

Your response

Your response should include details of:

- a description of the relevant technology;
- a view of the potential impact of the technology on the sectors we regulate, preferably
- identifying the impact against the criteria listed in section 3.16 of the [call for inputs](#);
- the current state of development of the technology, including any demonstrations of
- feasibility;
- any unresolved issues which need to be addressed for the technology to achieve full
- potential;
- references to key publications and the leading groups working on the technology; and
- whether you would be open to discussing the technology in more detail with Ofcom.

Your response

Description

Our product name is REVOLUTION. It is a completely new way to test the networks and services - autonomous and at scale - enabling you to make sense of what is happening where and when.

We enable large scale network benchmarking with statistical approach by deploying specialized phones with mobility partners across the cities. It works on radio chipset level allowing us full access to information from radio layer till application layer.

Impact

Our innovative way to enable network testing at large scale without involving dedicated engineers and vehicles will allow telecom regulators to regulate the networks at much finer granularity reflecting the real network situation more realistically. Such capability can be a strong driver to drive networks being more performant and responsive to customer needs.

Criteria-Impact Mapping

- Broaden and deepen access to services.

REVOLUTION enables high fidelity visibility fabric for the regulators allowing them insights into service availability evolution highlighting newly formed demand gaps

across the country.

- Increase the performance of networks, improving the experience for people.

Radio networks need continuous performance assurance to provide better service quality to their customers. REVOLUTION provides Always On testing capability for CSPs transforming their operations from reactive mode to proactive mode. Visibility of your radio network gets better in multiple order of magnitude.

Identify patterns of customer impacting events proactively and bring improvement in overall customer experience.

- Change the way we authorise and regulate networks and /services.

REVOLUTION brings forward a much more realistic picture of all the wireless networks in the country by enabling continuous assurance. The data is collected with better geographical and time fidelity allowing the regulator to create a wholesome picture of the market.

Communication regulatory environment is the key piece in a nation's economic progress agenda. Better regulation serves as a key driver towards overall digitalization and corresponding opportunity creation for larger demographic. Nations need to implement technology driven frameworks to create right incentives and checks to encourage compliance on regulations from the stakeholders.

Compliance can be encouraged by having high fidelity independent insight and REVOLUTION does that for you.

Current State

The REVOLUTION platform is ready for market launch. We are currently doing proof of concepts with customers in Europe and the Middle East.

We would like to set a time for it's demonstration to OFCOM.

<https://www.enablersinc.com/revolution-overview>

OFCOM DISCUSSION

We are keen to initiate conversation with OFCOM and explore potential for working together.

Customer Experience Improvement

Improving the customer experience is among the top priorities for most leaders in CSPs and for good reason. 5G is going to increase the complexity of the task many fold. KPMG's Surveys shows that chief executives in CSPs are not okay with the current state of data analysis ability for gauging customer behavior. The way the network performs is contingent on customers' behavior. So if you keep evaluating your network in ways not in sync with the way your customers use it. You are never going to know if your efforts are resulting in better customer experience. We see following drivers contributing to this network evaluation challenge.

Missing Out

Customers are inconvenienced by having to report an issue with the service quality to CSPs and are often rather than reporting it are just sharing their bad experiences with their friends and family. CSPs are missing out on what is happening in the network and also getting a bad name. Kind of a double whammy.

Sporadic Bad Quality Occurrences

By its very nature, the mobile networks performance is impacted by user usage and mobility behaviors and these behaviors rely on differing societal functions. The resultant complex variability brings sporadic behavior to bad quality occurrences. Things can go wrong at any time at any place. CSPs are constrained in their understanding of quality due to traditional ways of measurement in place.

Reactive Focus

Everything is stacked to be reactive. The tools, the methodology in place and even the internal communications. Teams spend most of their time reacting to individual network problems or customer complaints. For example, sending an engineer out after an occurrence of bad service quality impact on customer.

Such an approach leaves them with lessor freedom to do transformational work resultantly missing out opportunities to preemptively solve problems areas.

The Essentials for Better Customer Experience

The essential capabilities for making your customers happy are:

Know what is happening

- where and when
- Autonomous network measurements
- High fidelity data collection
- Scalable testing Orchestration

The capacity question

- More Data to make better sense
- Demand mapping across temporal and spatial planes
- Knowing your indoors

Know what your competitors are doing

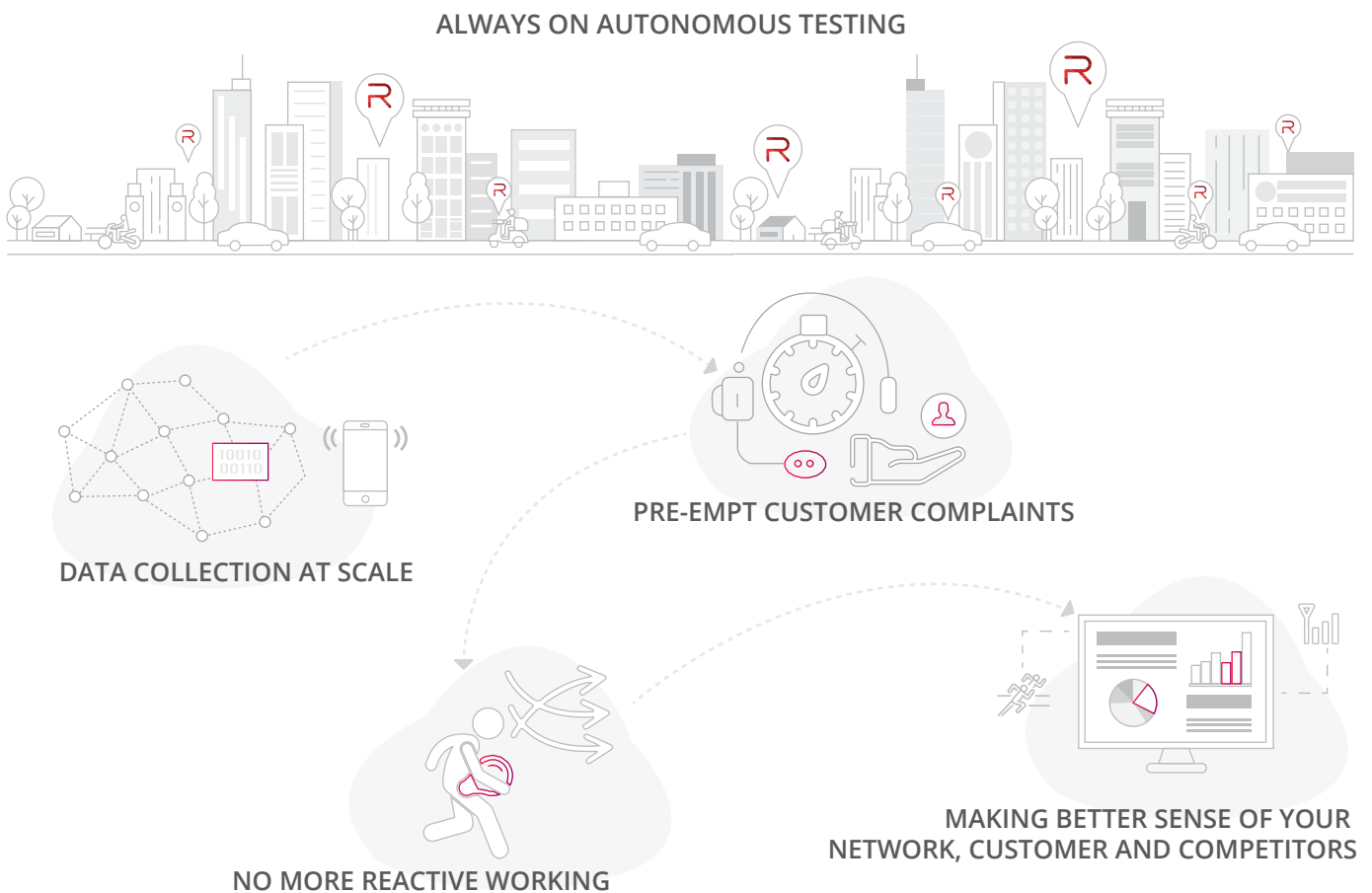
- Identification of areas needing comparative improvement
 - Benchmark new service at launch
 - Opportunity discovery for specialized offering
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The Revolution Platform

The Revolution Platform enables you to do network testing and optimization proactively at scale, accelerating network issue resolution before they start impacting your customers. It allows you to collect high fidelity data enabling much better visibility of your network state while also creating a data foundation for predictive analytics.

Seamless testing across your network without engaging dedicated mobility. Everything from orchestration, logs, analytics gets managed over the cloud, enabling true autonomy in your testing operations.

How It Works



Applying Machine Learning to make Sense

The essence of our approach towards the testing at scale is about enabling application of machine learning algorithms to make better sense of the networks and customers' context. Our trailblazing work on the application of machine learning to solve CSP's network challenges brings forward unprecedented insight. Our engagement model involves setting up testing infrastructure in your market, ingest the data streams in our machine learning platform and fire-up the use case deployments one by one. Get on with this exciting journey with us.