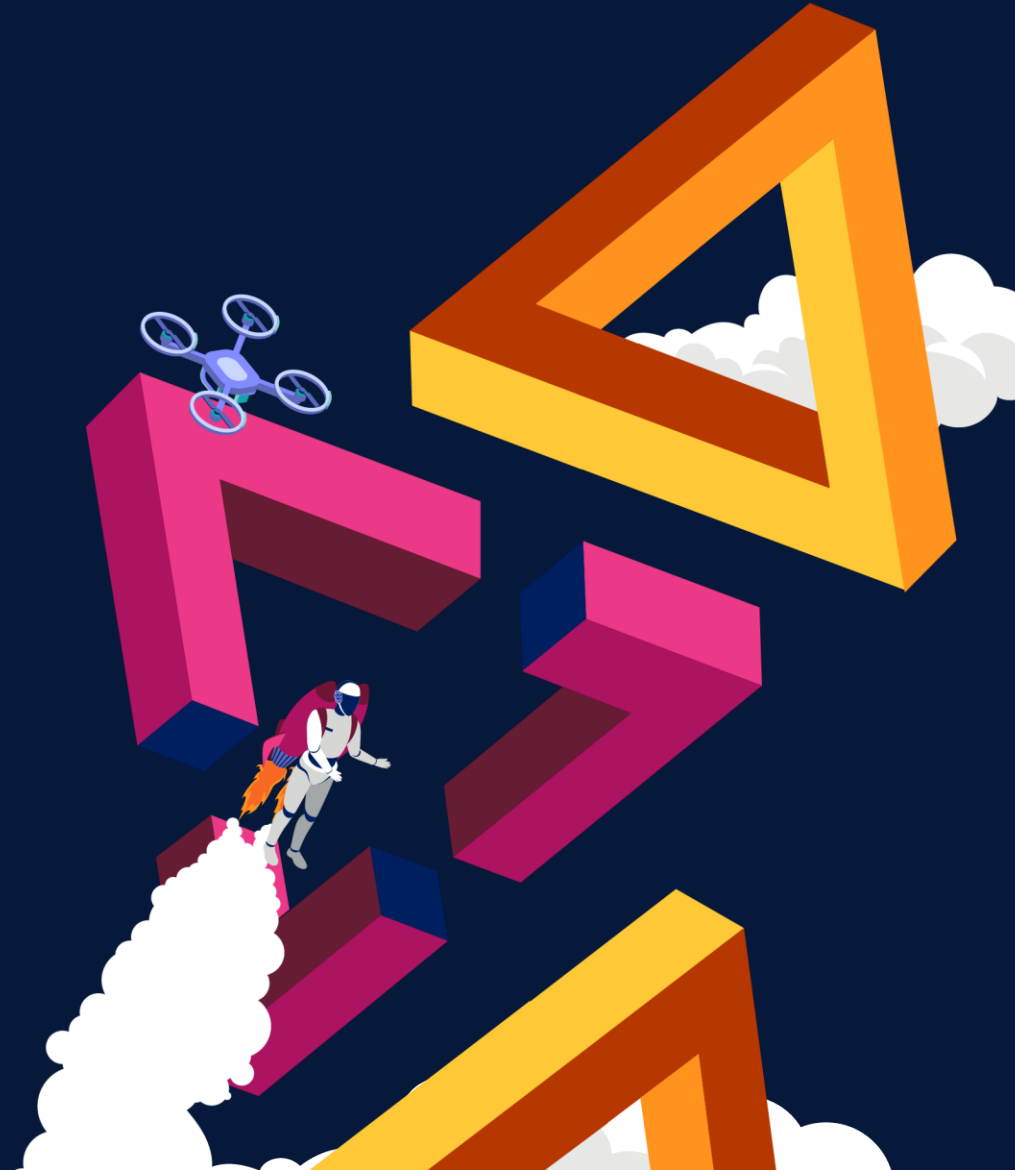




JUNE 1-3, 2025 | LAS VEGAS

Smart Mobility Plans, Smarter Networks: TM Forum Inspired AI Catalysts for CSP Evolution

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Collaboration across boundaries...changing the Communications Industry one partnership at a time.



Ryan Walton-King
Industry Market Leader -
Pega



Hakan Ekmen
Global Networks Lead
Accenture



Ben Cuthbert
Vodafone Networks



Sanjeev Kumar
VP HCL Technologies



Axel Wells
Industry Principal - Pega

What is **tmforum**

Global industry association for Communications Service Providers

- Widely adopted frameworks, standards, and best practices
 - eTOM (Enhanced Telecom Operations Map): A comprehensive business process framework for telecom operations.
 - SID (Shared Information/Data Model): A standardized information model for telecom data.
 - Open APIs
- Collaboration and community
 - CSPs, vendors, systems integrators participate
- Events
 - **Digital Transformation World (DTW): June 17, Copenhagen**
 - August conference in Dallas



2 TMForum Catalysts for 2025

Rapid collaborative projects to solve industry challenges | Present results at DTW

NeuroNet Orchestrator

Domain	Network, Customer Service
Problem statement	Today's customers expect better service quality. Bad experiences can lead to churn. Too much manual work & silos today in network operations.
Solution	Autonomously handle network situations and manage closed loop experiences
Highlights	<ul style="list-style-type: none">• Sense events• Detect situations• Orchestrate remediation• Take action• Communicate with customers



Dynamic Plan Builder with Gen AI

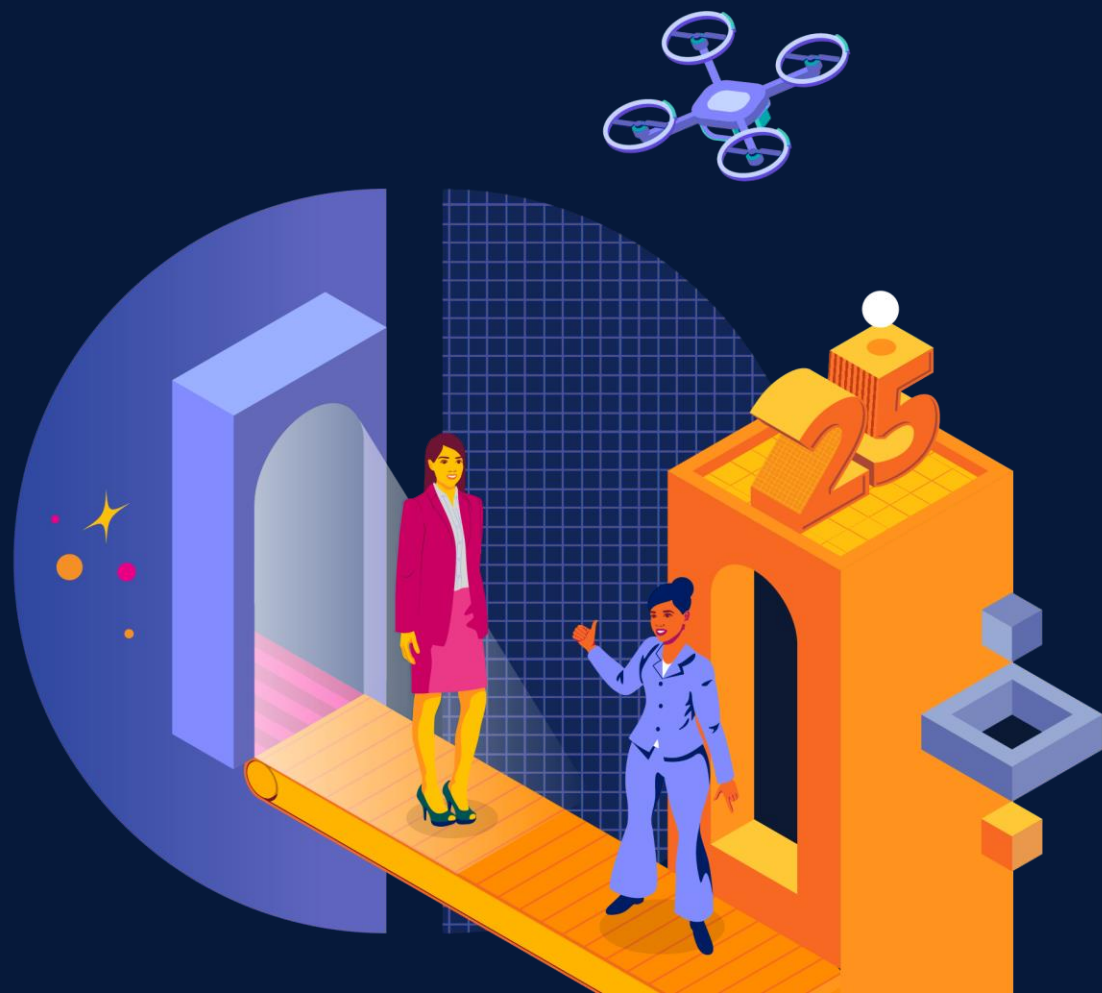
Domain	Sales & Marketing
Problem statement	With increasing global competition, CSPs face challenges to retain, grow and differentiate
Solution	Quickly create competitive / customized attractive plans
Highlights	<ul style="list-style-type: none">• Identify market gaps, optimize pricing, adjust plan features• Accelerate with Gen AI / ML• Agentic AI to fast-track approval

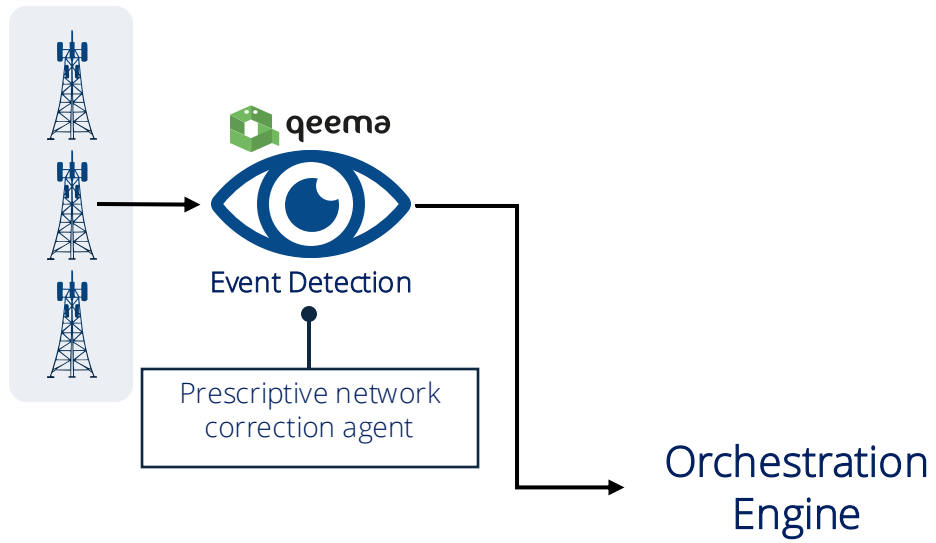




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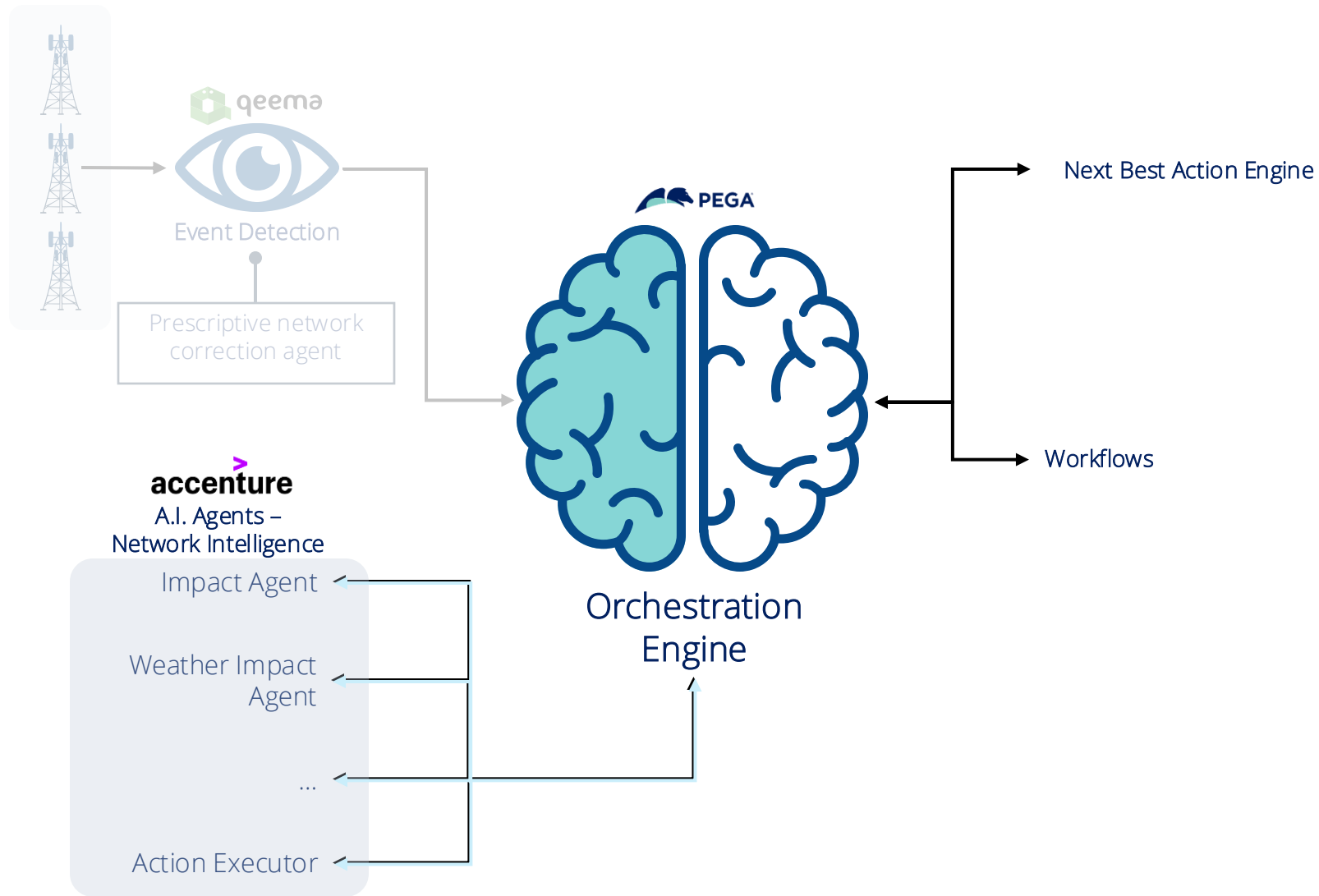
NeuroNet





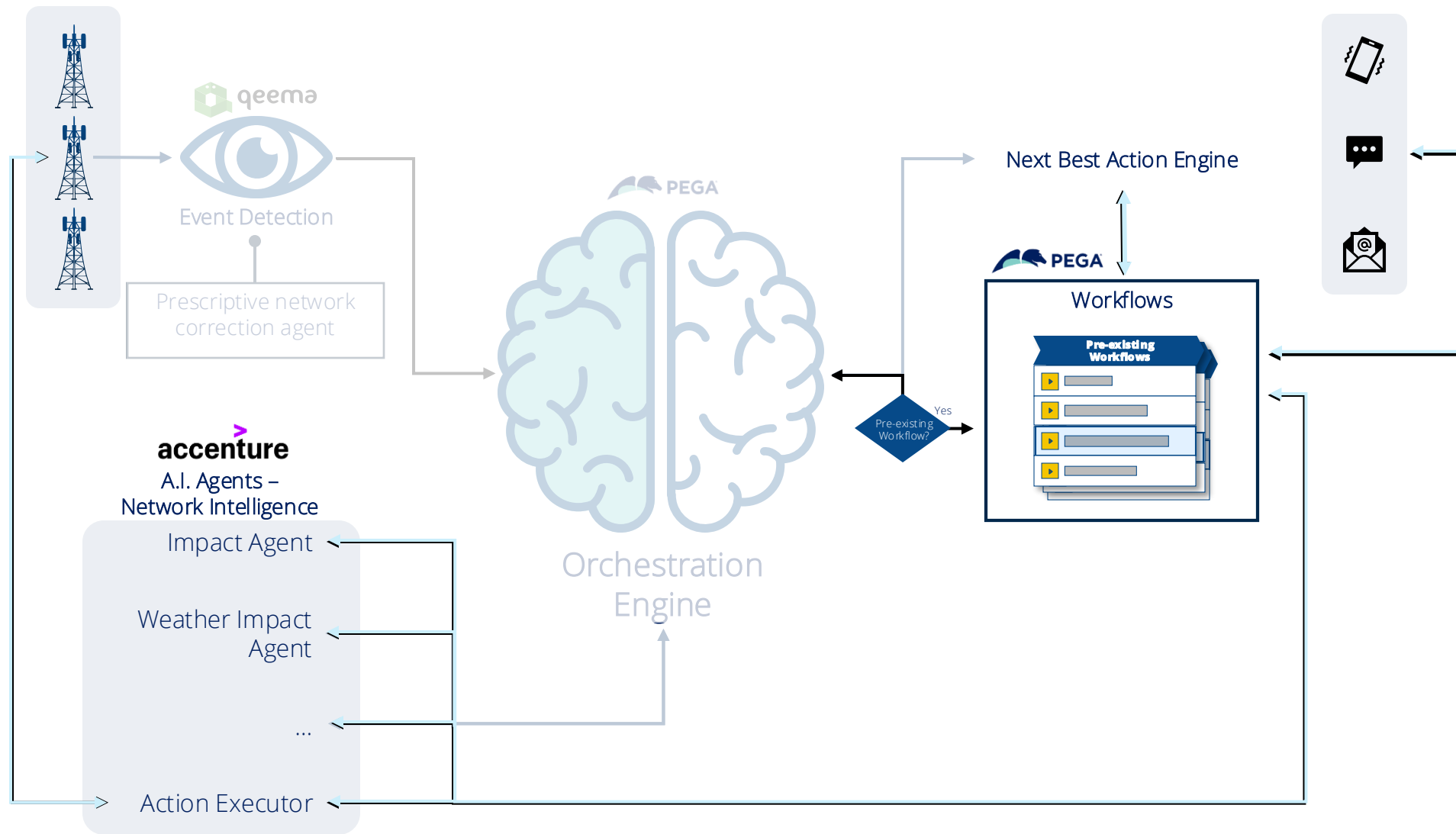
Stage 1: Detect & Prescribe

- Qeema analyzes telemetry & shares events
- Identifies root cause (Machine Learning)
- Prescribes corrective actions (A.I. Agent)
- Passes on:
 - Event data
 - Agent insights
 - Corrective actions



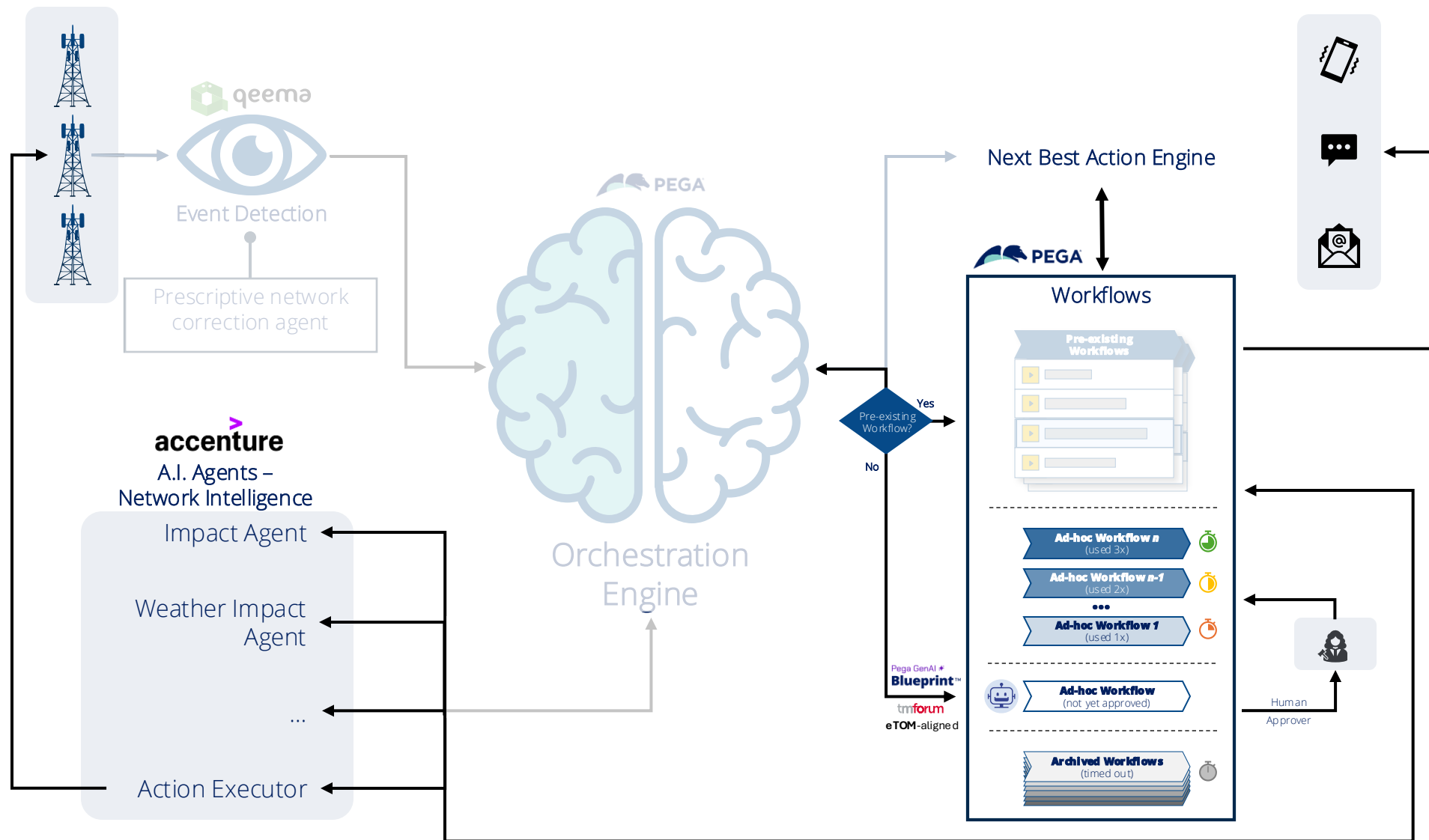
Stage 2: Orchestrate

- Audit log of all processes (orchestration layer)
- AI agent communications:
 - Closed-loop (Assure & Optimize): Customer impact, SLA, compliance, etc.
 - Open-loop (Sense & Anticipate): Weather, news, trending topics, etc.
- Validates remediation plan (AI orchestration)
- Selects workflows to execute (AI agent logic, ML, and orchestration rules)
- Passes on:
 - Workflows:
 - Prescriptive Information
 - Agent insights
 - NBA Engine
 - Customers' impact details



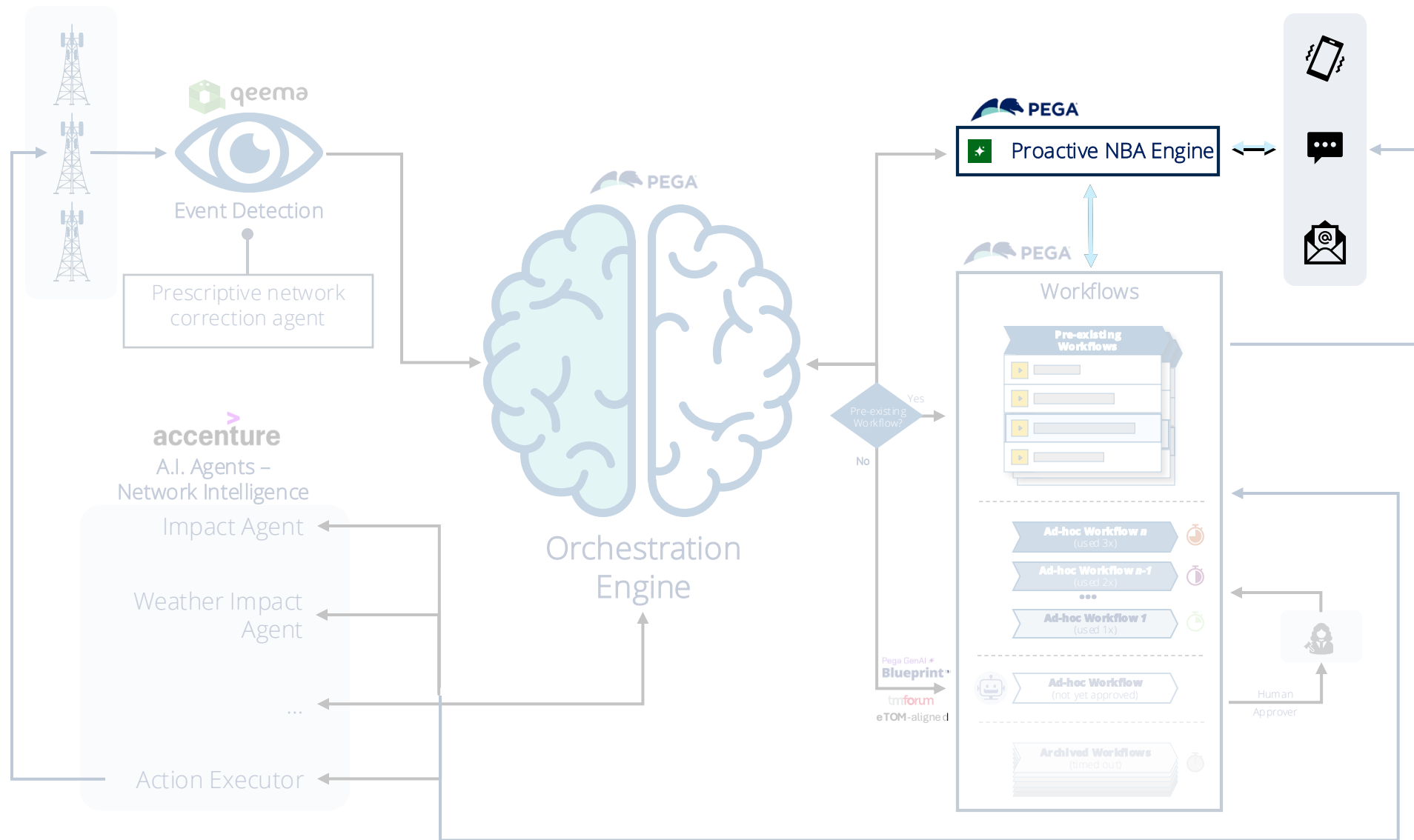
Stage 3a: Execute Pre-Existing Workflows

- Trigger AI workflows (Pega Process A.I., ML & automation)
- Run network actions (Action Executor A.I. agent)
- Query NBA Engine (decisioning & ML)
- Interact with relevant A.I. agents
- Communicate via digital channels (automation)
- *Pass parameters & customer events downstream



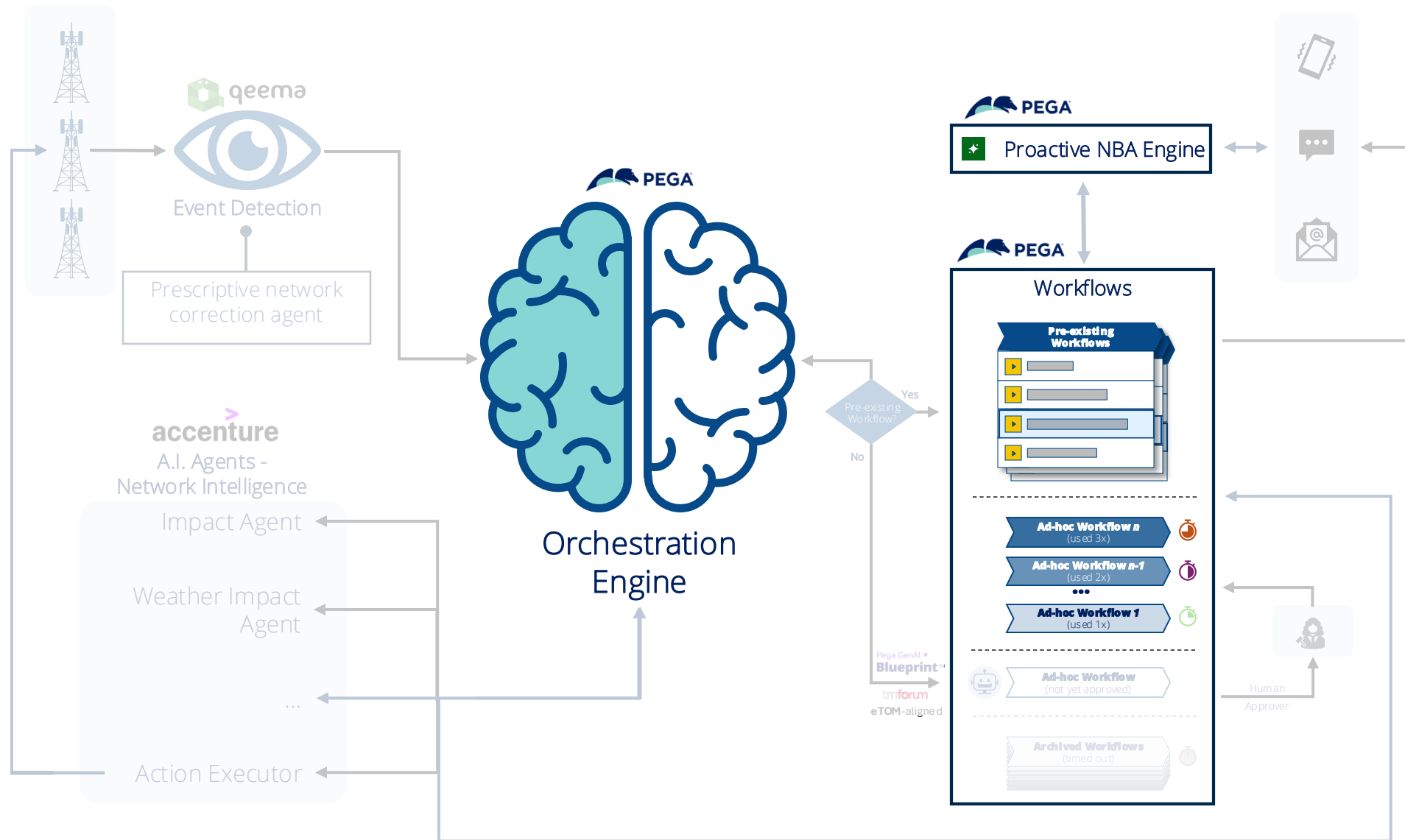
Stage 3b: Create and Execute Ad-hoc Workflows

- Creates and validates eTOM-compliant Pega ad-hoc workflow (A.I. Agent)
- Automation:
 - Gets human sign-off; promotes approved workflows to ad-hoc pool
 - Executes ad-hoc workflow
- If ad-hoc workflow meets requirements:
 - Tracks usage/success
 - Promotes to pre-existing pool after sufficient runs (ML & Automation)
 - Communicates with customers via preferred channels
 - If ad-hoc workflow's TTL expires, Archive workflow
- Passes on:
 - Workflows
 - Sub-workflow parameters
 - NBA Engine
 - Customer event information



Stage 4: Proactive Customer Engagement

- Event-triggered to proactively engage with customers impacted by CSP events (Rules & ML):
 - Reduces churn rates
 - Increases NPS
 - Builds trust & Loyalty
- NBA Engine selects optimal action/channel from thousands, in real time (Decisioning and ML)
- Passes on:
 - Customer and response information to workflows for fulfilment



Stage 5: Learn & Adapt

- All actions logged for audit and traceability
- Continuous feedback retrains models (orchestration, NBA, workflows), measures effectiveness
- Ad-hoc workflow governance:
 - Promote high-value workflows
 - Archive underused to prevent automation bloat

Key Outcomes



Operational **Agility**



Proactive **Customer Experience**



Continuous **Self-Improvement**



Auditability & **Compliance**



TM Forum **Alignment**

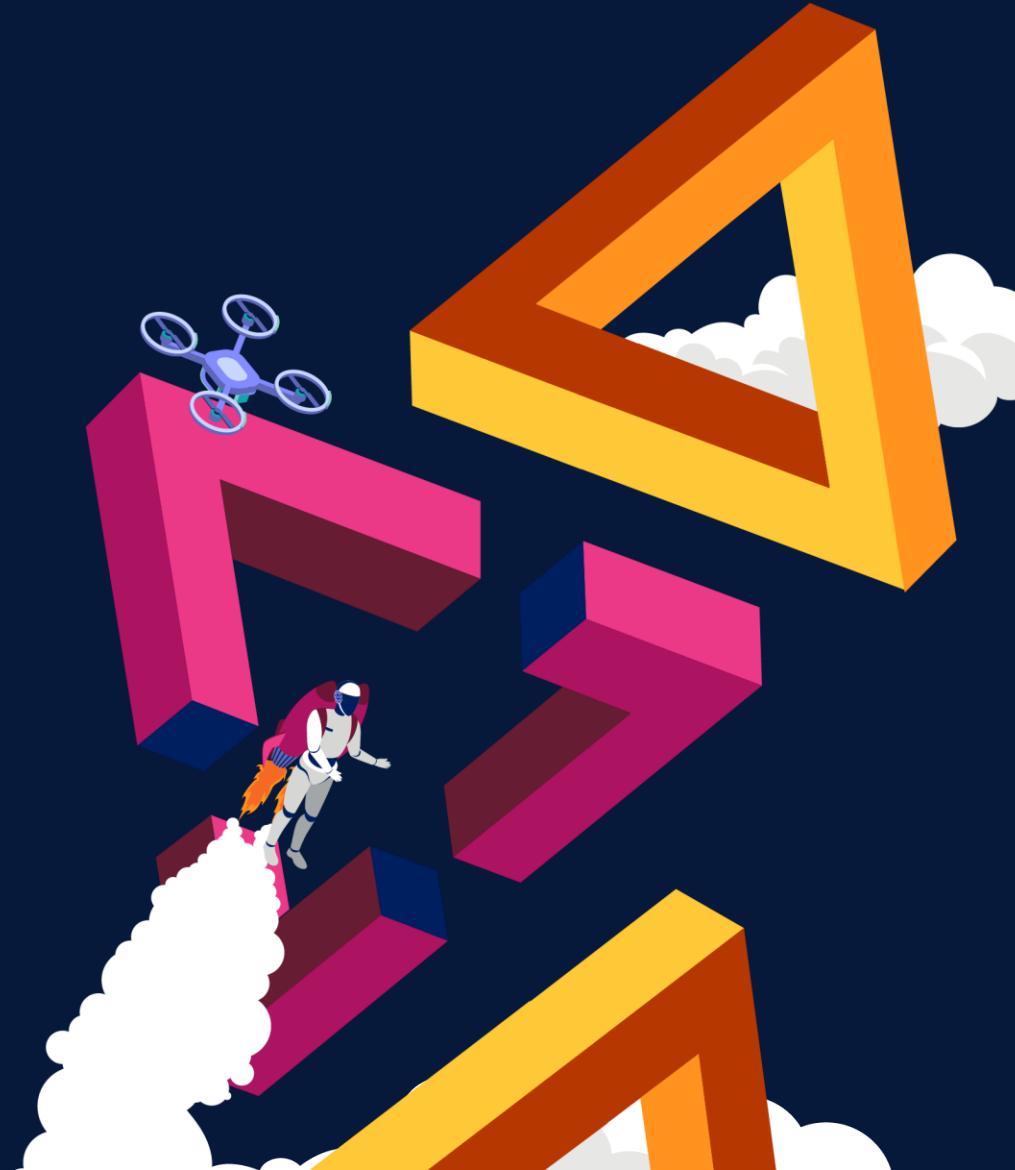


OPEX & Sustainability **Gains**



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Dynamic Plan Builder



Challenge

With ~ 35% of customers switching annually, the industry is bleeding revenue and loyalty.

Increasing competitive
landscape

100s

new Plans
Promotions/year to
capture market share

Churn Rate

35%

telecom customers switch
providers annually

Retention Rate

10-15%

decline in customer
retention due to complex
pricing

Annual revenue
growth rate

2-5%

compared to 7% in other
domains

CSP's

- Struggle to differentiate themselves
- Difficulty in sustaining growth & critical retention strategies
- Lost market share & reduced profitability

Customers

- Difficulty to navigate through various plans/offerings from various CSPs
- High-churn rate due to market competition & loss of brand loyalty

Dynamic Plan Builder with Gen AI

Solution in Action- Product Manager Experience

Plan Creation Intent

Generate Dynamic Plans

Pi-2056

PENDING-NEW

Initialize

New Plan Request

RA Approval

PM Approval

FM Approval

Legal Review

Resolve

Request New Plan

Assigned to RA User • In Pi-2056 • Urgency 10

Collect Information

Plan Type

Pre-Paid Plan

Plan Type

Line-Level Plan

Marginal

\$

Marginal

50

Comments

Cancel

Fill form with AI

Save for later

Submit

Enter Product Guidance

Plan Details

Basic Information

Plan ID

AP009

Plan Name

Business Plan

Creation date

2/28/2025 9:12 AM

Plan Start Date

1/1/2023

Plan End Date

12/31/2023

Plan Details & Features

Business Type

Corporate

Plan Category

Business

Plan Description

A plan designed for small businesses.

Customer Segment

Businesses

Plan Features

Text, Voice, Data, Business Tools

Created by

admin

Rank

0

Service validity

24 hours

Streaming Quality

4K

Cancel

Submit

View AI Generated Plans

Generate Dynamic Plans

Pi-2056

PENDING-RA APPROVAL

	AP001	Business Plan	Approve		0/3
	AP002	Elderly Plan	Approve		0/3
	AP003	Family Share Plan	Approve		0/3
	AP004	Unlimited Data Plan	Reject	Price looks Comprehensive	0/3
	AP005	International Plan	Approve		0/3

Modify/Customize/Finalize

Generate Dynamic Plans

Pi-2056

PENDING-PM APPROVAL

Product Manager Review plans

Approved Plan ID	Plan Name	Take Action	Comments *
AP001	Business Plan	Approve	
AP002	Elderly Plan	Approve	
AP003	Family Share Plan	Reject	

Cancel

Fill form with AI

Save for later

Submit

Agentic AI For Approvals

Generate Dynamic Plans

Pi-2056

PENDING-FINANCE APPROVAL

Initialize

New Plan Request

RA Approval

PM Approval

FM Approval

Legal Review

Resolve

FM Review

Assigned to FinanceTeam • In Pi-2056 • Urgency 10

FM Review List

Approved Plan ID	Plan Name	Take Action	Comments *
AP001	Business Plan	Approve	
AP002	Elderly Plan	Approve	

Cancel

Fill form with AI

Save for later

Submit

Launch to EPC

Shameli SG 1528 & Mobil...

Shameli SG 1528 & Mobil...

Doc: Shameli SG 1528 & Mobil...

Base: Product Offering

Type: Simple Product Offering

Segment: Business (Prepaid)

Version: 0

Status: Launched

Bundle: 00

RELATED PARTY

EXTERNAL SYSTEMS

100%

Key Outcomes



Concept to Market Accelerations
(Months to Days /Hours)



ARPU Improvement



Market **Differentiation**



Proactive Measure for Major Churn Reasons



ODA-In-Box Component **Plug-n-Play**



Operational Efficiency ~ IT & Business



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