AI-POWERED SERVICE ASSURANCE

Leveraging DPUs, GPUs, and GenAI for Next-Gen Networks

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EXECUTIVE SUMMARY

The telecommunications industry is evolving rapidly with the expansion of 5G, IoT, and cloud services. As Communications Service Providers (CSPs) face growing network complexity, they must ensure seamless performance and superior customer experiences. Traditional service assurance—relying on static KPIs and reactive troubleshooting—is no longer enough. Instead, a customer-centric approach leveraging large-scale compute, real-time analytics, and Generative AI (GenAI) is essential for proactive, automated network operations.

This whitepaper explores the shift from network-centric monitoring to AI-driven, predictive assurance, highlighting session-aware analytics, AI models, and real-time user plane analytics (UPA) for enhanced subscriber visibility and network optimization.

Advanced computing technologies—Data Processing Units (DPUs) and Graphics Processing Units (GPUs)—enable CSPs to process vast data efficiently, delivering real-time insights that optimize networks and improve customer experience. GenAI further enhances service assurance by automating issue detection, prioritization, and resolution, reducing ticket volumes and streamlining operations.

BENEFIT	IMPACT
Reduced Operational Costs	AI automation minimizes manual intervention and troubleshooting costs.
Optimized Resource Allocation	AI-driven insights prioritize network improvements efficiently.
Lower Ticket Volumes	Predictive models resolve issues before they escalate into complaints.
Enhanced Customer Retention	Proactive assurance improves customer experience, reducing churn.

As AI and high-performance computing become integral to modern networks, CSPs have a unique opportunity to redefine service excellence. Those that embrace AI-driven DPUs and automation today will gain a competitive edge—optimizing networks at scale, minimizing churn, and transforming service assurance from a reactive cost center to a strategic differentiator.

INTRODUCTION

Legacy service assurance models can no longer keep pace with the complexity of modern networks. Next-Gen Service Assurance is not an optional upgrade to AI-powered DPUs/GPUs—it is fundamentally built on them.

Without high-performance, real-time data processing, CSPs cannot scale, automate, or maintain subscriber-level visibility. Traditional service assurance tools focus on network performance metrics but fail to provide real-time insights into customer experience and service quality

> Customer expectations have shifted—reliable connectivity is no longer enough. 48% of telecom companies are investing in AI to enhance customer experiences, with 57% viewing Generative AI as key to reducing churn.
> Source: 2024 NVIDIA AI in Telecommunications Survey

CSPs must shift from reactive network monitoring to AI-driven, predictive assurance that delivers:

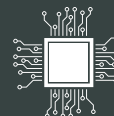| 100% REAL-TIME VISIBILITY	AI-POWERED AUTOMATION	ADVANCED PROCESSING UNITS
Eliminating blind spots in subscriber experience	Detecting & resolving issues before they impact customers	Handling vast network data efficiently and at scale

Why Traditional Service Assurance Falls Short

Traditional assurance models lack the intelligence and automation needed to meet customer expectations. Three major limitations include:

LACK OF REAL-TIME, SUBSCRIBER-AWARE INSIGHTS

CSPs rely on fragmented data rather than full network context.

MANUAL, REACTIVE TROUBLESHOOTING

Without AI automation, issue resolution remains inefficient and costly.

SCALING LIMITATIONS

Legacy models struggle with the surge in data from 5G, IoT, and cloud-driven applications

> 53% of CSPs rank customer experience and churn reduction as key automation priorities—underscoring the shift toward AI-powered assurance.
> Source: Heavy Reading 2024 Survey

The Role of DPUs and AI in Service Assurance

As CSPs scale to meet the demands of 5G, IoT, and cloud-driven services, service assurance can no longer be separated from AI-powered DPUs/GPUs. Traditional approaches struggle to keep pace with real-time data volumes, network complexity, and the need for automation.

AI-driven processing units are not an add-on for service assurance; they are its enabler. They process trillions of data points per second, delivering subscriber-aware insights, closed-loop automation, and predictive analytics at scale. Without high-performance, AI-driven processing, CSPs cannot efficiently optimize network operations or proactively manage customer experience.

This convergence of DPUs and AI-driven analytics is transforming how CSPs monitor, analyze, and optimize networks, unlocking:

Sample: NVIDIA
BlueField-2 DPU
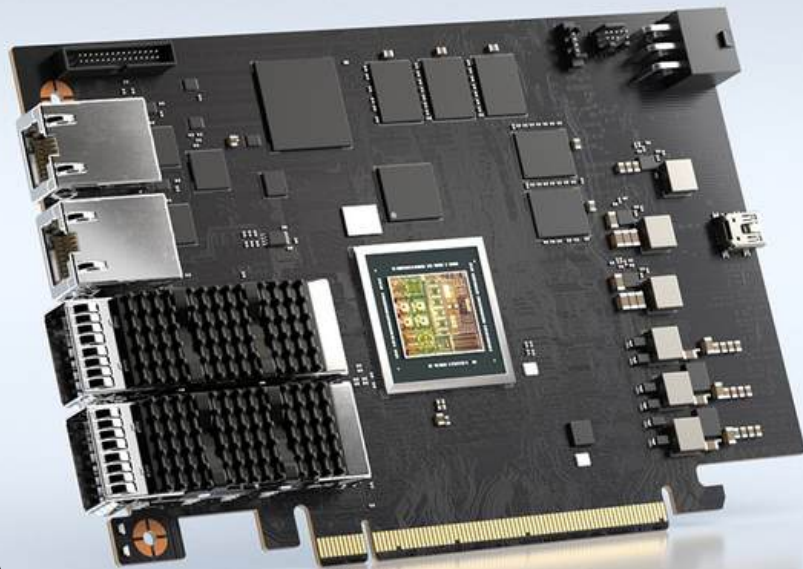
Image Credit: NVIDIA

User Plane Analytics

AI-driven insights at the subscriber session level enable precise, real-time service optimization.

Closed-Loop Automation

AI systems detect, predict, and resolve network issues before they impact customers.
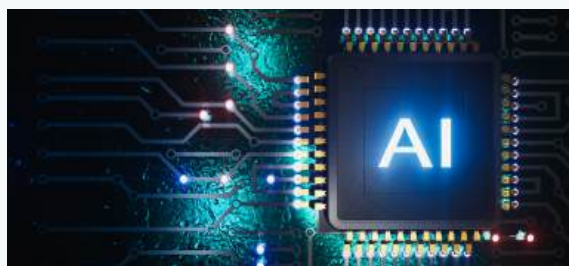
Scalable AI Integration

Advanced processors handle massive network data, enabling automation and real-time decision-making.

AI-driven service assurance is not just a technological upgrade—it's a strategic necessity. As CSPs shift to real-time, AI-powered analytics, service assurance must evolve beyond static KPIs and reactive troubleshooting to an autonomous, self-optimizing model.

HOW LARGE-SCALE PROCESSING TECHNOLOGY POWERS MODERN SERVICE ASSURANCE

As CSPs navigate the demands of modern networks, large-scale customer-level processing technology has become essential for ensuring service assurance that meets customer expectations.

Traditional systems are no longer sufficient to handle the massive data volumes and real-time requirements driven by advancements like 5G. To address these challenges, CSPs leverage advanced processing technologies to maintain operational efficiency while delivering actionable insights for CX enhancement.

Managing Explosive Data Growth in Service Assurance

According to reports from PwC and Omdia, the telecommunications industry is experiencing unprecedented growth in network traffic, with a compound annual growth rate CAGR of 20-25%.

By 2029, global mobile network data traffic is expected to reach 473 exabytes per month, with 5G accounting for 80% of this traffic.
Source: Ericsson Mobility Report data and forecasts

This explosive growth underscores the critical need for accelerated computing technologies to efficiently manage and analyze vast amounts of data in real time. CSPs face two key challenges:

RISING COSTS

Real-time data processing for customer-level insights has become cost-intensive, particularly at the scale required for today's networks.
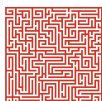
COMPLEXITY IN INSIGHTS

Extracting actionable intelligence from these datasets demands advanced technologies, as traditional methods fail to scale economically.

To meet these challenges, CSPs are turning to large-scale processing solutions that can analyze massive datasets effectively, reduce costs, and enhance customer experience through real-time insights.

Advanced Processing Powered Insights:
Transforming Service Assurance and Customer Care

High-performance processing technology has emerged as a key enabler for CSPs, transforming how they process and analyze massive volumes of data. By offloading infrastructure tasks from CPUs, these advanced processors improve efficiency, performance, and scalability, addressing the increasing demands of modern networks.

For example, NVIDIA's DPU platforms illustrate how this technology empowers CSPs to optimize network operations through real-time, edge-based processing. By leveraging these advancements, CSPs can achieve the agility and insights required to deliver superior customer experiences while addressing network complexities.

> **"**
>
> **Harnessing the power of high-performance processors, we've unlocked unprecedented data processing speeds, turning efficiency gains into tangible cost savings for our customers. "**
>
> Source: RADCOM

The Shift to Edge Processing: Unlocking Real-Time Insights

Traditional service assurance systems relied on centralized processing, introducing latency and limiting the ability to analyze real-time traffic using advanced processors. This has enabled a shift toward edge processing, where data is analyzed closer to its source. Key benefits of edge processing include:

100% REAL-TIME TRAFFIC ANALYSIS
The ability to analyze all user plane traffic in real time eliminates blind spots, ensuring CSPs can monitor every subscriber's experience comprehensively.

REDUCING LATENCY
Edge processing minimizes data transfer delays, enabling faster detection and resolution of network issues. This reduction in latency ensures critical network adjustments are made instantaneously, improving service quality.

IMPROVING EFFICIENCY
Distributed architectures ensure data is processed closer to its source, optimizing network performance by reducing the strain on centralized data centers.

ENHANCING SECURITY
Sensitive data can be analyzed locally, reducing exposure to potential breaches and ensuring compliance with data protection regulations.

SCALABILITY
Distributed architecture ensures the system can handle increasing traffic volumes without compromising performance. The flexibility of edge deployments allows CSPs to scale operations dynamically as demand grows.

By enabling real-time, edge-based analytics, CSPs can deliver superior customer experiences while maintaining cost efficiency and operational agility.

UPA: UNLOCKING THE POWER OF SUBSCRIBER-CENTRIC NETWORKS

UPA represents a fundamental shift in service assurance, moving beyond network-level metrics to real-time, subscriber-specific insights. By analyzing traffic at the user level, CSPs gain actionable intelligence for optimizing service quality and customer satisfaction.

> Understanding customer experience requires more than network KPIs—UPA delivers real-time, subscriber-level insights for proactive service assurance.

Breaking Through Traditional Limitations with UPA

Legacy approaches to network analysis often rely on sampling techniques due to large-scale data's high costs and processing limitations. However, these methods fail to provide a comprehensive view of user behavior and experience. UPA redefines service assurance by eliminating these blind spots and enabling 100% traffic analysis.

TRADITIONAL SAMPLING (LEGACY)	USER PLANE ANALYTICS (UPA)
Misses critical subscriber insights	100% real-time traffic analysis
Only captures a fraction of user data	Full visibility into QoE metrics (latency, jitter, packet loss)
Reactive ticket handling, resulting in higher ticket volume	Predictive models resolve issues before they escalate into complaints.
Costly and inefficient at scale	AI-powered processing makes it scalable and cost-effective

By addressing these constraints, UPA enables CSPs to achieve comprehensive and scalable analytics, empowering them to better understand and meet customer expectations.

Achieving 100% Real-Time UPA for Comprehensive Insights

Recent technological advancements, particularly in high-performance computing and AI, have made it possible to cost-effectively analyze 100% of user plane traffic. This shift represents a significant leap forward in service assurance capabilities:

Processing Rates
Modern architectures process user plane data at rates exceeding 100 Gbps, ensuring no data is missed, even during peak usage.

Subscriber Experience
Real-time per-user analysis enables the capture of nuanced quality of experience (QoE) data, such as latency, jitter, and packet loss.

Cost Efficiency
By offloading data extraction and processing to high-performance computing units, CSPs significantly reduce operational expenditures, making full-scale analysis economically feasible for large-scale deployments.

This shift to complete user-plane analysis addresses cost constraints and opens new doors for actionable, real-time insights.

Contextualizing Advanced Processing Technology for Customer Experience

Leveraging high-performance computing to analyze 100% of user plane data will redefine the economics and feasibility of large-scale real-time analytics. This transformation is particularly impactful in the context of service assurance:

Actionable Insights
Real-time analysis at the edge allows CSPs to derive customer-level insights that drive proactive service improvements.

Economic Viability
Ensure processing costs remain manageable, even as data volumes grow exponentially.

Enhanced CX
By analyzing every subscriber's experience in real time, CSPs can deliver superior service quality, address issues proactively, and tailor services to individual needs.

> The ability to analyze 100% of user plane data in real time is no longer a theoretical goal but a practical reality, enabling CSPs to deliver unparalleled service assurance in the era of 5G and beyond.

Integrating User Plane and Control Plane Analytics

CSPs are increasingly integrating User Plane (UP) and Control Plane (CP) analytics to gain a holistic understanding of network performance and subscriber behavior. This combined approach offers powerful benefits by correlating user traffic patterns with signaling data.

Benefits of UP and CP Integration:

ENHANCED TROUBLESHOOTING

By linking control signals to user traffic, CSPs can more effectively diagnose issues and perform faster root cause analysis.

PROACTIVE ASSURANCE

Signaling data and user traffic insights combine to enable CSPs to identify and mitigate potential service disruptions before they escalate

AUTOMATION OPPORTUNITIES

Integrated analytics streamline operational workflows, reducing manual intervention and improving efficiency.

This synergy helps CSPs uncover more profound insights into network performance, enabling more intelligent service optimization and subscriber management.

Enabling Subscriber-Aware Networks with UPA

UPA is pivotal in transforming CSP networks into subscriber-aware ecosystems capable of delivering dynamic, personalized services. With access to real-time user-level insights, CSPs can make smarter network management and service delivery decisions.

Applications of Subscriber-Aware Analytics:

Dynamic Resource Allocation

Real-time visibility into network usage allows CSPs to allocate resources dynamically, ensuring optimal performance for high-priority users and applications

Personalized Offerings

UPA helps CSPs analyze subscriber behavior and preferences, enabling them to design customized service packages that enhance customer satisfaction and drive retention.

Network Function Optimization

Detailed analytics enable CSPs to optimize network functions based on subscriber-specific patterns, ensuring consistently high quality of experience (QoE) across diverse use cases.

These capabilities are crucial for CSPs seeking to capitalize on emerging opportunities in IoT, AR/VR, and private 5G networks.
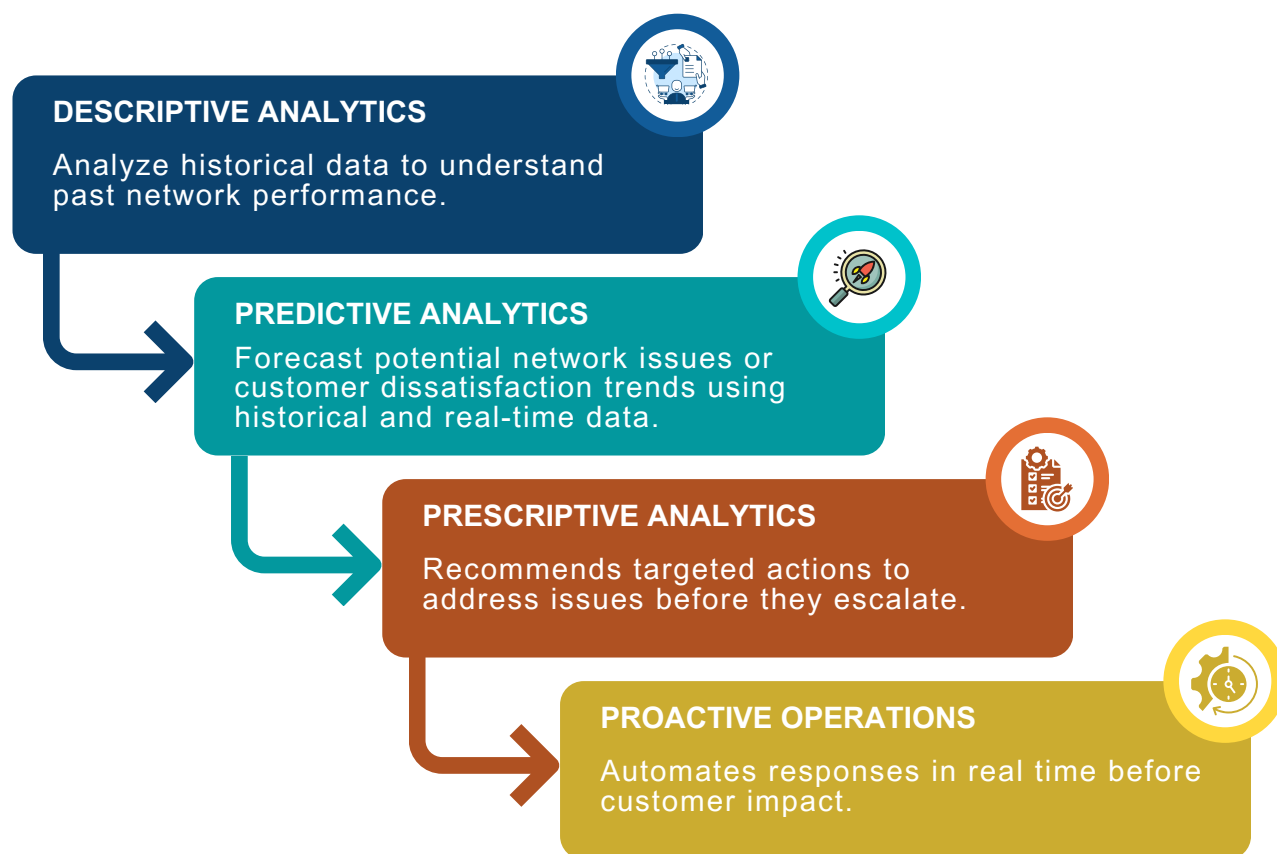
The Future of UPA in Service Assurance

UPA represents a transformative leap for CSPs, empowering them with the tools to understand and optimize subscriber experiences at an unprecedented level. With high-performance computing technologies, the limitations of traditional sampling approaches are a thing of the past. The integration of UP and CP analytics ensures that CSPs can meet the demands of the 5G era while delivering real-time, customized services that align with customer expectations.

UPA eliminates blind spots, delivering 100% real-time traffic analysis. AI-powered processing moves service assurance from network monitoring to subscriber-aware, predictive intelligence—driving dynamic optimization at scale.

GENAI: TRANSFORMING SERVICE ASSURANCE INTO A PROACTIVE AND CUSTOMER-CENTRIC FRAMEWORK

From Descriptive to Proactive Operations

GenAI represents a significant advancement in service assurance, enabling CSPs to transition from reactive troubleshooting to proactive, customer-centric network operations. The evolution of analytics—from descriptive to predictive, prescriptive, and proactive—provides a structured framework for managing the growing complexity of networks, ensuring superior customer experiences

DESCRIPTIVE ANALYTICS

Analyze historical data to understand past network performance.

PREDICTIVE ANALYTICS

Forecast potential network issues or customer dissatisfaction trends using historical and real-time data.

PRESCRIPTIVE ANALYTICS

Recommends targeted actions to address issues before they escalate.

PROACTIVE OPERATIONS

Automates responses in real time before customer impact.

By combining GenAI's capabilities with advanced technologies like NVIDIA's GPUs/DPUs and RADCOM's analytics, CSPs are empowered to optimize service quality, align with customer expectations, and stay competitive.

Core Capabilities of GenAI in Service Assurance

GenAI supports CSPs in transforming their service assurance strategies with the following capabilities:

GENAI CAPABILITIES	DESCRIPTION
Predictive Modeling for Network and Customer Experience	• AI-driven algorithms analyze historical and real-time data to forecast potential disruptions and dissatisfaction patterns using FMs. • Customer Satisfaction Prediction: GenAI models assess technical metrics such as latency, packet loss, and jitter and correlate them with customer KPIs, enabling early interventions to prevent dissatisfaction and churn.
Dynamic Resource Optimization	• Advanced AI tools dynamically allocate network resources in real-time to support high-priority applications such as IoT, AR/VR, and edge computing. • This ensures consistent performance across diverse network environments.
Proactive Customer Engagement	• GenAI analyzes customer sentiment and behavioral trends, allowing CSPs to implement tailored retention strategies and reduce churn. • Personalized services and proactive notifications further enhance customer satisfaction.
Automation with Prescriptive Analytics	• AI provides actionable recommendations for engineering teams, guiding them to resolve issues before they affect customers. • Automating repetitive processes like ticketing, network reconfiguration, and resource allocation reduces manual intervention.
Simplified Network Operations via NLP Tools	• GenAI-powered Natural Language Processing (NLP) interfaces enable operators to interact intuitively with complex systems, enhancing troubleshooting efficiency.

> Predictive analytics is just the beginning—GenAI enables hyper-personalized service assurance at an unprecedented scale.

Transforming Service Assurance with Advanced GPU and DPU Solutions

Advancements in GPU and DPU technologies, such as those developed by NVIDIA, transform service assurance by enabling massive data processing, scalable AI architectures, and advanced edge analytics. These technologies make it possible to meet the demands of GenAI applications that enhance operational efficiency and customer satisfaction.

Key contributions of advanced compute technologies to GenAI-driven service assurance:

MASSIVE DATA PROCESSING

The ability to analyze all user plane traffic in real time eliminates blind spots, ensuring CSPs can monitor every subscriber's experience comprehensively.

REAL-TIME EDGE ANALYTICS

Edge processing minimizes data transfer delays, enabling faster detection and resolution of network issues. This reduction in latency ensures critical network adjustments are made instantaneously, improving service quality.

SCALABLE ARCHITECTURES

Distributed architectures ensure data is processed closer to its source, optimizing network performance by reducing the strain on centralized data centers.
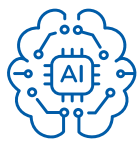
ENHANCED AI MODELS

Sensitive data can be analyzed locally, reducing exposure to potential breaches and ensuring compliance with data protection regulations.

By leveraging these computing technologies, CSPs achieve significant benefits, including proactive issue detection, personalized services, cost optimization, and scalable operations. For example, GPUs with advanced capabilities facilitate processing large-scale GenAI models, empowering CSPs to deliver superior service assurance and meet the challenges of growing network complexities.

Case Studies: CSPs Transforming Customer Service with GenAI

Leading CSPs use GenAI to enhance customer experience, optimize service assurance, and boost operational efficiency. By deploying AI-powered tools like telecom-specific language models and virtual assistants, operators enable personalized support, proactive assistance, and multilingual engagement. The following case studies illustrate how CSPs are leveraging Generative AI to enhance telecom customer experiences.

Image Credit: Deutsche Telekom

DEUTSCHE TELEKOM & SK TELECOM: AI-DRIVEN CUSTOMER SERVICE TRANSFORMATION

Deutsche Telekom and SK Telecom have developed a telecom-specific large language model (LLM) to enhance customer service accuracy and efficiency.

Tailored for the telecom sector, this GenAI solution delivers personalized support, multilingual chat assistance, and intelligent agent pairing, ensuring fast and relevant responses.

INDUSTRY-SPECIFIC AI
Trained on telecom data for precise issue resolution and improved first-contact accuracy.

24/7 MULTILINGUAL AI CHAT
Seamless global customer support with real-time, context-aware responses.

ADVANCED SEARCH & INTELLIGENT ROUTING
AI retrieves relevant insights instantly and escalates complex issues to specialized human agents.

For more information, read GenAI Magazine.

This GenAI-powered LLM significantly improves customer service efficiency by reducing resolution times and minimizing delays. Personalized, context-aware interactions enhance customer satisfaction, ensuring seamless multilingual support.

Its scalable architecture integrates effortlessly with telecom systems, enabling consistent and reliable service across global markets.

TELEFÓNICA: AI-DRIVEN VIRTUAL AGENTS FOR ENHANCED CUSTOMER SUPPORT

Telefónica

Telefónica is leveraging GenAI to transform customer service by deploying AI-powered virtual agents that efficiently handle routine customer queries.

Through strategic integration with Microsoft Azure AI Studio and the Telefónica Tech GenAI Platform, Telefónica ensures seamless AI adoption across diverse business environments while maintaining high security and compliance standards.

CUSTOMIZABLE AI VIRTUAL ASSISTANTS

Telefónica's Tech GenAI Platform enables businesses to deploy tailored virtual agents that can solve complex queries, automate repetitive tasks, and optimize internal workflows with minimal configuration.

QUICK AND ACCURATE SUPPORT

AI-driven interactions provide real-time, context-aware, and personalized responses, significantly enhancing customer satisfaction and reducing response times.

PLUG & PLAY INTEGRATION

Telefónica's modular and scalable AI platform integrates seamlessly with existing systems, business applications, and communication tools, ensuring flexibility across industries.

SCALABLE & MULTI-MODEL AI

Telefónica's AI framework supports both open-source and proprietary LLMs, offering organizations the ability to compare models in cost, performance, and latency, ensuring optimal efficiency.

By automating routine interactions and enhancing predictive capabilities, Telefónica improves operational efficiency, optimizes human resource allocation, and provides businesses with AI-driven insights.

The scalable, multi-industry AI platform ensures consistent and reliable service delivery, making Generative AI more accessible to organizations of all sizes. Telefónica's investment in AI-driven service assurance is setting new standards for customer engagement, business automation, and digital transformation.

For more information, read GenAI Magazine.
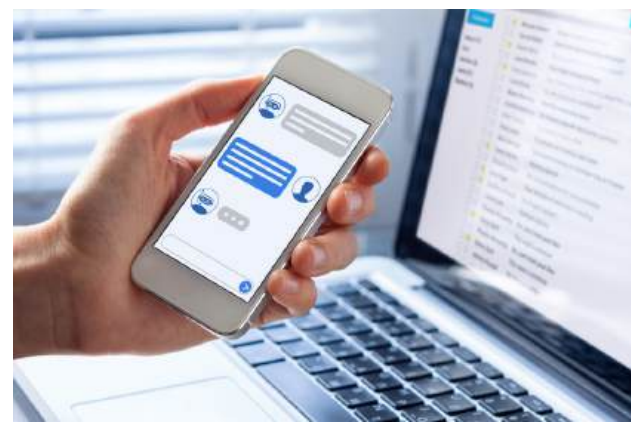
VERIZON: AI-DRIVEN PERSONALIZATION FOR ENHANCED CUSTOMER EXPERIENCE

verizon

Verizon is leveraging GenAI to deliver highly personalized and efficient customer service experiences.

By integrating AI tools such as Personal Research Assistant and Segment of Me, Verizon enhances service accuracy, optimizes customer interactions, and strengthens engagement and loyalty.

PERSONAL RESEARCH ASSISTANT

GenAI-powered tool providing employees with instant access to vast knowledge resources, ensuring quick, accurate, and context-aware responses for customer inquiries.

SEGMENT OF ME

Dynamic profiling system that personalizes service upgrades, tailored plans, and exclusive offers, improving customer satisfaction and reducing churn.

FAST PASS TO RESOLUTION

Gen AI intelligently matches customers with the most suitable representatives, ensuring quicker issue resolution and optimized resource allocation.

GENAI-POWERED PERSONAL SHOPPER

Real-time analysis of customer profiles to suggest relevant plans, offers, and solutions, delivering proactive, need-based support.

Verizon's GenAI solutions significantly enhance customer satisfaction by ensuring faster resolutions, personalized recommendations, and seamless support experiences. GenAI-driven service customization and predictive analytics improve engagement, reduce churn, and drive customer loyalty.

With scalable AI-powered service assurance, Verizon is redefining how telecom providers optimize interactions and deliver exceptional customer experiences.

For more information, read GenAI Magazine.
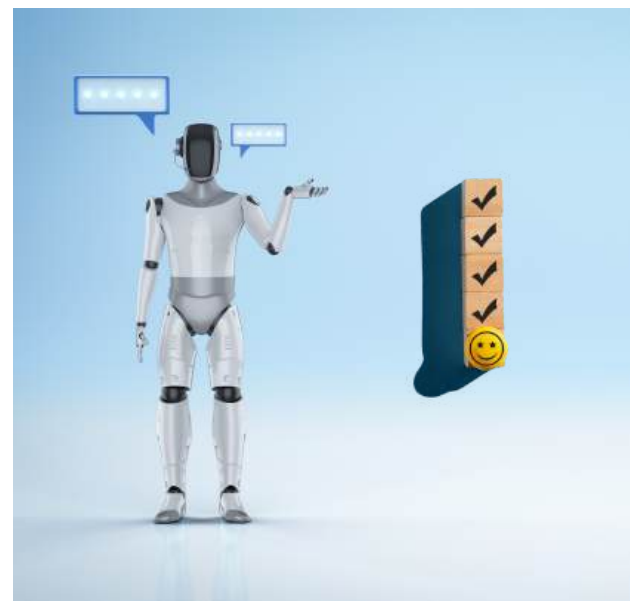
FUTURE OF SERVICE ASSURANCE WITH GENAI

Integrating GenAI and large-scale processing technologies marks a major shift in service assurance. Collaboration between advanced service assurance providers and accelerated computing platform manufacturers, such as those specializing in AI-powered analytics and high-performance computing, enables CSPs to deliver proactive, customer-focused operations that address the complexities of 5G, IoT, and edge computing.

> AI-driven automation will define the next decade of telecommunications, reshaping how CSPs manage networks, resolve issues, and build customer loyalty.

The Convergence of GenAI and Large-Scale Processing

GenAI and large-scale computing empower CSPs to analyze real-time data streams and implement predictive, customer-centric service assurance. This shift replaces static historical data with dynamic AI-driven optimization.

For example, by leveraging NVIDIA's DPUs and RADCOM's analytics, CSPs can:

ENABLE PROACTIVE SERVICE ASSURANCE
Leveraging real-time analytics and prescriptive recommendations, predict and prevent potential issues before they escalate.

ACHIEVE COMPREHENSIVE NETWORK VISIBILITY
100% of user plane traffic must be correlated with control plane metrics, providing unparalleled insight into network performance.

OPTIMIZE RESOURCES DYNAMICALLY
Use real-time insights to adapt to emerging applications like IoT, AR/VR, and edge computing.

This synergy automates ticketing, enables self-healing networks, and aligns network performance with customer expectations.

Actionable Insights for Proactive Complaint Resolution

Advanced analytics platforms act as Systems of Data (SOD)— ingesting, cleaning, and correlating real-time data before integrating it into Systems of Action (SOA) (e.g., trouble ticketing and case management systems like ServiceNow's Telecommunications Service Management). This transition from reactive troubleshooting to proactive automation ensures CSPs can prevent, rather than respond to, service issues.

TRUSTED DATA PIPELINES
AI-enhanced models ensure accuracy and proactive insights.

AUTOMATED COMPLAINT RESOLUTION
Predictive tools map complaints to root causes.

OPERATIONAL EFFICIENCY
AI-driven workflows reduce manual intervention and improve response times.
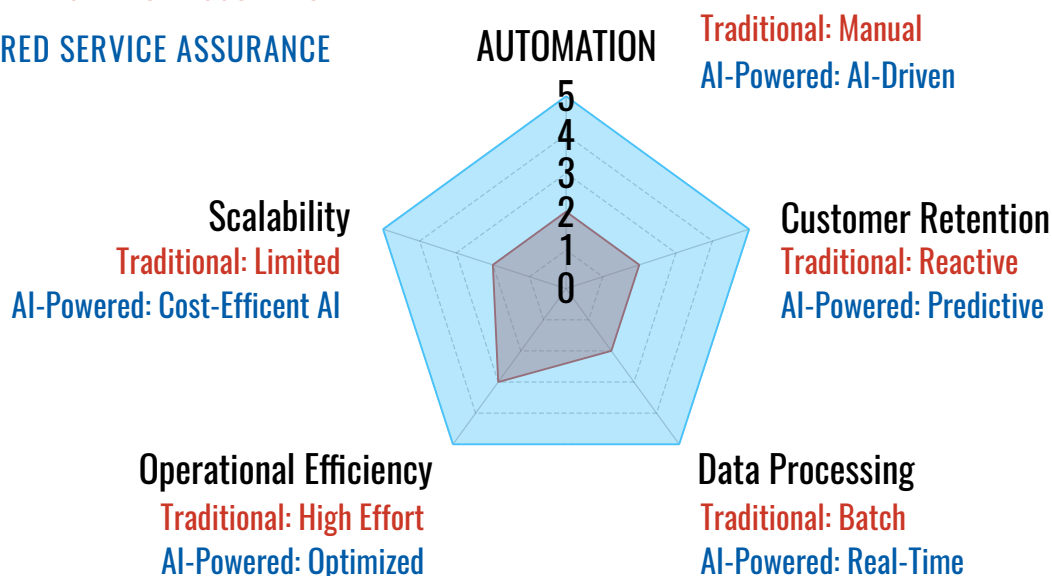
Strategic Opportunities for CSPs

By embracing AI-driven service assurance, CSPs unlock new revenue streams and competitive advantages:

> AI-powered assurance is more than an efficiency booster—it's the foundation for unlocking new revenue streams, reducing churn, and delivering personalized services that drive competitive differentiation.

■ TRADITIONAL SERVICE ASSURANCE

■ AI-POWERED SERVICE ASSURANCE

AUTOMATION
5
4
3
2
1
0
Traditional: Manual
AI-Powered: AI-Driven

Scalability
Traditional: Limited
AI-Powered: Cost-Efficent AI

Customer Retention
Traditional: Reactive
AI-Powered: Predictive

Operational Efficiency
Traditional: High Effort
AI-Powered: Optimized

Data Processing
Traditional: Batch
AI-Powered: Real-Time

Vision for the Future: Customer-Centric Innovation

The path forward for CSPs lies in building networks that are not only technically advanced but also profoundly aligned with customer expectations. By embracing GenAI and large-scale processing technologies, CSPs can:

REDEFINE SERVICE EXCELLENCE

Deliver hyper-personalized and reliable experiences tailored to individual subscriber needs.

AUTOMATE AT SCALE

Deploy autonomous networks capable of self-optimization and AI-driven issue resolution, minimizing operational complexity.

FOSTER SUSTAINABLE GROWTH

Leverage AI insights to expand revenue streams and optimize operations, ensuring long-term profitability in a rapidly evolving industry.

> The most successful CSPs will be those who treat service assurance as a business driver, not just a technical function.

Leveraging Advanced Analytics to Drive Customer Satisfaction

The convergence of GenAI and large-scale processing technology is transforming service assurance, positioning CSPs to thrive in the era of 5G and beyond. By integrating innovative service assurance platforms with high-performance AI processing capabilities, CSPs gain the tools to redefine customer satisfaction, operational efficiency, and network reliability.

This evolution represents the next frontier of telecommunications, where proactive, customer-focused solutions unlock unparalleled value for CSPs and their subscribers.

AUTHORS AND CONTRIBUTORS

HEMA KADIA

Author

Founder and CEO, TeckNexus

Hema Kadia, Founder and CEO of TeckNexus, brings over 25 years of expertise spanning telecom, technology, and media industries. With leadership roles at companies like Prodapt and Comverse (acquired by Amdocs), she has driven innovation in 5G, AI, private networks, and digital transformation, empowering businesses to navigate complex industry landscapes and foster growth.

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ASSAF ALONI

Contributor

Product Marketing and Business Development

Assaf has more than 25 years of experience in product management, marketing and sales in the telecoms industry. He was Continual's VP Marketing before it was acquired by RADCOM, held marketing director roles at NICE Systems and at eGlue Business Technologies, and has also led product management teams at Amdocs and XACCT. Assaf has a BSc in Computer Science and Business Administration from the Hebrew University of Jerusalem.

[in]

OMER GEVA

Contributor

VP Strategic Partnerships

Omer Geva, Vice President of Business Development, joined RADCOM in May 2023. Omer has over 20 years of experience building global high-tech operations, strategy, business development, M&A, and fundraising. Prior to RADCOM, Omer co-founded Continual and served as the chairman of the board, and is leading the company's strategy and investor relations before it was acquired by RADCOM. Omer co-founded and served as CEO of eGlue Business Technologies, which was acquired by NICE Systems in 2010 and was the Head of Real-Time Solution division between 2010-2014.

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