



# TruOps Common Language for Network Element Providers and Equipment Manufacturers

## Maximize Revenue and Competitiveness for Infrastructure and Managed Services

Industry-standard framework streamlines operational efficiency for network element providers and their customers

### Challenges

Communications service providers (CSPs) want to optimize operational efficiencies to maintain a competitive edge

Specific telecom requirements may undermine new sales and revenue opportunities

Technology trends such as virtualization and disaggregation increase network complexity

Lack of industry-standard nomenclature for new equipment creates negative downstream impacts and inefficiencies

### Solution

Industry-standard framework and globally unique identifiers track every network element throughout its life cycle

TruOps® Common Language® CLEI™ Codes streamline asset management

### Results

Increase sales to CSPs by utilizing the industry-standard framework

Help CSP customers optimize operational efficiency, billing accuracy and audit compliance

Enhance the accuracy and effectiveness of CSPs' internal asset management systems

### Challenge: Complexity, Competition and the Quest for Clarity

The communications market is more competitive than ever — not only for communications service providers (CSPs) but also for network element providers (NEPs) and network equipment manufacturers. Incumbent CSPs are facing additional competition from new greenfield providers in mobile and fiber. Meanwhile, technology trends such as disaggregation and virtualization — which decouple hardware from software so CSPs have the freedom to mix and match products and suppliers — have opened the door for IT vendors to become NEPs.

No wonder everyone is looking for a fresh, competitive edge. CSPs want new ways to respond quickly to customer needs and emerging market trends. Greenfield CSPs need to launch and expand quickly and cost effectively to grab market share from incumbents.

As a result, CSPs are increasingly challenged with inventory management and asset lifecycle management for equipment. That becomes even more complex when the equipment provider fails to use industry-standard nomenclature that helps CSPs understand critical attributes of products. Without this visibility, CSPs are faced with downstream inefficiencies, unnecessary work and additional expenses. As a result, some CSPs are starting to question whether it is worthwhile to continue acquiring units from these vendors given the extra cost.

Both incumbent and new NEPs and equipment providers need to find ways to make it easy for CSPs to learn about and use their new products — but beyond that — address the universal need for more clarity. When greenfield CSPs and IT vendors are unaware of the industry-standard conventions for identifying equipment capabilities, it undermines their competitiveness and sales. NEPs may also be unaware that this framework can be used as a trusted channel to promote their new products and better support their managed services customers.

## Results: Maximize Revenue Opportunities, Competitiveness and Operational Efficiencies

TruOps Common Language provides the industry-standard nomenclature and framework that NEPs, network equipment manufacturers and CSPs rely on every day to maximize efficiency, competitiveness, service quality and profits:

## What You Can Achieve



### Simplify Your Customers' Buying Decisions

Codes are so detailed and precise that CSP's can make deliberate choices simply and easily to serve their own customers.



### Help Customers Perform Better

When CSP's can clearly identify asset characteristics, they can deploy services without delays, avoid billing confusion and quickly identify and resolve problems.



### Streamline Purchasing

By cataloging features down to the slot and port level, customers have the details needed to make the purchasing decisions.

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