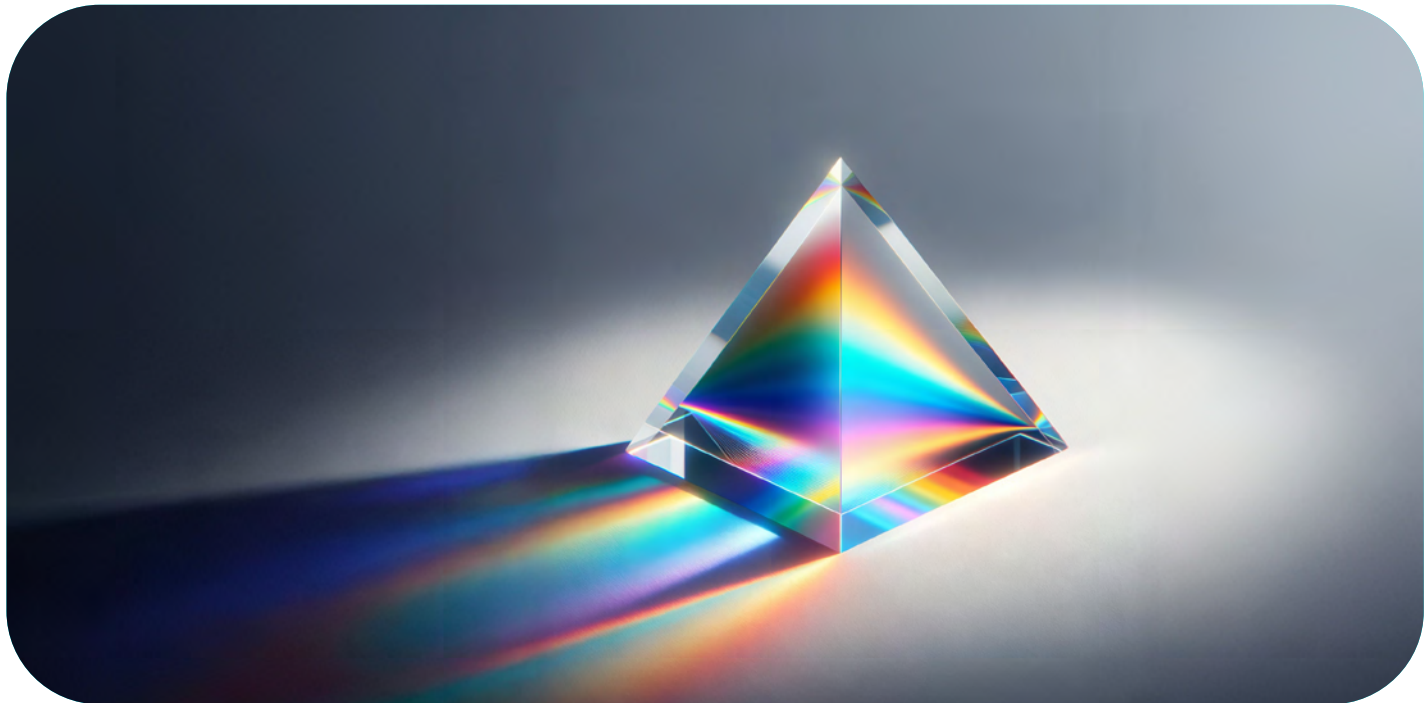


ODA prism: Designing the ultimate telecom plan

ODA in a Box challenge: Simplifying telecom operations with modular, cloud-native solutions for seamless scalability and agility. Accelerate time-to-market for new services by 40%

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Champions:



Participants:



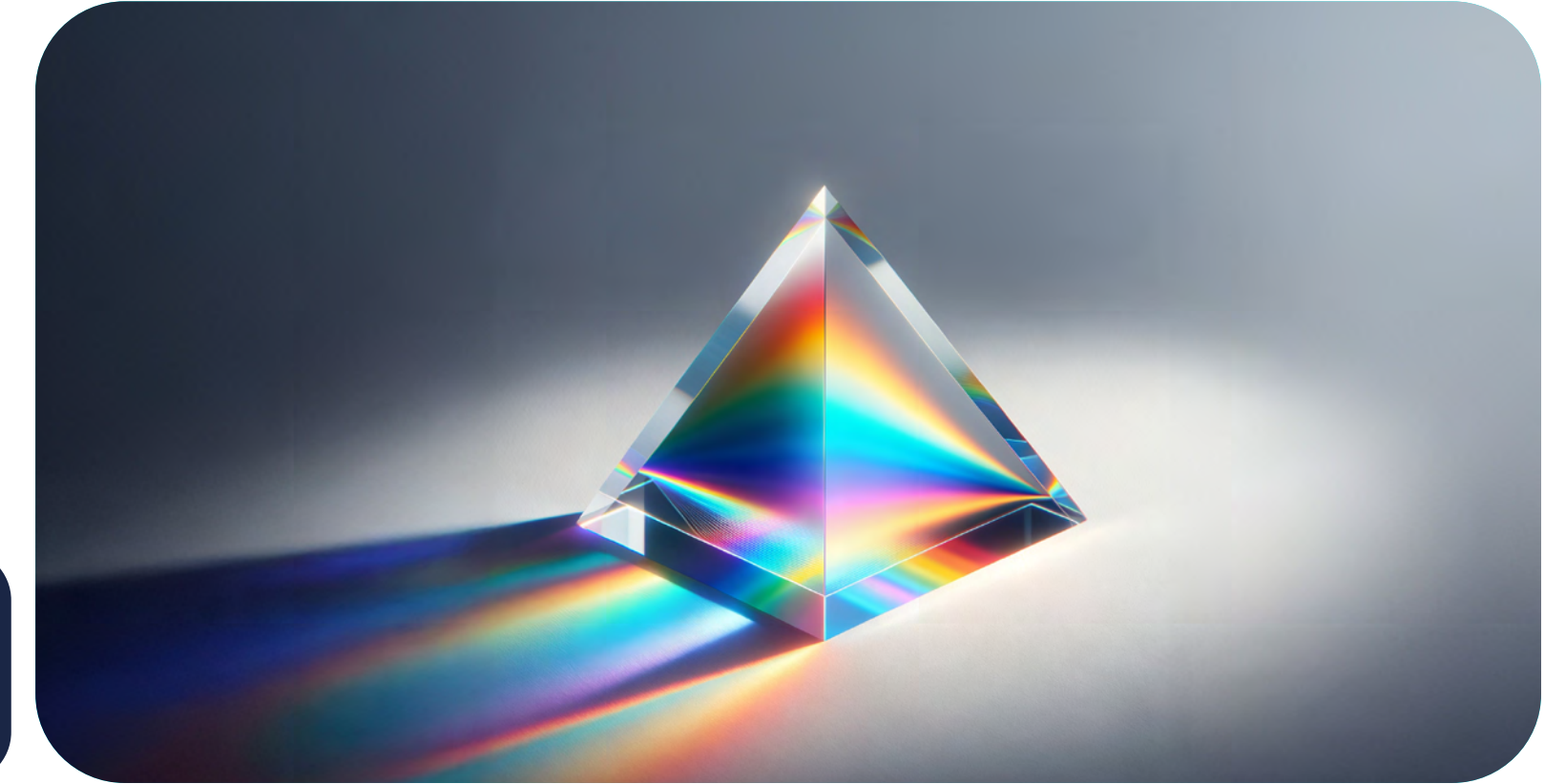
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The solution:

This Catalyst is designing a solution to empower customer businesses with a seamless customer journey across the subscriber lifecycle. The aim is to build customer stickiness, improve Average Revenue Per User (ARPU), reduce churn, and drive overall business growth.



Addressing the challenge:

This Catalyst's solution leverages the Open Digital Architecture (ODA) framework to create a modular, cloud-native system that transforms how CSPs design, recommend, and manage telecom plans

Dynamic plan builder: Empowers CSPs to quickly design and manage pricing plans using machine learning and generative AI. It shortens the "ideate-to-launch" cycle by automating market analysis, product strategy, and pricing decisions.

Plan recommender & next best action engine: Integrates a closed-loop feedback system between plan creation and recommendation, enabling real-time learning from customer behavior to optimize offers and promotions.

ODA-aligned architecture: Built on TM Forum's Open Digital Architecture, the solution is modular, standardized, and interoperable—ensuring smooth integration with existing telecom systems.

Champions:



telecomgypt®



verizon

Participants:

HCLTech



Tecnotree



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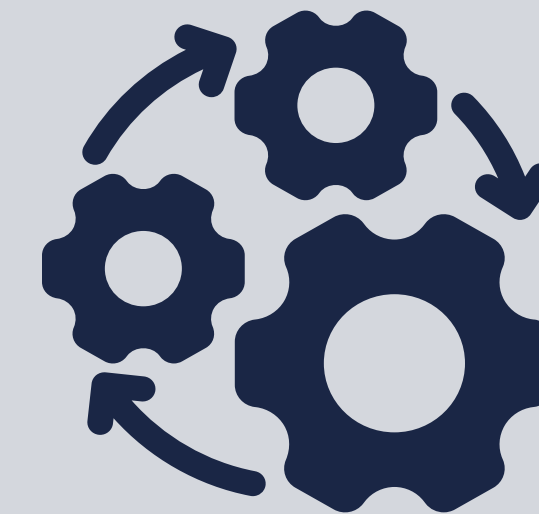
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Significant churn reduction:

35-45%



70% automation

of the plan generation & approval process

Champions:



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verizon

Participants:

HCLTech



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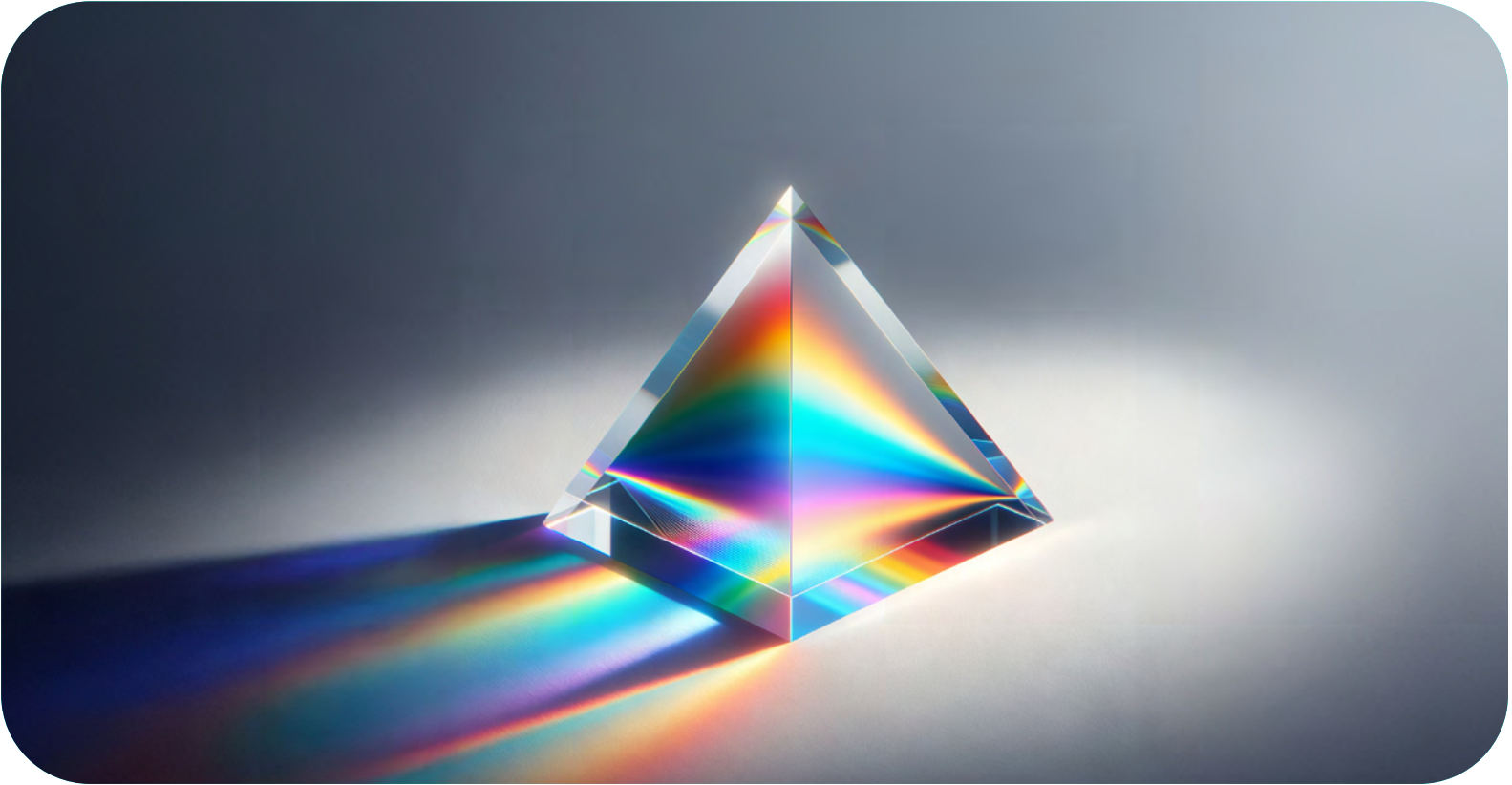
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Ayedime Amadi
Senior Manager: Enterprise
Architecture & Customer
Channels



The solution addresses a global problem faced by most telecom operators – high churn rates and lengthy plan launch processes – providing a standardized yet flexible approach that can be adopted industry-wide.

By packaging sophisticated AI and ML capabilities within an accessible ODA framework, the solution enables operators of all sizes to leverage advanced analytics for plan design and customer engagement.

The solution’s adherence to ODA standards and TMF Open APIs promotes unprecedented interoperability between components from different vendors. This breaks down traditional silos and enables operators to create best-of-breed solutions.

Champions:



Participants:

