tmforum

open innovation catalysts

Harnessing GenAI's business value for operations transformation - Phase III

GenAI, LLM, Data & AI, Digital Twin Networks

The solution:

This Catalyst is working to transform service-centric operations. By leveraging AI-driven insights it enhances NOC-centric operations, improves customer care through real-time service impact updates, and informs network optimization for a smarter, more efficient network.

Addressing the challenge:

The vision is to create value in enhancing customer experience and achieving operational excellence through innovative applications by harnessing GenAI and Agentic AI.

To achieve this vision, the Catalyst design adopts the ODA architecture in 3 layers:

1. **Application layer** – Mobile core networks intelligent service assurance, Mobile Service intelligent customer experience assurance, Mobile service keepalive, Home Broadband FME AI co-pilot assistant.
2. **Agent layer** – Agentic AI and GenAI-based Co-pilot.
3. **Digital intelligent platform** – LLM-based GenAI platform, and Digital Twin Network (DTN).
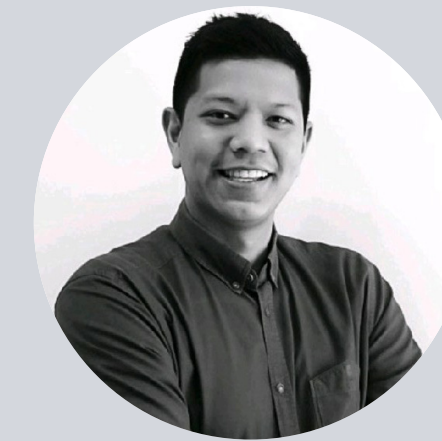
The most important direct benefits of the Catalyst are:

- **Increased revenue of USD 1.34M per year from new Latency as Service for B2B service uplift supported by transport DTN.**
- **Secured revenue loss of USD 1.16M per year from lesser complaint and churn as well as shortened MTTR and reduced traffic loss.**
- **Enhanced customer satisfaction through 18.2% of data traffic loss reduction.**
- **A digital intelligent platform that serves as a foundation towards higher autonomy and innovation through Agentic AI architecture.**

Luthfi Auzan
VP - Head of Strategic Operations & Analytics

indosat
OOREDOO HUTCHISON

Business impact:

- Enhanced customer satisfaction via **18.2% of data traffic loss reduction**, saving 1015TB/year.
- Secured revenue loss of **USD1.16M** per year.

Champions:

indosat OOREDOO HUTCHISON   vodafone   中国移动 China Mobile   stc

Participants:

HUAWEI   MAKMAN TECHNOLOGY CONSULTING   Iquall Networks

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