



# catalysts

**Catalyst  
Program  
2024**



# marketing activities

Full marketing awareness campaign, includes:

Call for Catalysts

Matchmaking

Online

DTW event

Post-event

Feature images

Messaging

Catalyst videos

Banners

Infographics

Emails

Inform article

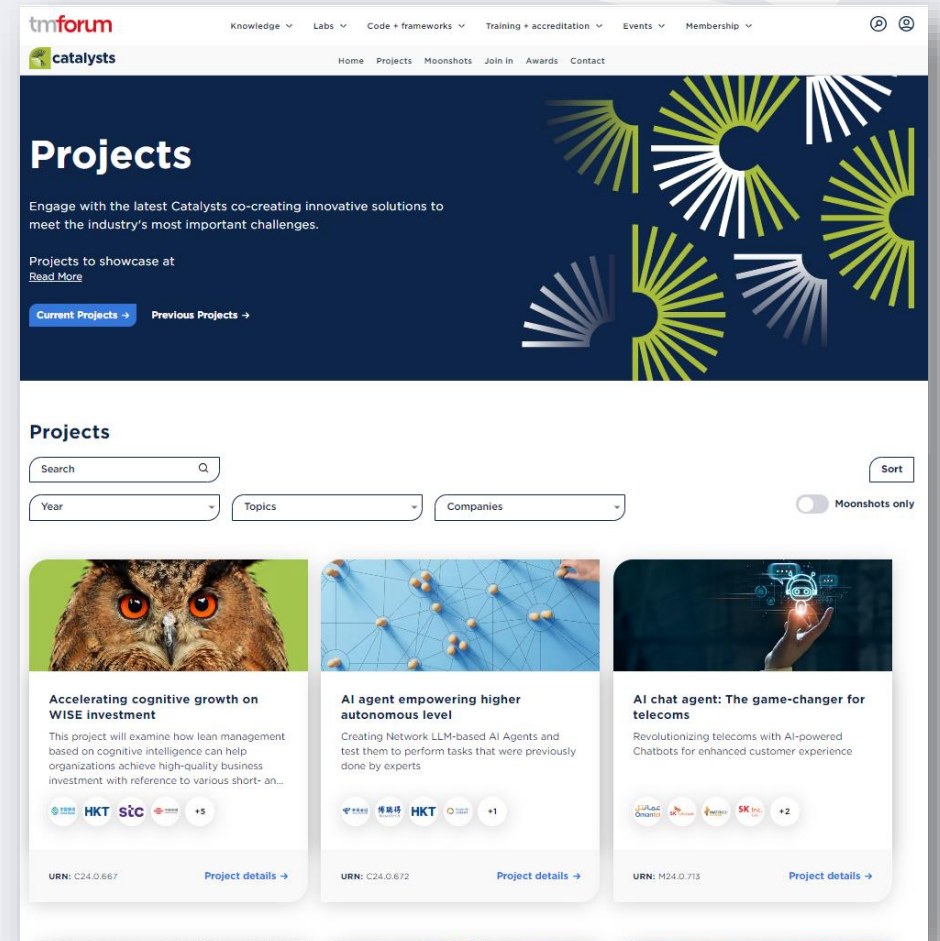
Social media

Website

tmforum.org  
website

## YOUR CATALYST HOME

- Key information visible on summary webpage
- Search by word, URN, Year, Topic, Company
- We're driving awareness of your project



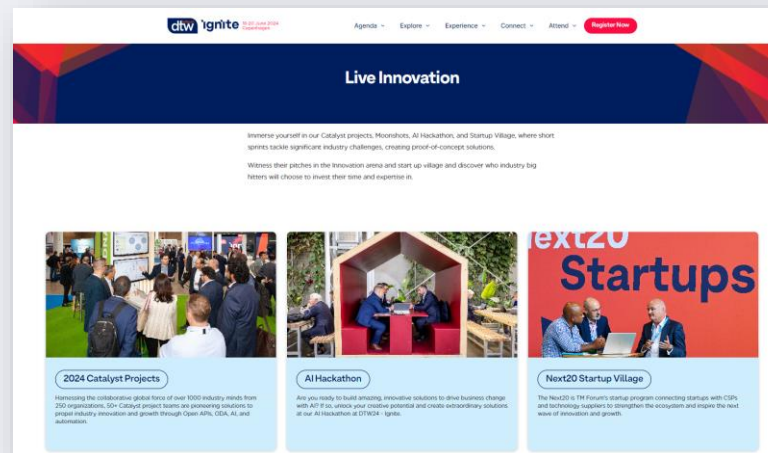
The screenshot displays the 'catalysts' section of the tmforum.org website. The page features a dark blue header with the 'tmforum' logo and navigation links for Knowledge, Labs, Code + frameworks, Training + accreditation, Events, and Membership. Below the header, the 'catalysts' sub-header includes links for Home, Projects, Moonshots, Join In, Awards, and Contact. The main content area is titled 'Projects' and includes a sub-header: 'Engage with the latest Catalysts co-creating innovative solutions to meet the industry's most important challenges.' Below this, there is a 'Projects to showcase at' section with a 'Read More' link and two buttons: 'Current Projects →' and 'Previous Projects →'. A search and filter section follows, with a search bar, a 'Sort' button, and dropdown menus for 'Year', 'Topics', and 'Companies'. A 'Moonshots only' toggle is also present. The page displays three project cards, each with a featured image, a title, a brief description, a list of participating companies (e.g., HKT, snc, HKT, SK Telecom), and a 'Project details →' link with a corresponding URN (e.g., C24.0.667, C24.0.672, M24.0.713).

<https://www.tmforum.org/catalysts/projects>

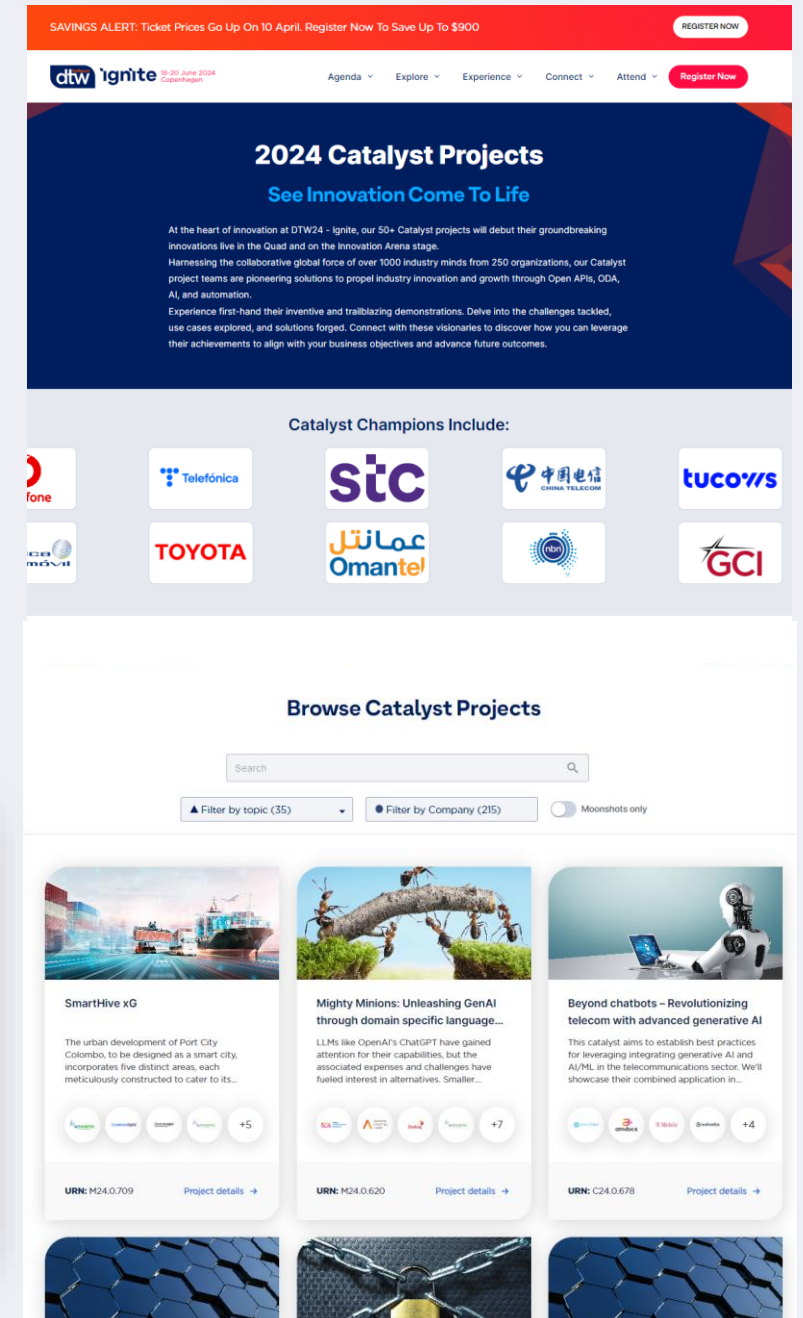
# DTW23 - Ignite website

## EVENT DELEGATES

- Positioned at the heart of Innovation at DTW24 - Ignite
- Key information visible on summary webpage
  - Search by any word
  - Filter by topic & company
  - Feature image
  - Project title
  - Summary description
  - Company logos
  - Link to your Catalyst space



<https://dtw.tmforum.org/explore/catalysts-projects>



# What does GOOD look like?

## Engage your audience

- using your website space

- Is your space welcoming?
- Highlight the business benefits
- Are your resources appealing?
  - Add use cases, ppt decks, videos, infographics
- Include images & descriptions

### Project Documents

	Catalyst Overview		Technology and Architecture
	Solution in action		Technical Team Meet-up
	Digital Carbon Calculator Video		

### 4. Champions' AN Ambitions

- Mr. Nugroho Speech for Autonomous Network
- Mr. Muhammad Speech for Autonomous Network
- Mr. Boonchoung Speech for Autonomous Network
- Mr. Nigroho Speech for Autonomous Network
- TSEI Speech for Autonomous Network for TMF
- China Unicom AN Empowers China Unicom's digital operation transformation

### 5. Team Collaboration, Used Assets, Project Value

- Team Collaboration
- Used The Forum Assets
- Project Values and Outlook

### 6. Champions' AN Practices and Achievements

- AI-based E2E Incident Management
- Customer Complaint AI-Driven Handling
- Massive User Event AN Assurance
- E2E 0.542 Catalyst Main Slide Deck
- Transport (IP) Assurance with Digital Twin
- Multi-layer Transport Fault Remediation

### 7. Champions' AN Practice Testimony

- Mr. Raad Speech for Autonomous Network Practices
- Mr. Adithy Speech for Autonomous Network practice
- Mr. An Speech for Autonomous Network practice

### 8. Learn more about us

- Autonomous Driving Network (ADN)
- Embraces Open Innovation Model

**Open SATCOM management - Phase II**

Partnering Telcel and SATCOM providers to deliver universal connectivity to consumers and businesses, a match made working towards global connectivity

**Project companies**

**Sections**

**Introduction**

The catalyst addresses a unique opportunity domain that is going to be a hotbed of innovation and disruption in the next 5-10 years. The convergence between 5G and satellite communication networks is a real game-changer, being supported by 5G SD-WAN and E2E. The industry and the market are putting their efforts in the development of such integration from a network perspective and device perspective. However, the 5G SD-WAN and network management perspective is missing and we propose to cover it from TRIFORUM perspective through this collaboration.

**Contact team**

Enter the members of the Catalyst team to request more details.

**Resources**

Explore the previous phases of this project

**Team members**

ARBUS, amartus, mbc, Bell, BolgiaTen, concertia



# How TM Forum will drive awareness



## VIDEOS

- Recording & editing trailer videos now
- Select a speaker
- We will schedule recording of a 2 minute “trailer” video
- We will edit the video & post it to your Space
- We will use the video in social media posts on our channels



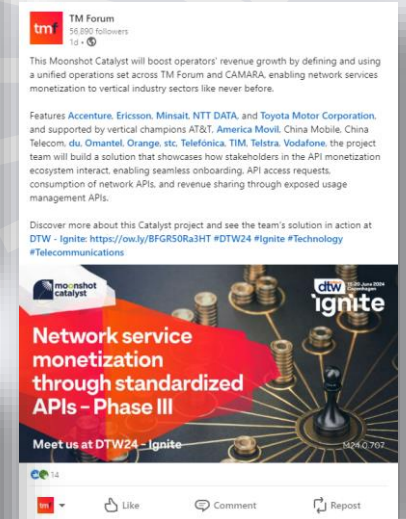
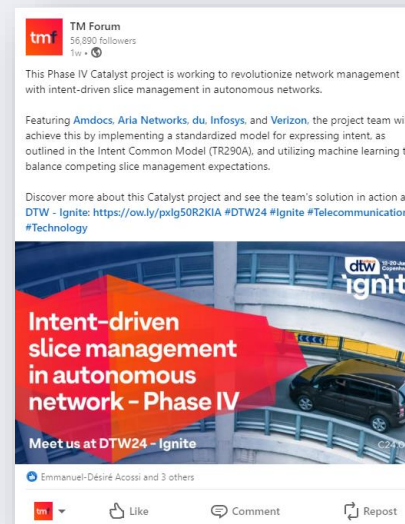
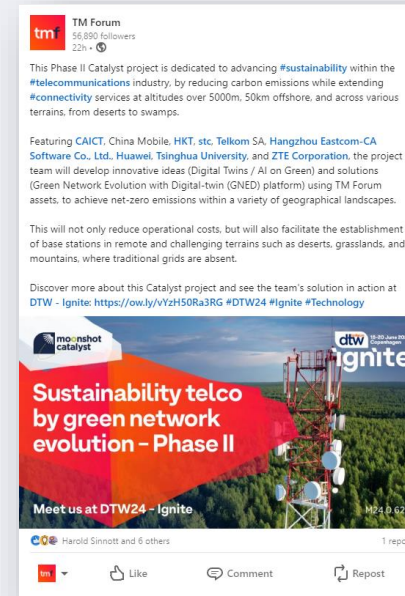
# How TM Forum will drive awareness

## SOCIAL

- Posts on TM Forum social channels
- Posts on TM Forum Catalyst LinkedIn group
- Tagging all companies involved
- Leveraging the reach of Catalyst team member individuals and companies

## Share, interact & comment!

- it really impacts the impressions, engagement & clicks







# How TM Forum will drive awareness

## Proofs of Concept

Real-world examples of how TM Forum members worldwide are working together to innovate and solve industry challenges

PROOF OF CONCEPT | AUTONOMOUS NETWORK, AUTONOMOUS OPERATIONS | 3 MIN...

### How to adapt autonomous network services to align with customer needs in real time

The Intent-driven closed-loop autonomous services towards next-generation networks Catalyst has built an open-source platform to help CSPs perceive changes in customer requirements automatically in real time, update network services in minutes and ensure satisfaction of SLAs

READING TIME: 3 MINUTES JAN 24 | BY RYAN ANDREW

PROOF OF CONCEPT | 5G, ARTIFICIAL INTELLIGENCE (AI) | 4 MIN...

### How to use cognitive intelligence to achieve higher business value

The Value realization on cognitive service experience operations Catalyst demonstrates how CSPs can use cognitive intelligence to gain insights on user behavior and perform network operations tailored to each customer's needs, and achieve experience-driven value realization.

READING TIME: 3 MINUTES JAN 24 | BY RYAN ANDREW

PROOF OF CONCEPT | ARTIFICIAL INTELLIGENCE (AI)

### AI assessment tools for autonomous networks are key to customer experience

The 'AN empowers distinctive experience for cognitive transformation Catalyst' is developing autonomous network assessment tools that enhance operations and maintenance efficiency and improve user experience in the process

READING TIME: 3 MINUTES JAN 24 | BY RYAN ANDREW

PROOF OF CONCEPT | DATA MODEL, DATA ANALYTICS | 3 MIN...

### CSP-based privacy computing for a data-driven auto sector

The Harnessing data insights to enhance marketing efficiencies in the car industry - Phase II Catalyst uses using privacy computing technology to facilitate seamless integration of data between CSPs and the automobile industry

The screenshot shows the TM Forum website's navigation menu. The 'PROOF OF CONCEPT' link is circled in red. Other menu items include 'TOPICS', 'RESEARCH & ANALYSIS', 'FEATURES', 'OPINION', 'WEBINARS & PODCASTS', 'VIDEOS', and 'DTW'. Below the menu, there are several article teasers. The main article is titled 'Managing the economics of hybrid cloud: striking a balance to optimise operations' by Charlotte Patrick, dated April 24. Other teasers include 'Delayering the business: is breaking up key to telco growth?' and 'Building an AI strategy: telcos put the foundations in place'.

## ARTICLE

- **May-August:** Professionally written article on each Catalyst published on Inform news channel
- We will contact you with a set of questions to help our writers draft the article.
- Then they will send a draft for approval before publishing

<https://inform.tmforum.org/research-and-analysis/proofs-of-concept>

# How TM Forum will drive awareness?\*

## INFOGRAPHIC\*

- Professionally designed summary of your project
  - **May-June:** Moonshot projects only
  - **June-July:** Award winners only
- 
- We will use the content you submit for your Inform article.
  - We will add it to your project webpage and send you a copy to use at your kiosk at DTW24 – Ignite (Moonshots only)



**moonshot catalyst**

### Sustainability scoring for all

**The Energy Challenge:** How can our industry lead the world towards carbon neutrality, and in doing so cut our energy consumption by at least 25% by 2025?

**The solution:** The Catalyst proposes a system for scoring suppliers and partners to help CSPs achieve their goal and incentivize the broader ecosystem to do the same. By using an NDL-network blockchain protocol, the proof of concept will be capable of automatically receiving and measuring the impact of all kinds of products suppliers have to offer.

**Addressing the challenge:**

- Reduce absolute Scope 3 emissions by 55% by 2030
- Cut energy consumption of suppliers by at least 25% by 2025
- Reduce supply chain transportation mileage by at least 10%
- Shift suppliers' energy usage to green energy by at least 25%

**Business impact:**

To reduce absolute Scope 3 emissions by **55% by 2030**

**Champions:** T-Mobile

**Participants:** Netcracker, R&C, splunk>

M23.0.589 [find out more:](#) **tmforum**

**moonshot catalyst**

### Closing the metaverse chasm: Monetizing the ecosystem

**The Metaverse Challenge:** How can connectivity providers address future connectivity needs for the low-latency immersive internet (Web3/Metaverse)?

**The solution:** This Moonshot Catalyst has created one metaverse ecosystem solution that can be offered by CSPs to any type of industry and business. The solution provides an open and replicable metaverse foundation enabling high engagement, mass market reach and monetization across the ecosystem.

**Addressing the challenge:**

- Built an open and replicable metaverse foundation to optimize costs and maximize agility
- Expanded monetization potential and mass market reach by curating social interactions across any XR channel

**Business Impact:**

- +25%** revenue growth for CSP enterprise customers
- +16%** revenue growth for CSPs in B2C market with B2B2X
- 20%** cost reduction

**Champions:** STC

**Participants:** Juniper, Netcracker, QONOO, related

M23.0.494 [find out more:](#) **tmforum**

\* This an additional offering for Moonshot Catalysts & Award winners only



Social banners



Video link



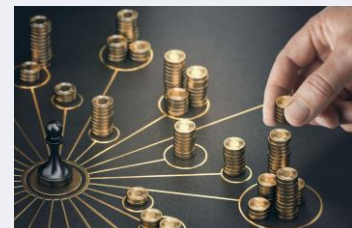
Ppt templates



Whitepaper template



Images



# Amplify your story - marketing toolkit

Social media images



<https://projects.tmforum.org/wiki/x/slQoE>

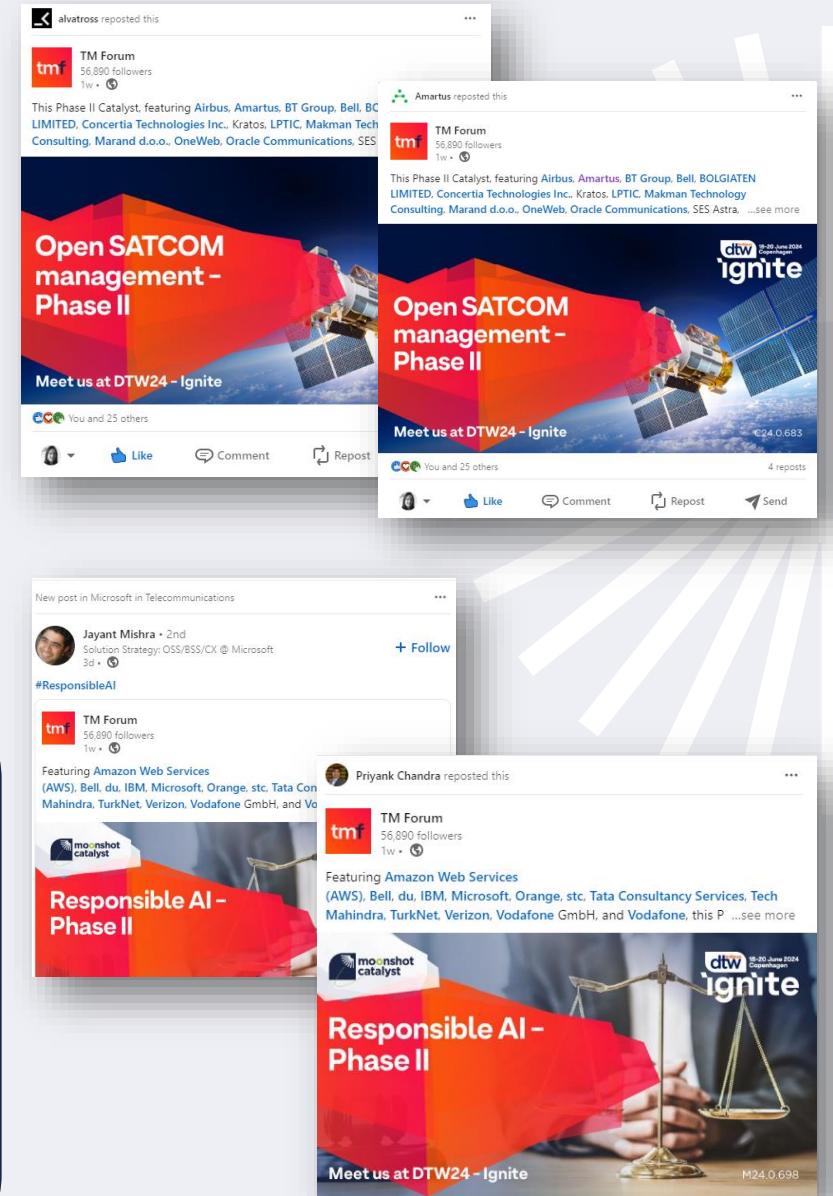
# How you can amplify your Catalyst

## SOCIAL

- Schedule posts on company social channels
- Request posts on team members' accounts
- Provide content and images to influential staff members
- Ask them to:
  - Repost
  - Like/interact
  - Comment
  - Tag all companies involved

## Share, interact & comment!

- it really impacts the impressions, engagement & clicks



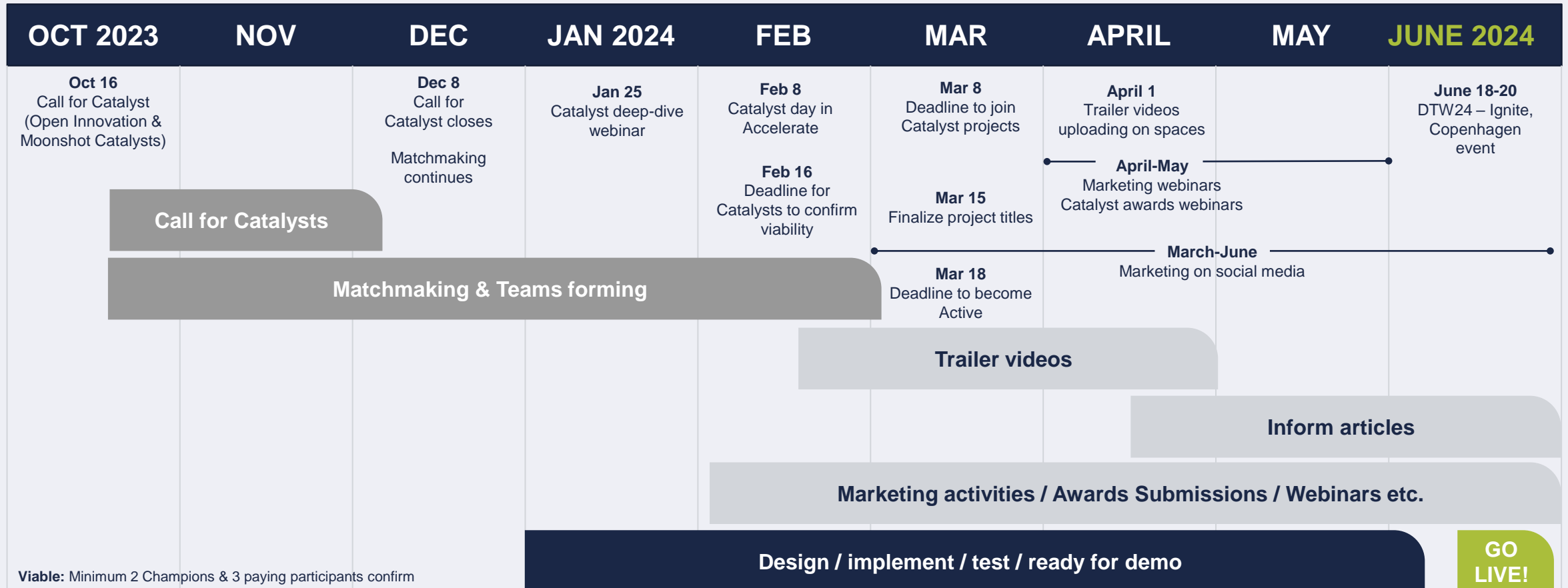


# timeline 2024

## and milestones for DTW'24 - Ignite



**Mar 29**  
Deadline to get all contracts signed



**Viable:** Minimum 2 Champions & 3 paying participants confirm their participation in the Catalyst.

**Active:** Minimum 2 Champions & 3 paying participants sign their contracts

Contact us:

Ailis Claassen

[aclaassen@tmforum.org](mailto:aclaassen@tmforum.org)



Mila Vodenitcharova

[mvodenitcharova@tmforum.org](mailto:mvodenitcharova@tmforum.org)







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**thank  
you**