Developments in the telecommunications industry landscape in recent years have forced network operators to rethink the way they design their ecosystems and approach their business in terms of telecom service assurance.

**The Internet of Things (IoT)** and **5G** have brought new opportunities and technological challenges in the field of OSS assurance, particularly as communication service providers (CSPs) juggle limited human resources, increasing demand for real-time analysis to guarantee low latency, pressure from competitors to automate and a need to optimize ecosystem silos that have become unwieldy, poorly integrated and rely on manual processes.
WHAT IS COMARCH INTELLIGENT ASSURANCE & ANALYTICS?

The growing complexity of communication network ecosystem, introduced by the Internet of Things (IoT) and 5G, as well as scarce human resources on one hand, and a need for real-time analysis guaranteeing low latency on the other, are putting huge pressure on telecom network and service assurance systems. Manual processing of alarms, incidents and problems is no longer feasible. Human resources should focus on solving strategical and tactical issues by defining policies and leave operational work to AIOps platforms, as defined by Gartner.

Comarch Intelligent Assurance & Analytics (IA&A) has evolved from the Comarch Integrated Assurance product line, which is well-known and accepted by telecoms worldwide. Integrated Assurance has become intelligent by enhancing it with OSS/BSS Data Analytics performing big data analysis, an Artificial Intelligent module using machine learning algorithms to implement predictive maintenance, and Knowledge Accumulation for automated gathering of best practices in preventing and solving network and service incidents and problems. These extensions make Comarch IA&A the best suite to realize the AIOps concept, which is revolutionizing telecom network and service assurance.

Comarch IA&A is part of broader Comarch OSS which is supporting end to end orchestration of hybrid physical and virtualized network and is one of pillars of the broad Comarch strategy of embedding AI in its products.

HUMAN AS A DECISION MAKER (STRATEGY AND TACTIC) OPERATIONS FOR MACHINES

- Policy Management
- Intent-driven Networking
- Knowledge-based Networking
- Cognitive Networking AIOps
- Experimental Network Intelligence
BENEFITS OF COMARCH INTELLIGENT ASSURANCE & ANALYTICS PRODUCT:

INTRODUCE AIOPS TO YOUR ORGANIZATION AND BE PREPARED FOR 5G
Intelligence is the key to the efficient utilization of the knowledge hidden in your organization. People work hand in hand with intelligent machines, providing the information required to perform the appropriate actions at the right time.

BREAK THE SILOS
Intelligent Assurance & Analytics provides a holistic approach to telecom assurance processes and breaks the traditional silos which are decreasing your operational efficiency.

DECREASE MEAN TIME TO REPAIR
Intelligent root-cause and impact analysis are decrease MTTR significantly, optimizing utilization of your valuable resources and improving customer satisfaction.

INTRODUCE POLICY-BASED MANAGEMENT
With unified configuration of all telecom assurance processes you are able to focus on defining strategies instead of performing repeatable operational tasks.

ABOUT COMARCH
Since 1993, Comarch’s specialist telecommunications business unit has worked with some of the biggest telecoms companies in the world to transform their business operations. Our industry-recognized telco OSS and BSS products help telecoms companies streamline their business processes and simplify their systems to increase business efficiency and revenue, as well as to improve the customer experience and help telcos bring innovative services to market. Comarch’s customers in telecommunications include Telefónica, Deutsche Telekom, Vodafone, KPN and Orange.

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