

Intelligent software is key to disruption in customer-centric telecom networks

LONDON, UK: Mobility solutions provider, Mahindra Comviva in association with Ovum Consulting released a research study on the role of software intelligence in network transformation, which encapsulates the uptake of faster and increased innovative services with a shift from hardware- to software-centric networks.



With the advent of software-centric networking models, CSPs will be able to offer services that are differentiated by the flexibility of the network. The key to the value delivered by this network transformation is the integration of software intelligence with SDN/NFV technology. The study finds that with the implementation of SDN and NFV technologies, CSPs will accrue agility to enable flexibility, scalability, automation, and on-demand service. With this capability, service innovation is put back into the hands of the telcos.

Speaking on the growing recognition of software-centric networks, Aditya Dhruva, head of messaging and broadband solutions, Mahindra Comviva said "Telecom operators need to look at deploying software-defined intelligent networks to provide agile service delivery through integration of policy, analytics (intelligence), and service orchestration. It is a strategic imperative to marry intelligent solutions with software-defined network models to support interoperability through standards compliance, open interfaces, and the use of open-source software. Mahindra Comviva's intelligent solution enables operators with the flexibility to launch new revenue-generating services and save costs, both CAPEX and OPEX."

Mahindra Comviva has coined the term Software-Defined Intelligent Networks (SDIN) to describe its vision of an intelligent, virtualised network. SDIN enables operators to simultaneously optimise both network utilisation and customer experience, apart from offering insights and flexibility to create revenue generating services.

The full study report titled *Role of Software Intelligence in Network Transformation* is [available for download](#) on the Mahindra Comviva website.

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