use case

TruOps Common Language

Maximize Fiber Services and Wholesale Dark Fiber Revenue by Streamlining Interconnection, Billing and Ordering

Industry-standard nomenclature help iber providers maximize ROI, growth and competitiveness.

challenges

New entrants to the wholesale dark fiber market need to start monetizing their assets and growing market share

Incumbent fiber providers need to grow the market for their enterprise and consumer services

Service providers use a data infrastructure and framework that companies new to telecom may not be aware of

Misunderstandings about route capabilities undermine interconnection, customer acquisition, billing accuracy, revenue opportunities and market growth

solution

Leverage industry standard to identify, classify and understand key attributes of every fiber route

Use of TruOps Common Language CLLI Codes will ensure the precise location details, functionality of equipment and virtual functions at a particular location

Use TruOps Common Language CLEI Codes to streamline asset management and ensure accuracy

Utilize TruOps Common Language NC/NCI Codes to simplify provisioning and billing

results

Provide accurate, detailed fiber route information to service providers using their preferred nomenclature

Monetize dark fiber and grow market share

Launch and expand ethernet private line, FTTH and other services for the consumer and enterprise markets

Verify billing

Maximize operational efficiency and accuracy

challenge: navigating the wholesale dark fiber market

When you don't know how the game is played, it's tough to compete — let alone win. Sounds obvious, but that's exactly what companies do when they enter a new market without understanding all of the critical success factors.

Take the fiber market. Electrical co-ops, municipalities, investor-owned utilities, data center operators and tower/site companies are among those using construction, acquisition or both to build extensive portfolios of dark fiber. But it's difficult to monetize those investments, build market share and fund additional growth without the tools necessary to conduct business with the incumbent communications service provider ecosystem.

For example, service providers need to know the precise geographic location, capabilities and other key characteristics of each fiber route to support interconnection, provision services for their customers and exchange accurate bills with their network partners. This information also must be presented in the industry-standard format that service providers already use.

If you can't meet those fundamental requirements, you'll struggle to find partners to light up your dark fiber. You'll also struggle to launch and expand your own fiber services for the consumer and enterprise markets, such as E-LAN and FTTH.

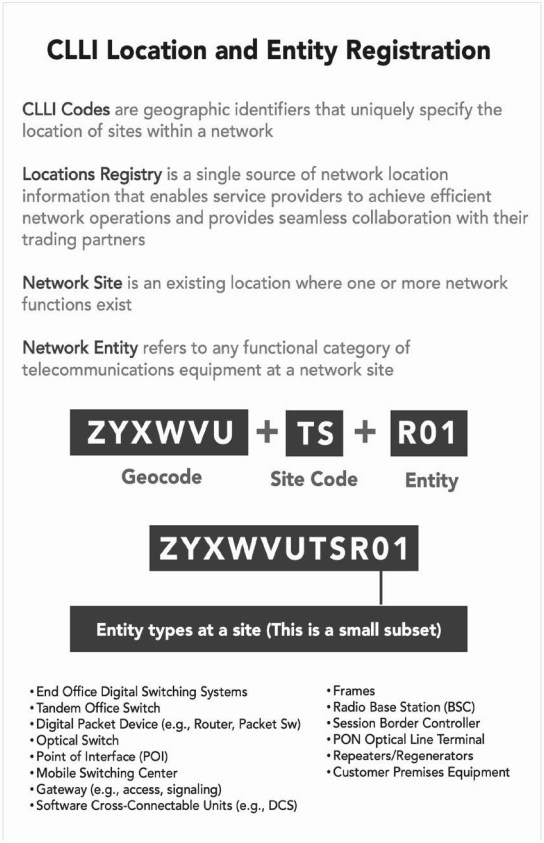
TruOps Common Language

solution: authoritative information in an industry-standard framework

For over 40 years, service providers, equipment vendors and other telecom ecosystem members have relied on TruOps Common Language to identify, classify and understand the location and other attributes of every piece of infrastructure. 94 million connections each day are managed using Common Language, and it is the only industry registry with more than 15 million registered network locations and millions more of interconnection points, further highlighting its role as the trusted, go-to resource for the telecom industry.

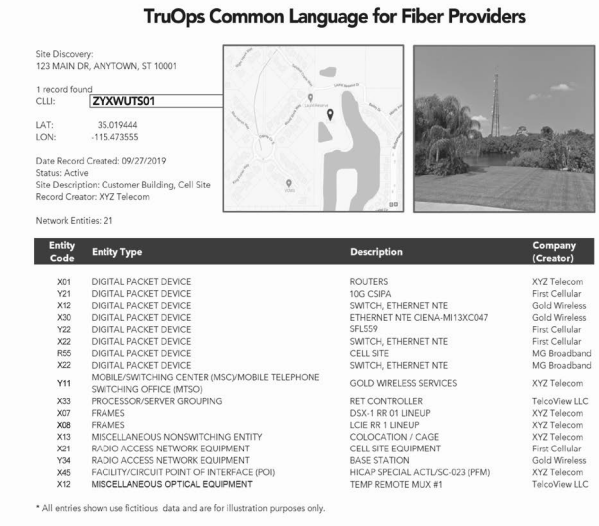
The Common Language framework includes an industry-standard data infrastructure that enables you to speak the same language as service providers. That clarity helps avoid misunderstandings about the location and capabilities of your fiber routes.

Common Language CLLI Codes enable you to identify, classify and understand the location and other attributes of every piece of your fiber infrastructure. This helps makes you a more attractive partner to service providers. For example, it helps your service provider customers quickly build out their 5G mobile sites, capture market share and drive a return on their 5G investments. The ATIS-Industry Numbering Committee (INC) guidelines require that CLLI Codes be provided by service providers to obtain numbering resource assignments from the North American Numbering Plan Administrator (NANPA).



Common Language NC/NCI Codes provide you with a stable naming scheme for describing network channels, circuit-interface characteristics and associated interface specifications. NC and NCI Code sets simplify the provisioning and billing processes, and their standard, compact format makes it easy for you to order access services.

Finally, a Common Language CLEI Code is a globally unique identifier that telecom manufacturers assign to their products before they're sold to service providers. Using CLEI Codes helps you streamline asset management and ensure accuracy.



TruOps Common Language

"Using Common Language, IFN's point-of-interface (POI) can be communicated in a clear, unambiguous form in a language that is globally recognized when interconnecting between service providers, Registering our information and having access to the global registry ourselves, IFN will significantly reduce the cost and time associated with interconnections for our carrier customers."

Tom Bechtel, IFN Vice President of Network Planning and Operations

results:
maximize revenue opportunities and operational efficiencies

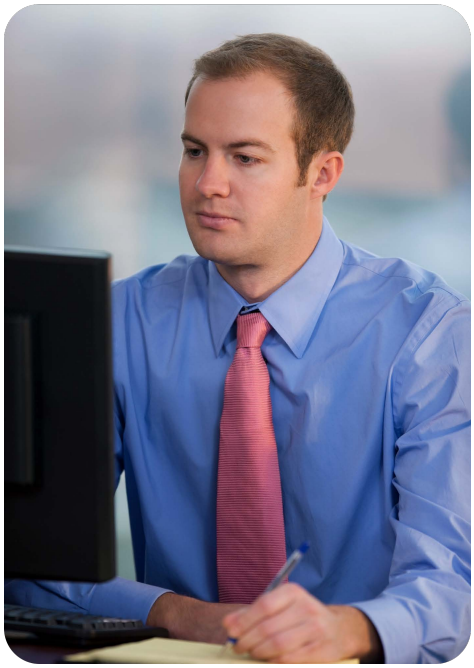
The enterprise, residential broadband and mobile markets are as highly competitive as they are dependent on fiber. Fiber infrastructure providers that show they understand the nuances of how service providers operate have a major advantage over those that don't.

Common Language provides the industry-standard naming convention and framework you need to be competitive and successful in the wholesale fiber market. It lays the foundation you need to create the ordering guide ("carrier coding guide") that service providers look for when interconnecting. Other key benefits include:

cost-effective asset management
Deploying a standardized naming system across your entire business allows you to simplify asset and inventory management. You can easily integrate Common Language codes into your current systems as well, helping you improve network utilization even as you modernize.

optimized network performance
With Common Language, you can accurately report usage of assets, which helps with database design and reconciliation, service activation and process flow-through, allowing you to plan network changes and upgrades for maximized performance.

decreased operational costs
When you apply a single standard terminology to network elements, you instantly improve communications across your organization, which can help you design layouts and complete work orders with fewer errors and save considerable operational expenses. Through improved forecasting and planning, you can also reduce spend on excess inventory.



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solutions@tnsi.com
tnsi.com

USA	+1 703 453 8300
Europe	+44 (0)114 292 0200
Asia Pacific	+61 2 9959 0800