



Become digital-first with Alepo Zero-Touch Network Solution

Introduction

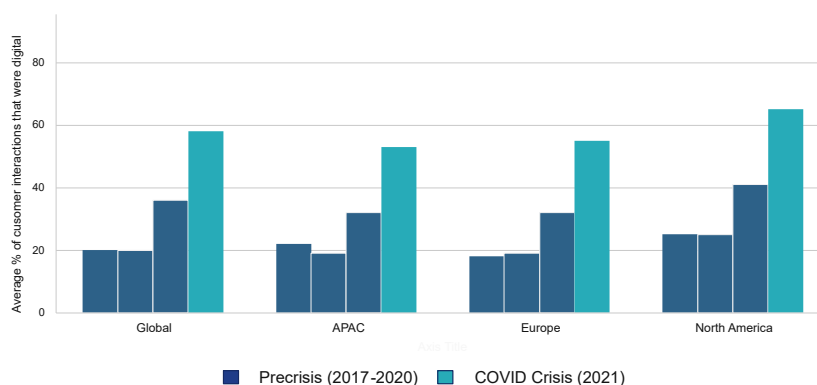
It's no secret that digital transformation is helping networks around the world boost customer experience (CX) to attract and retain subscribers. Communications service providers (CSPs) are transitioning into digital service providers (DSPs). But how can they ensure profitability? The next step is the evolution to **zero-touch networks** that will transition business models to be digital-first and reduce dependencies on manual labor and physical assets.

Zero-touch networks tackle one of the most significant challenges for operators today: overcoming the constraints of physical infrastructure. They no longer have to worry about managing complex networks and IT systems, large call centers, lengthy manual processes, and physical stores, all of which demand heavy investments of time, money, and resources. Empowered with intelligent real-time data insights generated from all-digital operations, they can shift focus from managing infrastructure to building robust strategies that drive business success.

Alepo's next-gen cloud-native Zero-Touch Network Solution employs this digital-first strategy to enable incumbent and greenfield CSPs to launch fully digital businesses. Having recently facilitated a tier-1 North American operator to launch a fully digital mobile service brand within just six months, Alepo brings unparalleled expertise in enabling zero-touch network services and maximizing revenue.

What's Driving Zero-Touch Adoption?

The pandemic has dramatically changed the way customers interact. Unlike earlier when customers preferred going to physical stores to browse products or resolve their issues, today, a large majority prefer digital touch-points. In a recent McKinsey Global Survey of executives, respondents stated their companies have accelerated digitization of customer management, supply-chain interactions, and internal operations by three to four years.¹ It is estimated that at least 80% of the respondents' customer interactions are now likely to be digital.



A reference from a recent McKinsey Global survey

1. <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever>

To remain competitive in this digital business environment, operators need new strategies, processes, and products. Zero-touch networks help create an **all-digital offering**, revolutionizing CX and the way operators engage with their customers.

The **all-digital mobile service brand** employs a zero-touch network business model, ensuring higher revenue with minimum investment by doing away with the heavy capital and operational expenses of a standard MNO business. It uses the public cloud to store its BSS applications and network infrastructure.

How Zero-Touch Networks Work



All-digital interactions for enhanced CX

Want a quick demo of the solution?, [Watch it now.](#)

Alepo’s Zero-Touch Network Solution

Alepo’s Zero-Touch Network Solution enables CSPs to build an end-to-end digital business with a minimal physical resource footprint. It takes all customer-facing activities from customer onboarding to support online, introduces advanced process automation to streamline operations, and leverages data to provide advanced insights into customer behavior. In an increasingly overcrowded market where customers expect more and more convenience from their service provider, the solution helps operators attract customers and retain them through an all-digital experience, including personalized and contextual campaigns and loyalty programs. Its cloud-native architecture ensures a futureproof system that supports next-gen networks now and into the future.

Solution Highlights



Omnichannel Experience

Helps provide multiple always-on communication channels, including social platforms, chatbots, web and mobile app, and community portals, to instantly resolve customer queries.



Analytics and Reports

Provides heatmaps, funnel reports, business intelligence insights, and more – indispensable for a fully digital business to quickly adapt strategies based on real-time information.



Digitalization of Business

Helps enhance digital CX, leverage new monetization channels (digital store, OTT, and IoT billing), and ensure future-readiness for digital innovations.



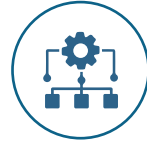
Secure Online Payments

Offers secured digital payments via payment gateways, mobile wallets, and other channels to enable the purchase of offers and bill payments through web and mobile self-care.



Comprehensive Zero-Touch Platform

Includes full digital BSS suite, helping telcos modernize operations as well as enabling operators to launch complete virtualized zero-touch networks.



Automated Customer Management

Facilitates digitalization of complete customer lifecycle, including acquisition, onboarding, account activation, sales and marketing, troubleshooting, and more.



Customer Value Management

Enables operators to create contextual and personalized offers and bonuses using a drag-and-drop visual designer, and seamlessly manage campaigns, promotions, rewards, and loyalty programs.



Centralized and Convergent Offering

Allows rapid bundling and configuration of plans across access technologies, for prepaid, postpaid, and hybrid plans. Convergent billing and charging for all network services.

Solution Benefits

- Enables all customer interactions through a website or mobile app, minimizing the need to have physical stores or live phone/web support.
- Aligns with the new digitally enhanced environment of the telecom ecosystem, instantly attracting millennials and the digitally savvy population.
- Accelerates time-to-market for new products and services with key components such as in-built product catalog and campaign management.
- Provides industry-leading architecture, supporting scalable deployment models such as physical, cloud, and hybrid.
- Drives more revenue with the rapid launch of targeted promotions and faster lead generation.
- Reduces CAPEX, OPEX, maintenance and resource costs through all-digital offerings and cloud infrastructure.
- Provides comprehensive business intelligence reports for complete system insights that facilitate sound business decisions.
- Implements flexible framework and adaptable microservice-based architecture, agile DevOps processes, and self-healing capabilities.

Unique Selling Points



One Platform for All Needs

Serves as a one-stop-shop for all IT-related requirements to launch a digital brand: website, chatbot, community forum, BSS, and more.



Unified Product Catalog

Enables creating and managing offers rapidly with multiple purchase channels; centralized product catalog for all fulfillment target systems such as PCRF, OCS, and AAA.



Faster Lead Generation

Captures leads with minimal details and prompts customers with targeted promotions for faster conversion, ensuring a smooth lead-to-sale process.



Flexible Workflows

Includes flexible workflows and rules to easily design, configure, and manage business processes; provides end-to-end automation.



Advanced Customer Value Management

Helps improve customer lifetime value, engagement, brand loyalty with efficient and effective management of the customer value journey.



5G-Ready Cloud-Native Digital BSS

Enables digital-first customer experiences with a complete business support system, comprising convergent charging, billing, digital CRM, digital store, and many more.

Real-World Success

Client

SaskTel is a leading ICT provider in Canada, with over one million customers across a wide range of offerings including voice, data, broadband, IPTV, data center, cloud-based services, and more.

Project Background

SaskTel's business and marketing leaders wanted to launch a new digital-only brand that ensured its customers would not need to go to a store or interact with human agents. They wanted solutions that would enable customers to self-manage their complete lifecycle, from onboarding to support. SaskTel also required complete end-to-end management of IT systems and private cloud, so their own internal teams could focus on marketing.

Service Delivered

Alepo helped the tier-1 service provider launch its **digital mobile service brand, Lüm Mobile**, deploying **the region's first** fully virtualized zero-touch network. Alepo's end-to-end Zero-Touch Network Solution included the following features:

- Digital delivery of all elements of the service and experience (sales, service, and support)
- Mobile app to manage all aspects of the service experience

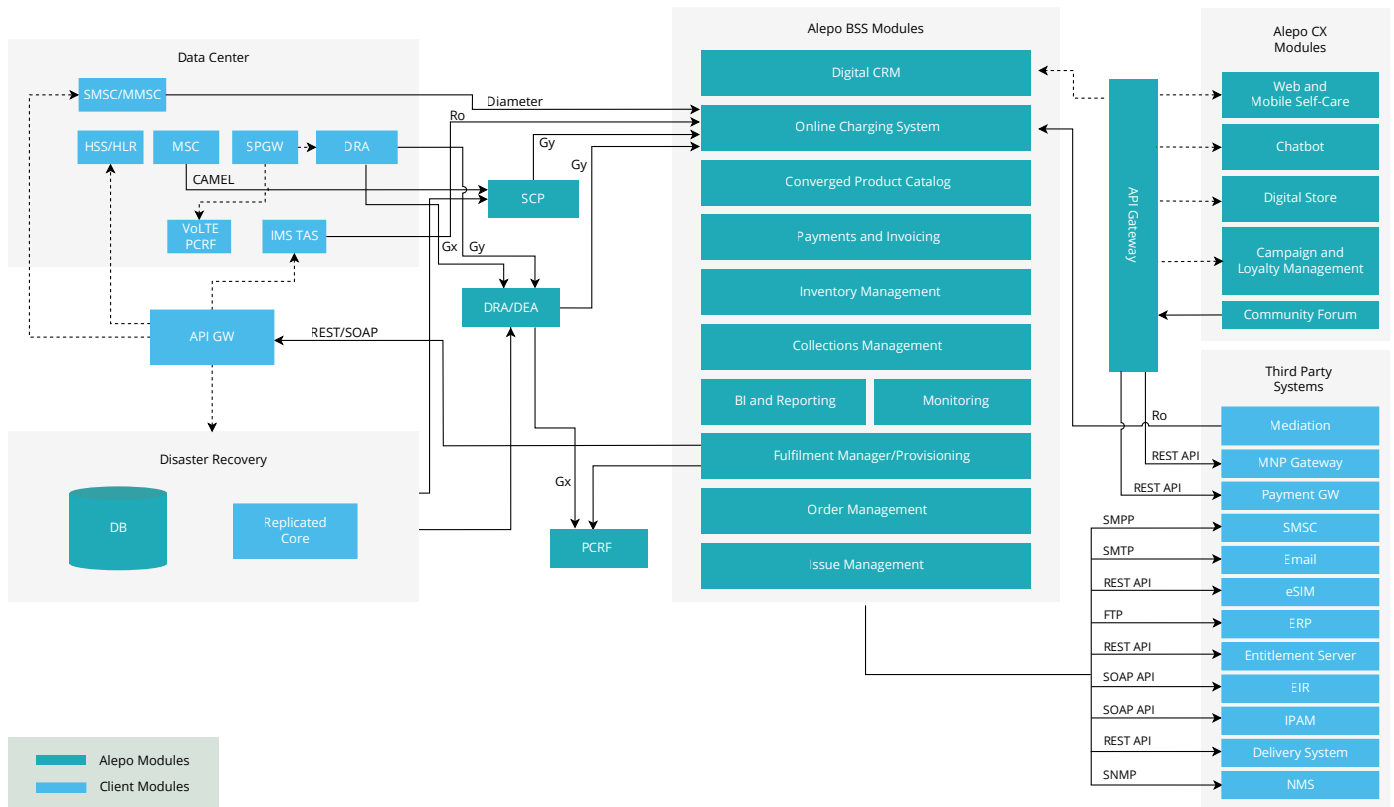
- Enables shipping the SIM and leveraging eSIM for IoT devices
- ‘Refer a friend’ promos for customers
- Prepaid service: credit or debit card billing with the option to save card details for subsequent purchases
- Purchase prepaid data vouchers (data allotments) for use in all areas serviceable by the operator
- Community forum where members assist each other; monitored/assisted online with staff
- Bring your own device facility (BYOD)
- Unlimited voice calling in its region of operations, initially through 3G and then VoLTE and VoWiFi
- Chatbot/AI to help customers
- Comprehensive support materials including YouTube channel with videos
- Mobile number portability
- Brand website development, with a simple and intuitive interface and process for onboarding, sales, support
- Rewards to encourage actions like online support participation, referrals, automatic data purchases
- Option to manage family accounts, preferred channels and notifications, and more
- International roaming in the US and Mexico
- Promo codes to accelerate sales and improve average revenue per user (ARPU)
- Omnichannel support for instant issue resolution

Solution Components

The key solution components that were delivered include:

Billing and Charging	Product Catalog
Brand Website	Web Self-Care Portal
PCRF	CRM
Mobile Self-Care	Analytics for Web and App UX
Inventory Management	Order Management
SCP	DRA
Reporting Module	Community Forum
Provisioning	Managed Services
Integrations to the Payment Gateway	API Gateway
Integration to the Local Post, ERP, PGW, and HSS	Promotions, Campaign, and Loyalty Management

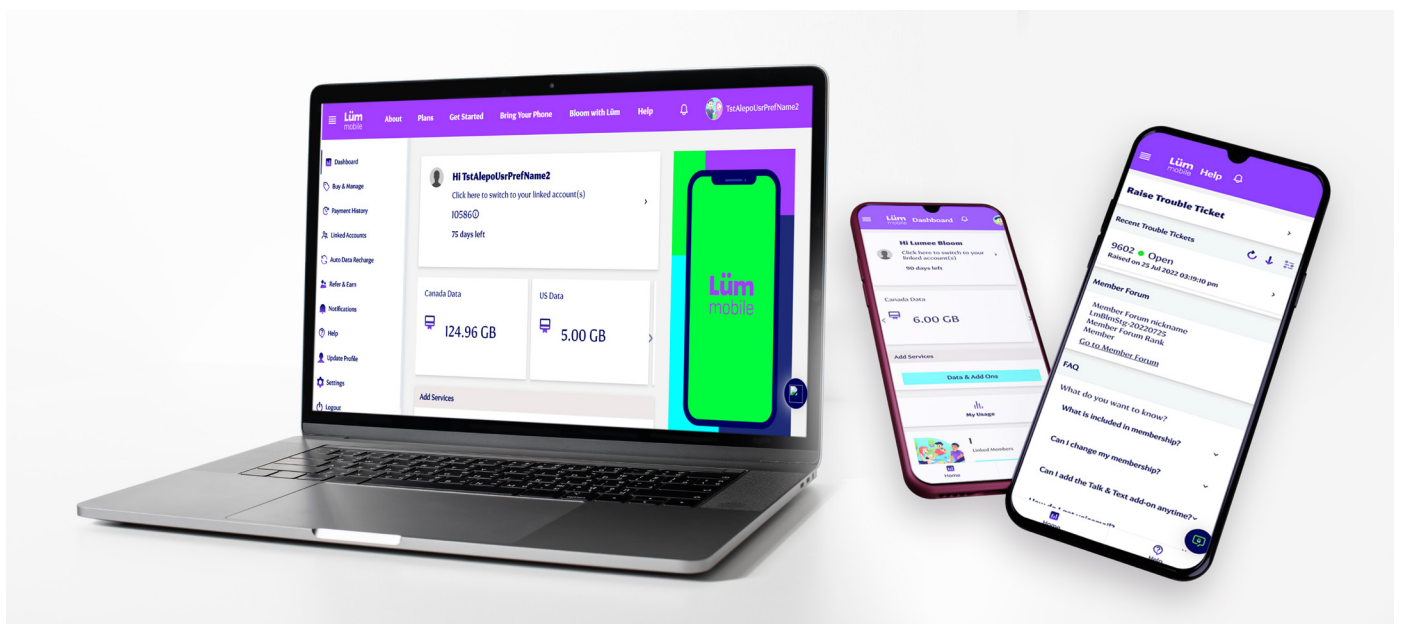
Solution Architecture



Deployment Highlights

Complete Digital Experience

Alepo provided all requisite solutions to help build a digital customer experience, including self-onboarding, mobile app, website, chatbot, community forum, campaigns, as well as the tools to measure success.



Secure Network Solution

Alepo's Zero-Touch Network Solution includes all network components such as OCS, DRA, PCRF, SCP, and integrations to the MNO core and IT systems to securely launch all-digital mobile service offerings.

Seamless Managed Services

Alepo handles seamless and end-to-end management of all IT systems, private cloud infrastructure, software, third-party vendors, and ongoing changes, enabling SaskTel to focus completely on business success.

Project Outcome and ROI

- An entirely new business was launched in six months with minimal involvement from the operator
- SaskTel was able to target a new market segment that prefers a digital experience, including students and young people
- Customer care and IT support teams reduced to a fraction of their regular operations, resulting in significant reduction in OPEX by 91%
- The business was perceived by customers as new and exciting with a fresh model not seen in the market
- The business model is attracting digitally entrenched consumers, especially millennials, spread across all demographic segments
- The operator can derive higher revenue margins than traditional wireless services

