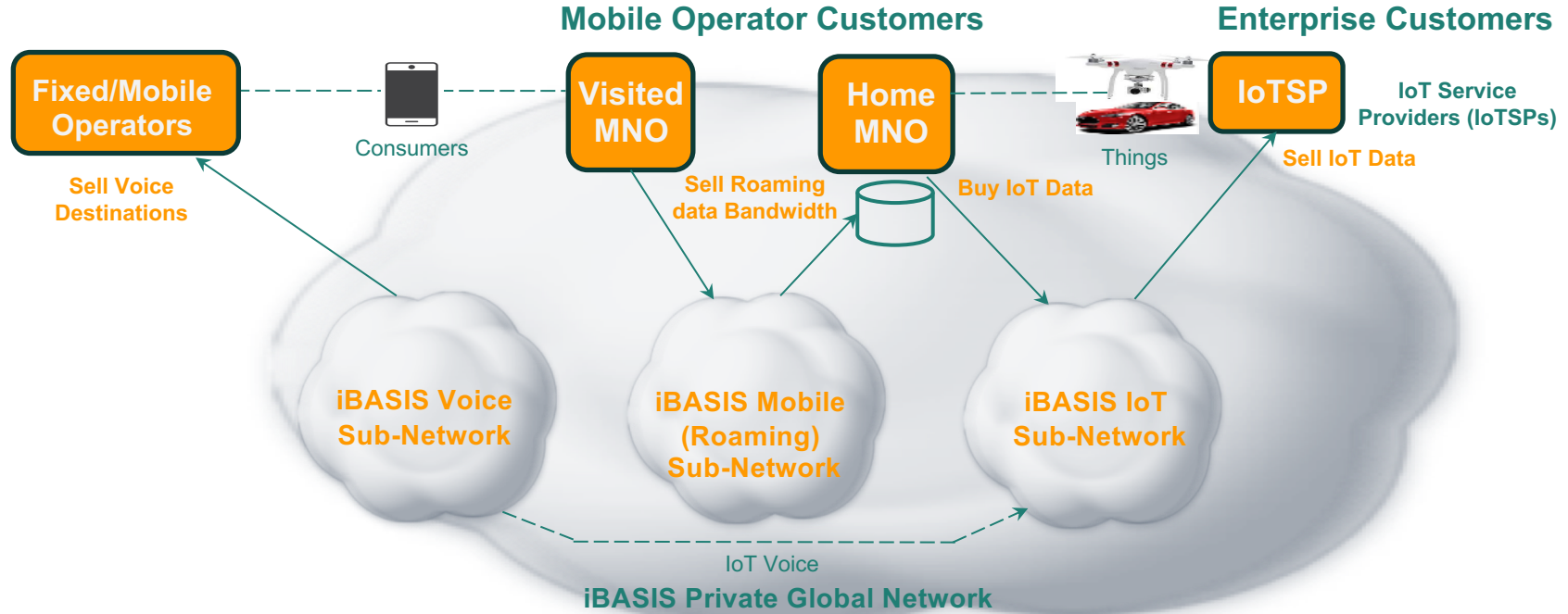
Business insights and analytics in real-time

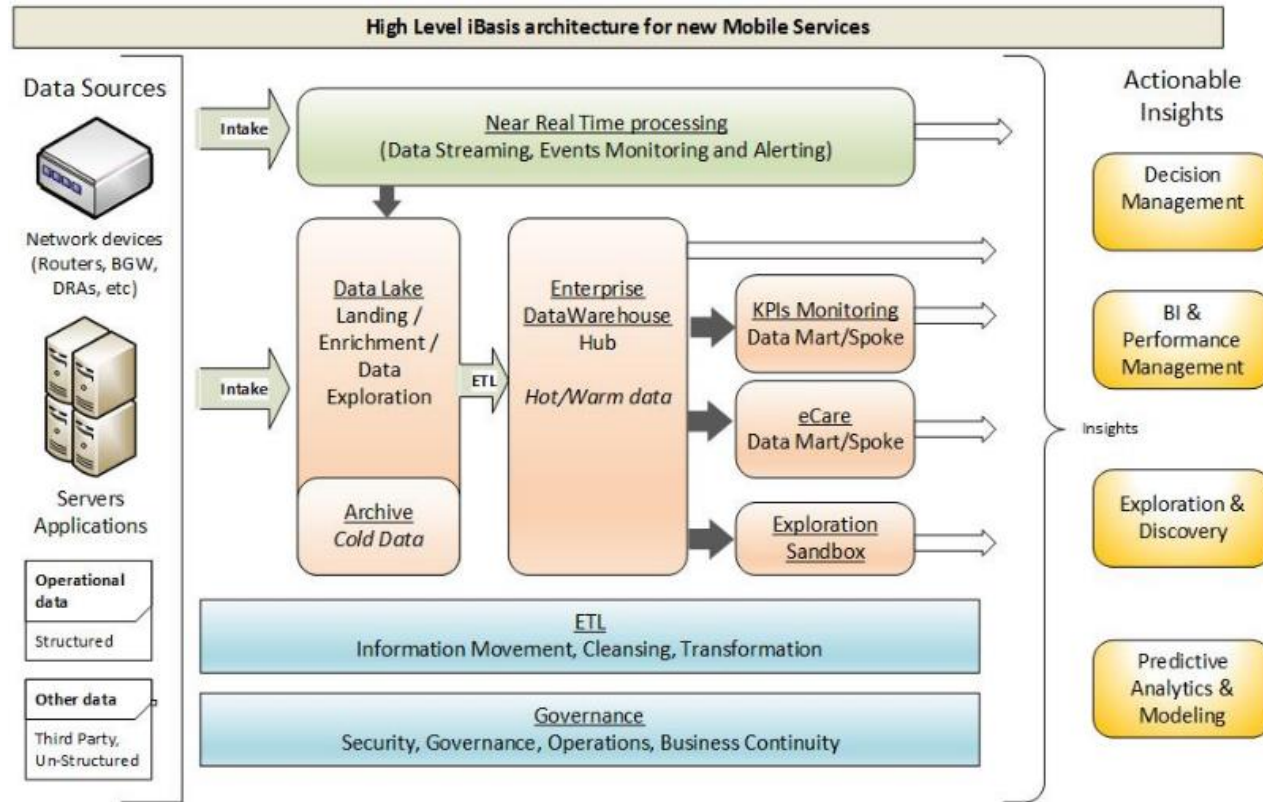
## RESPONSE TIME

Operationally and market changes

## SCALABILITY

Ability to elastically respond to customer needs





### Moogsoft

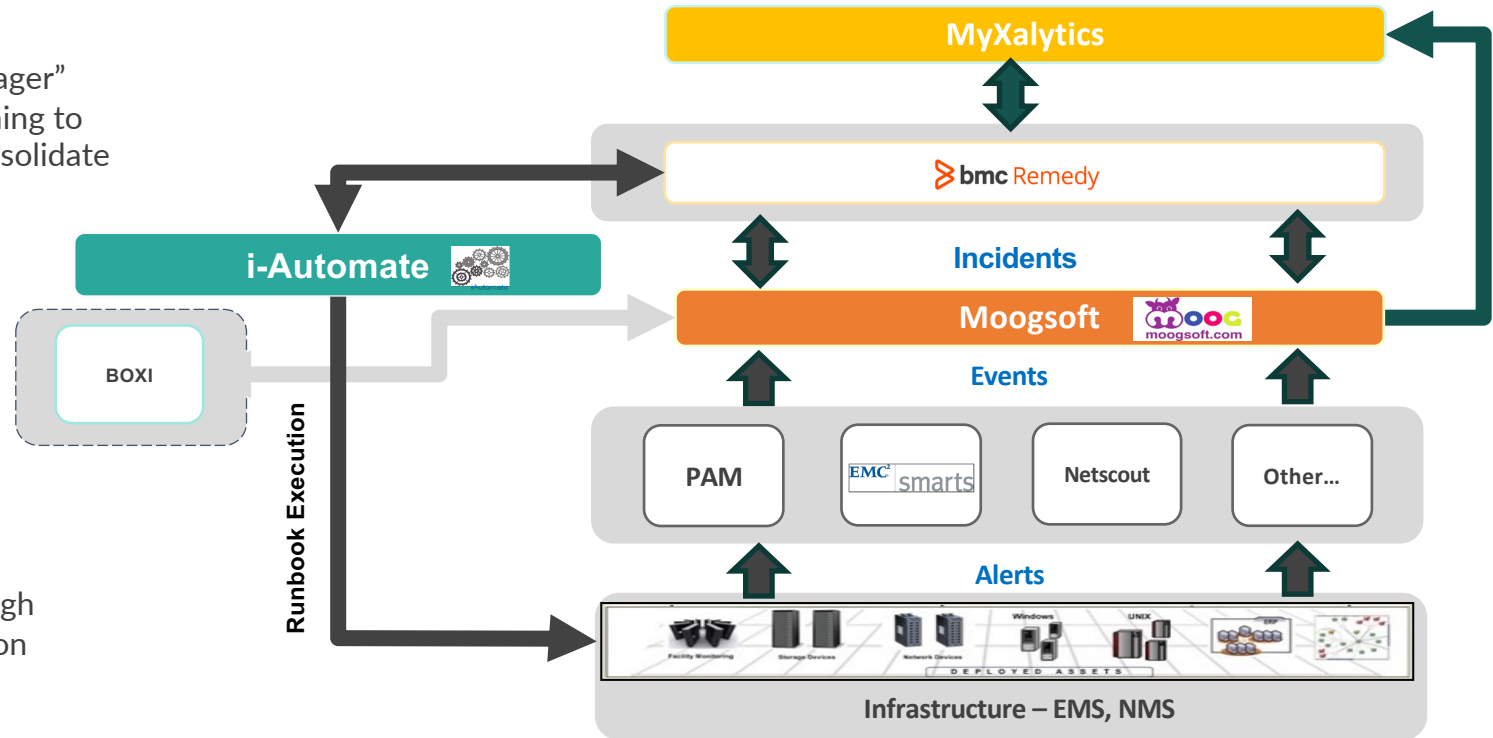
A “manager of manager” using machine learning to look across and consolidate alarms and tickets.

### iAutomate

An AI enabled run-book automation tool.

### MyXalytics

A tool that allows high level of customization of dashboards and reporting.



### SCALABILITY

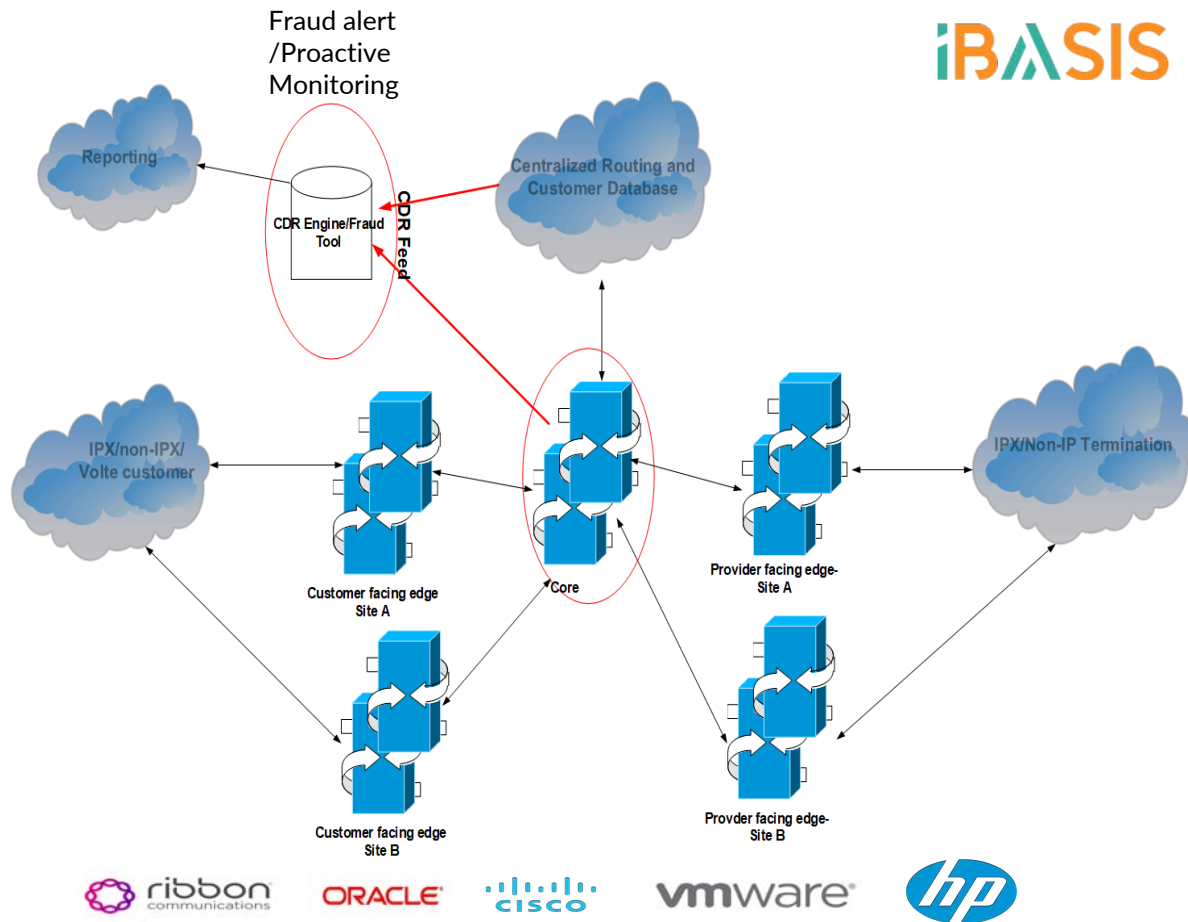
Time to market via network virtualization

### RESPONSE TIME

Proactive Monitoring providing real-time alerts on quality

### CUSTOMER INSIGHT

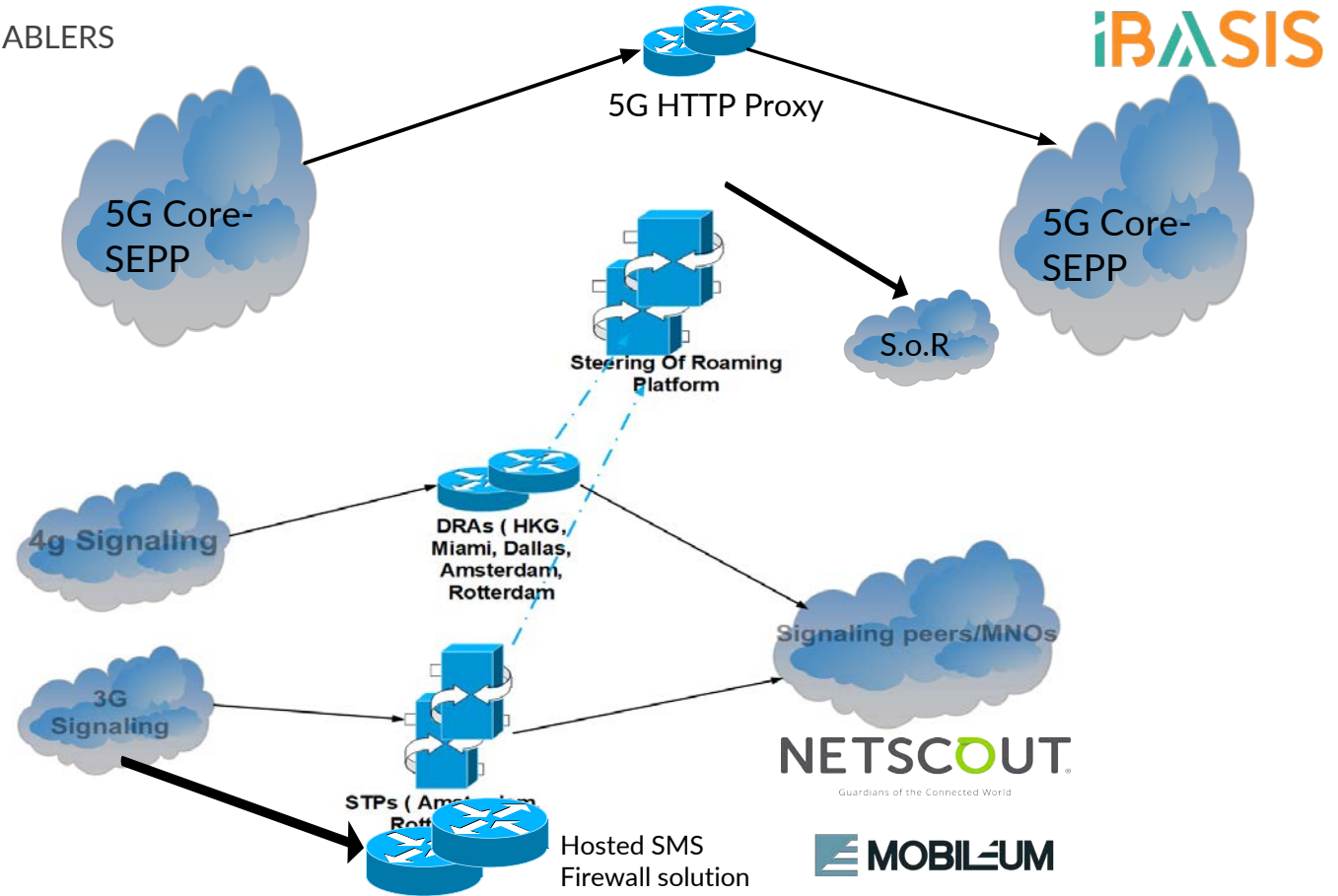
Fraud alerts giving early warning on security / traffic risks and threats

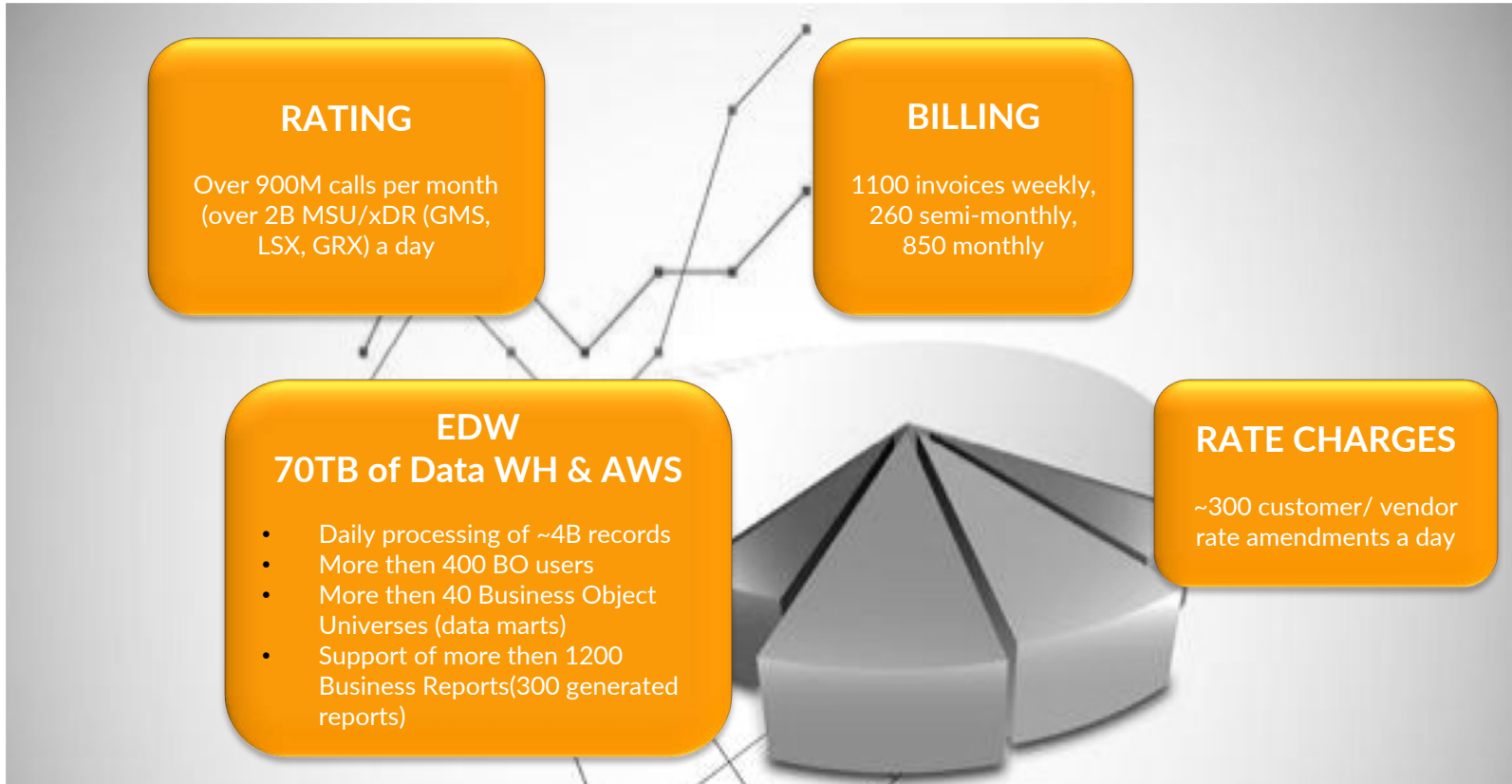




## RESPONSE TIME

Market preparedness 5G Http proxy and sandbox





# THANK YOU

