IQGEO

Building world-class telecom network operations: Stories from telecom leaders tackling network resilience, field productivity and customer churn

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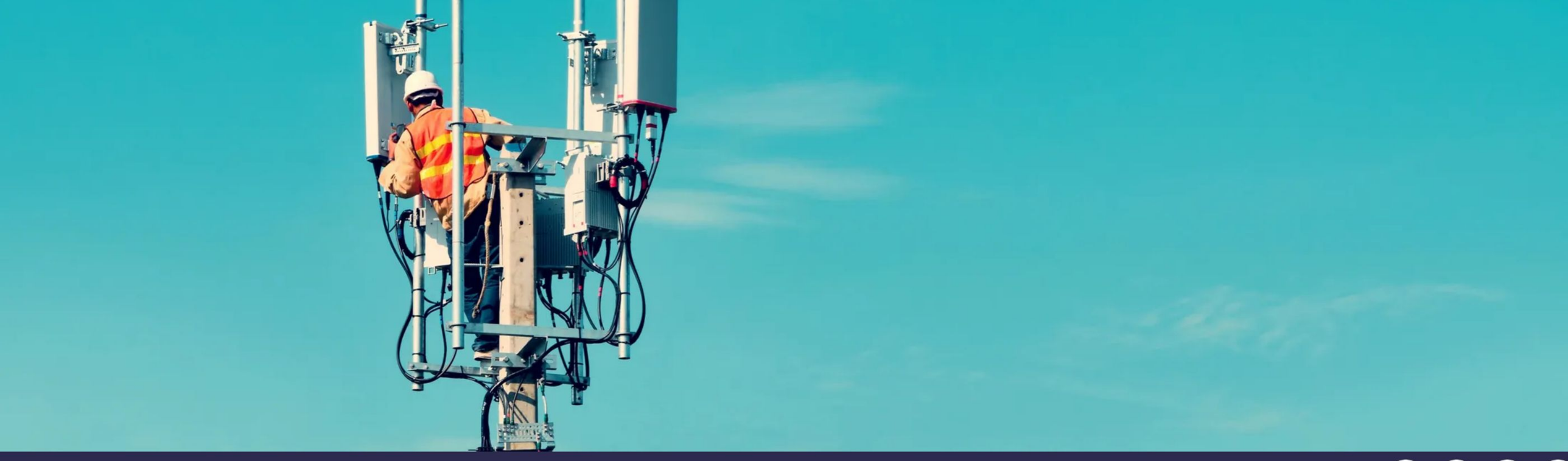


Introduction

A few years ago, the forecast for telecom network growth was certainly healthy, but we had no idea that a global pandemic was lurking around the corner and the impact it was about to have on businesses around the world. Yes, telecommunications was a growth sector. Yes, network resilience was a hot topic. Yes, customer churn showed pessimistic trends. But what we couldn't have predicted, was how the pandemic would serve as a catalyst for overnight radical change. Add to that, the accelerated deployment of technologies like FTTx, 5G, the Internet of Things (IoT), AI, machine learning and more, and you have a recipe for business transformation.

It's noteworthy how innovative organizations around the world were able to scale up and adapt. Technology of all descriptions was at the forefront of maintaining some semblance of economic continuity, maintaining communication channels for all demographics and across many industries. It really has been remarkable. The key word that springs to mind, is 'change'.

"To meet new demands, companies are making digital and technology investments across the business model," says McKinsey in its report: **The new digital edge: Rethinking strategy for the postpandemic era** (May 2021). "Companies devoted more resources [technology as well as employees] to their digital and technology capabilities during the pandemic, even as they cut resources from other parts of the business," the report continues.

Technology is a business enabler, but more than ever, the awareness has grown of the human interface. This refers to users of tech as well as the processes implemented to ensure customers of large companies are dealt with as human beings by human beings. There is greater awareness of the field worker experience and the ripple effect it can have on customer satisfaction. Telcos are investing in technology to facilitate these connections and join the dots of this business case.

"The people we frequently work with are the change makers," says **Steve Tongish, Chief Marketing Officer at IQGeo**. "The transformation in networking organizations will happen where constant reevaluation is taking place, where there's an awareness that the status quo just isn't going to cut it. The real danger," he says, "is for those companies that don't adapt and evolve."

In this series we explore, with leading telcos, the topics of network resilience and disaster response, the field worker experience, and strategies for reducing customer churn in this sector.

IQGeo sponsored the research and interviews provided in this Video Magazine. The topics covered are of strategic interest to IQGeo as its geospatial network design and management software is used by telecommunications and fiber network operators around the world. Visit their website to learn Why network operators partner with IQGeo.

Transformation for telecom network operators will happen where constant re-evaluation is taking place, where there's an awareness that the status quo just isn't going to cut it.

STEVE TONGISH
Chief Marketing Officer, IQGeo

IQGeo

Network resilience and disaster response

Introduction

The network is the crucial backbone driving technology innovation today. Faced with myriad environmental challenges, from extreme weather, to power outages, wildfires and even a global pandemic, network resilience is more important than ever before. Broadband played a key role in keeping economies going through Covid lockdowns, gearing up massively and at lightning speed as the demand for voice, video and data increased dramatically overnight.

According to McKinsey, the top economic tech performers through the Covid crisis, were those who could be more innovative than their peers. Innovation in technology also brings risks, and one thing the pandemic taught us is that environmental factors can wreak havoc quite unpredictably. In this chapter, we look at the opportunities, technology trends, futureproofing, and the benefits of empowering field workers to create more resilient communications networks.

Featured Contributors

Subhajit Ghosh
Lead Digital Transformation Leader & Product Owner for Customer Facing Portfolio CenturyLink

Cian O'Mahony
Head of Operations Siro

Shamim Idrisi
Head of Agile Network Operations Center Telstra

Robert Nolan
Director Service Operations Virgin Media

Jose Almeida
Network Strategy Manager Vodafone

Todd Kuty
Director of Customer Integration IQGeo

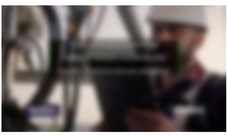
What are the biggest opportunities for improving disaster response for Network Operations Centers?

Network operators are faced with the immense challenge of understanding their ever-growing networks in minute detail. Knowing exact locations of assets and how they're performing will give them a competitive market edge. Focusing on preventing issues and staying one step ahead is the key to building a resilient network. Using geospatial software strategies provides network operators with an accurate view of their network, enabling fast and accurate decisions.

Complementing a single detailed view of the network, is communication between teams, says **Cian O'Mahony, Head of Operations at Siro**: "I think the biggest opportunity for improving disaster response is really around teams engaging with teams in a timely manner."

Watch the video to find out what else telco operators have to say about these opportunities.

> *Maturing your processes must be part of your daily routine.*
>
> **SHAMIM IDRISI**
> Head of Agile Network Operations Center, Telstra



Which emerging technology trends in network resilience and disaster response are you adopting?

Networks are getting smarter and operators need an environment to assimilate all this new information. With more and more IoT technology at the edge of the network it creates a need for greater data consolidation in a single geospatial view.

The cloud dominates broader industry trends and while hyperscalers could become a threat to telco operators, their cloud and virtualization offerings are also an important enabler. **Jose Almeida, Network Strategy Manager at Vodafone** says: "The main technology that is improving business is actually the cloud and virtualization."

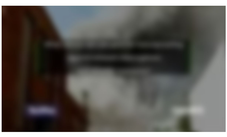
Network operators are scaling up and investing and it's critical to maintain visibility of all the assets in their network to ensure quick and effective response.

> *The whole migration toward network function virtualization is allowing the restoration and recovery, and the resiliency to be expedited a lot faster.*
>
> **ROBERT NOLAN**
> Director of Service Operations, Virgin Media

What advice can you give for futureproofing against network interruptions and disaster scenarios?

Now more than ever, business continuity is largely determined by the broadband network. Network interruptions occur for various reasons, taking many forms, which makes planning for them a complex process.

It is important to balance activity with impact, especially with critical clients in the healthcare or education sectors, according to industry experts (click on the video to see more). "We don't just track our network traffic, we also see the availability and what the trends look like," says **Shamim Idrisi, Telstra's Head of the Agile Network Operations Center**.

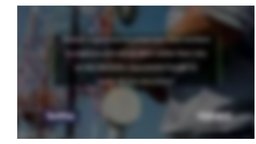


This helps facilitate early risk assessments, while good communication with all stakeholders is critical to managing these situations when they arise, he says.

In developing a resilient DR strategy, the benefits are not evident only in the case of a disaster, but promote the general health of the network. From time savings and greater productivity, to increased safety and better collaboration between business units, the advantages are measurable.

> *We try to ensure that we stay ahead of the planning application, the awards, that we understand what sites are active and at what stages so we can risk assess the impacts on our network.*
>
> **CIAN O'MAHONY**
> Head of Operations, Siro

> *You're allowing customers to try and resolve the issues themselves where you can, but you need that proactive awareness.*
>
> **SHAMIM IDRISI**
> Head of Agile Network Operations Center, Telstra



Should organizations empower field workers to capture and act on data rather than rely on the Network Operations Center to make all the decisions?

"One thing we have learned from Covid is our level of trust with our colleagues, or employees, or employers has increased," says **O'Mahony**. As a result, network operators are working on empowering their field technicians by allowing greater access to critical data and encouraging them to analyze the situation in the field to make timely, well-informed decisions.

Both Vodafone and Virgin Media agree.

"We are moving more information to the field engineer, so they have more power to make decisions," says **Almeida**. **Robert Nolan, Director of Service Operations at Virgin Media** concurs: "The real enabler for us as a business is allowing the field worker to access the same telemetry data, and to analyze that data locally."

It goes without saying that these mobile digital systems must be easy to use and accessible to the generation of digital natives who now make up a growing share of the field worker demographic.

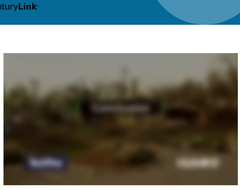
> *Most of the clients will be facing the issue that they don't have visibility on their system, and they don't know the areas that need to be targeted.*
>
> **SUBHAJIT GHOSH**
> Lead Digital Transformation Leader & Product Owner for Customer Facing Portfolio, CenturyLink

Conclusion

If the last two years are anything to go by, technology disruptions will continue to be less predictable than ever. Network assessment, maintenance and response processes must be agile enough to turn on a dime.

"The opportunity here," says **Todd Kuty, Director Customer Integration at IQGeo**, "is to empower technicians to go out and triage quickly and resolve issues without having to call on [additional] support. It's really about transparency and empowerment."

The planning involved in disaster response is complex. Good co-ordination and communication are key to ensuring a speedy reaction, says **Kuty**. "These are particularly difficult challenges when things are going crazy in a crisis. Things break down and this has to do with not being empowered to do the job yourself or get the necessary information yourself."



IQGeo's technology focus is on adoption of open source, cloud, and virtualization. "We're also creating an environment where we're blurring the lines between offline and online applications, so that you're not relying on network connections in order to do your job in the field," says **Kuty**. "Creating visibility of assets in real-time allows time to be spent on fixing issues rather than searching for information in a critical situation", he goes on to say.

Flexibility, adaptability, innovation, communication – from the physical hardware of network assets to softer skills, these are what will drive the network operators' competitive edge.

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Chapter 02

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The field worker experience

Introduction

Significant talent gaps exist across most technology sectors, from board level to the frontline, says McKinsey in its report: The new digital edge: Rethinking strategy for the postpandemic era, May 2021. This is particularly the case with organizations using technology to transform their business. There is no simple solution to hiring new employees and retraining current staff.

For broadband network operators, field engineering roles have changed significantly in responsibilities and demographics over the last decade. The new generation is tech savvy and hungry for innovation. They're demanding mobile technology that works efficiently and easily to support a more client-facing role.

Featured Contributors

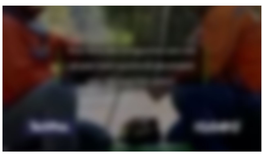
Wesley Bydeweg
Wireless Field Supervisor
Execulink Telecom

Pierre Paul Nasrala
Head of Fixed Network Rollout
Telenor

Latrell Peterson
Sr Manager Network Operations and Engineering
Verizon

Kyle Berg
Director of Telecom Solutions
IQGeo

How have the composition and role of your field workforce developed over the past few years?



In the early 1970s, more than half of the field workers were high school graduates with only 7% having a college degree. This is according to an Economic Policy Institute report: Decades of slow wage growth for telecommunication workers by John Schmitt and Jori Kandra, October 2020. Fast forward to 2019 and college graduates joining the industry have seen a steady increase, reaching over 30%. This is unsurprising when you consider how skill sets have needed to evolve with the technology introduction of AI, machine learning, data analysis, and much more. "The skills of the people we have also continue to grow because we now have to have various skill sets," says **Latrell Peterson, Sr Manager Network Operations and Engineering at Verizon**.

In addition to higher general levels of education, the upcoming generation of field technicians are digital natives. They're skilled and impatient and have an expectation that technology should work quickly, efficiently and easily. Failing to meet these expectations means that technology will not be adopted, failing by the wayside and critical data will simply not be accessed and updated.

Then there's the all-important customer. As the telecom market grows, field workers are interacting directly with the customers more and more. The field worker is now the face of the brand and the direct touchpoint between operator and customer.

> *Trades are such an understaffed industry and networks are not getting any smaller, they're getting bigger.*
>
> **WESLEY BYDEWEG**
> Wireless Field Supervisor, Execulink Telecom

> *It's more challenging because if you have different service, more technology, and also we have increased the focus on HSE and quality.*
>
> **PIERRE PAUL NASRALA**
> Head of Fixed Network Rollout, Telenor

How are you attracting the next generation of field workers?

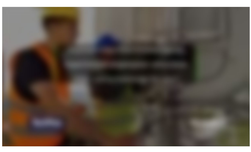
With a higher percentage of field engineers joining the industry with university degrees, network operators are recruiting through their places of learning directly with attractive career and employment opportunities.

Offering technology innovation is one way of attracting the best field talent. IQGeo agrees, saying that the most successful customer deployments they're seeing are those that have carefully considered the role of the 'field experience' for their mobile field teams and engaged directly with the field teams, whether inhouse or contractors.

> *We're offering some of the newer types of technologies and software... New employees want to have innovation.*
>
> **LATRELL PETERSON**
> Sr Manager of Network Operations and Engineering, Verizon

> *Our suppliers are getting more and more capacity from abroad.*
>
> **PIERRE PAUL NASRALA**
> Head of Fixed Network Rollout, Telenor

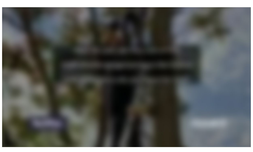
Is preserving tribal knowledge as experienced employees retire a challenge for you?



The pandemic has certainly affected how people are living their lives with shifting priorities and a greater appreciation for an appropriate work-life balance. There has been an increase, says IQGeo, in earlier retirement throughout the pandemic era. Where companies could have a five-year plan for skills and knowledge transfer from retirees, suddenly, they're falling short and finding themselves in a race against time. "Here is kind of a race," says **Pierre Pal Nasrala, Head of Fixed Network Rollout at Telenor**. "We are working to sanitize the copper net before these guys retire."

Verizon's Peterson sees this same challenge, and they have a training program in place to strengthen the transfer of knowledge and skills to the younger, less experienced generation. "The tribal knowledge, the institutional knowledge that occurs is always a concern," she says.

> *I think we're going to lose that base fundamental knowledge. The wise old guy that taught you old stories about the telecom network and how it was first started.*
>
> **SHAMIM IDRISI**
> Head of Agile Network Operations Center, Telstra



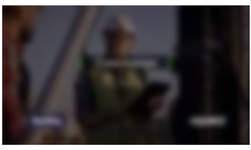
How do you see the role of the field worker progressing in the future and what plans do you have for this?

The field worker's role has evolved in many ways, and they are now frontline brand ambassadors as they engage directly with customers. Says **Verizon's Peterson**: "I'm looking at bringing on people that can connect with the user. That's first." The human touch is becoming imperative for network operators who are facing more and more pressure to be competitive.

Wesley Bydeweg, Wireless Field Supervisor at Execulink Telecom puts even more emphasis on the field worker's role: "We're going to see tradespeople in this particular industry becoming superstars and they are going to get higher pay."

> *Our focus will be to simplify our interface towards our contractors so information will flow easier.*
>
> **PIERRE PAUL NASRALA**
> Head of Fixed Network Rollout, Telenor

Conclusion



While the field worker demographic changes, organizations understand that talent must be carefully managed and supported, to provide career growth and to fill critical skills gaps. "We are seeing some younger technicians coming in to the workforce, but not as quickly as those heading for retirement," says **Kyle Berg, Telecoms Director at IQGeo**. He goes on to say that there is a challenge in the perception of field work: it's simply missing the cool factor. "It's almost about getting market-share back from the Googles and Amazons, who have made themselves out to be the sexy organizations. It's about conveying that this is fascinating and fulfilling work," he says.

IQGeo is highly cognizant of its user demographic and the need to provide an interface that is innovative while also having a familiar feel, is easy to use, and mobile.

Attracting a younger workforce is high on the agenda, but at the same time, there's the challenge of preserving tribal knowledge, which remains a priority, says **Berg**. "About 60% of what they [the older generation of field workers] know is not digitally documented and if it is documented, it's on paper and in some archive. Those people who are out on the streets every day, they're the same ones coming up to retirement. When you lose the tribal knowledge, you lose not only the knowledge and experience, but also the ability to officially document their knowledge."

From IQGeo's experience working with many operators, these issues are industry-wide. **Berg's** key message is: "You're not here alone, your problem is not just your problem. And don't give up because you think getting into digital transformation is too hard."

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Chapter 03
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Customer churn reduction

Introduction

Customer churn is a long-standing key performance indicator for the telecommunication industry and not always a very popular one, for obvious reasons. And while this boils down to a couple of well-known issues, this makes it no easier to unpick the factors involved and resolve the root causes.

Consumers have more information than ever to influence their purchasing decisions, and although price may be the number one reason for changing a broadband provider, customer service and network quality and reliability are extremely high on the list. Customer loyalty is valuable and something that can be built, but the foundations for this loyalty must be solid. Good network design with an accurate, timely view of the network is the foundation for reliable and prompt service that can transform a poor customer experience into a glowing review.

Easy, right?

Featured Contributors

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Lead Digital Transformation Leader & Product Owner for Customer Facing Portfolio
CenturyLink

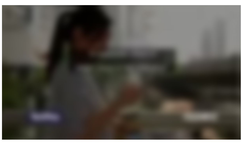
Wesley Bydeweg
Wireless Field Supervisor
Execulink Telecom

David Ahn
Manager, Network Operations Center
Vyve Broadband

RaChelle Fifer
Director of Engineering
Windstream

John Tarleton
Sales Director
IQGeo

Is customer churn a major issue in the industry?

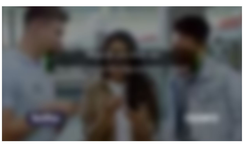


The consumer perception of the telecom industry is not always a positive one. Many people you speak to have a story to tell about poor customer service, which can often lead to churn. The American Customer Satisfaction Index which measures customer satisfaction across sectors, shows the telecom industry coming in at the bottom, ranked in ninth position out of ten sectors in 2019. It is therefore not surprising that churn in the industry can be high.

"Churn is a very real factor because our contracts are often designed as three years, intentionally," says **David Ahn**, **Manager, Network Operations Center at Vyve Broadband**. He says it gives customers the opportunity to re-evaluate the services of their current provider versus what is out in the market.

The actual cost of churn is almost impossible to measure, due to the many factors that play into this phenomenon. However, according to ComputerWeekly.com, the "average mobile operator spends 15-20% of service revenues on acquisition and retention, compared with the average Capex spend on infrastructure of just 15% of revenues."

> *Churn is a very real factor because our contracts are often designed as three years, intentionally.*
>
> **DAVID AHN**
> Manager, Network Operations Center, Vyve Broadband



What do you think are the main issues driving customer churn?

Customer profiles have changed, along with technology developments. We can now access reviews, pricing, and special deals, from the comfort of our device, in our own time and almost instantly. Information is so accessible, and customers no longer tolerate poor service or higher prices.

In an industry like telecommunications, where customer service levels are perceived to be low, it follows that churn is a logical consequence. "Most of all," says Ahn of Vyve Broadband, "they don't feel that they're being taken seriously as a customer. That becomes the deal breaker for them."

Clearly service issues are a driving force in customer churn, but as **RaChelle Fifer**, **Director of Engineering**, **Windstream** adds: "I think it also goes down to reliability, if they've had a lot of outages, it will cause customers to look at who they're using as their provider."

> *The main reason people leave their telecom service provider is, a) the quality of service and b) the experience when they have those issues.*
>
> **WESLEY BYDEWEG**
> Wireless Field Supervisor, Execulink Telecom

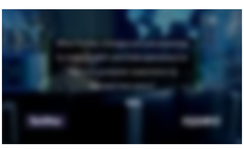
What actions has your business been taking to minimise customer churn?

Customer service issues and network outages are at the core of churn, according to the numbers and reinforced by the network operators' own interviews. The two could really work hand in hand if network issues are viewed as an opportunity to demonstrate outstanding customer service. It's a chance for the organization to show their human side, to show care for their customers, and turn what was a frustrating situation into one that leaves their customers delighted.

According to **Windstream's Fifer**, this is exactly what they've done: "Where we have done a very good job with customer churn and getting more for their business is showing them how fast and quick and nimble we are." Much can be said for customer loyalty as a business case.

> *To minimize customer churn you need a centralized agenda, one core message, and that needs to be driven from the top down. It's a lifestyle.*
>
> **WESLEY BYDEWEG**
> Wireless Field Supervisor, Execulink Telecom

> *Network reliability is a very big one that we've taken to be able to help reduce customer churn.*
>
> **DAVID AHN**
> Manager, Network Operations Center, Vyve Broadband



What further changes are you planning to make to NOC and field operations to improve customer experience in the next two years?

With technology in this space changing so rapidly, networks will have to be agile simply to stay in the race. Optimizing business processes will have to be the force behind delivering meaningful change. The result will be a stronger customer focus that delivers better communication within and across business teams.

Wesley Bydeweg, Wireless Field Supervisor at Execulink Telecom says: "The implementation of IoT outside the home will have the highest impact on customer interaction and customer facing experience. It's also going to be the most complicated..." These complications are an opportunity to make positive changes. Says Vyve Broadband's Ahn: "We are making so many changes to our Internal team structure and to our integrations with our partnering teams. I foresee our communications only continuing to improve over the next couple of years."

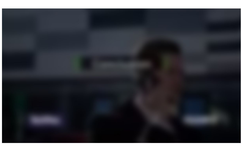
A better customer experience reduces churn, which is far less expensive than acquiring new customers. There's a real business case here for network operators to focus on customer satisfaction through the optimization of operational processes.

> *We realize that it's not just enough. It's never just enough. Let's look for that next step. Let's look for that automation. Let's look to taking that data and getting smarter and working intelligently against that data.*
>
> **RACHELLE FIFER**
> Director of Engineering, Windstream

Conclusion

A swear-word in this industry, 'churn', is costly, impacts brand perception, and remains a hot topic.

Reliability of service is the number one issue in this sector. "All of us today regard the Internet as an essential service, like power and water," says **John Tarleton**, **Sales Director at IQGeo**. Bandwidth expectations have increased, particularly during the pandemic, "and this is really where you [as a customer] question if you're with the right provider," he says. It's here that there's opportunity, however. "Fault resolution has to be one of the biggest things that these telco companies need to focus on. Having a reliable network is one of the absolute top priorities, but when faults do occur, it's important to fix them quickly, but not just fix the fault, but also to delight the customer. Every customer contact is an opportunity to excel."



In this fast-paced industry, telcos must constantly be on the path to improvement. Collaborative thinking and processes are key to providing better customer service, says **Tarleton**. "Being able to really understand in real-time what's going on with your network is going to drive decisions. We want our customers to automate and refine their processes and give better customer service," he says. "Integrity is absolutely critical."

Network operators are under no illusion here, but the factors required to combat and reduce churn are complex and far-reaching. Business and technology areas need to work together across organizations to create better processes for better customer experience, as well as stronger, more resilient networks.

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Conclusion

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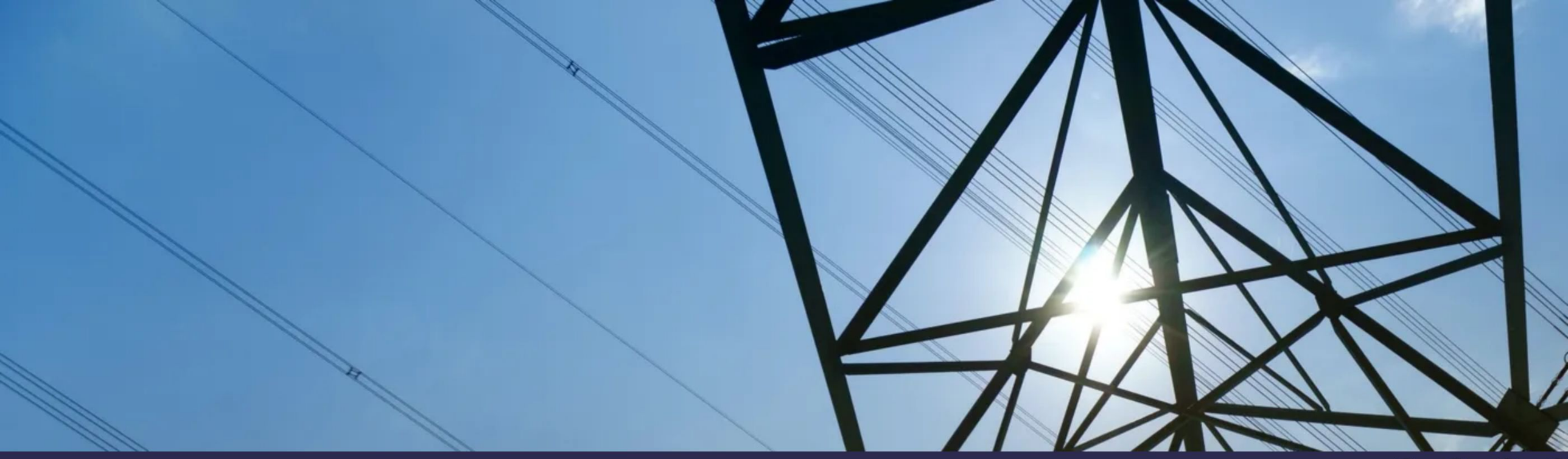

Conclusion

‘Change’ has become ‘business as usual’ in this industry. And while telcos feel the pressure, it was clear at the onset of the global pandemic, that network providers were familiar with the need for agility. But as growth continues in this sector, competition is increasing and there is no relief in this pressure.

However, the telcos interviewed here are well aware of the areas that need improvement in order to stay ahead of the curve - greater collaboration, better communication, and a high level of integrity emerge as their areas of focus. As far as metrics go, these are not easily measurable or quantifiable.

Collaborative processes using technology as an enabler will create greater efficiency and better customer service, they all agree. Key to this is the ability to see the network in real-time and in detail using geolocation systems.

The field worker role is getting more recognition here too. Their ability to take care of the network assets and update systems accordingly is key and again, it is the use of digital tools that will empower this process of automation and refinement. This in turn will lead to greater integrity throughout the network and ultimately make happy customers.

IQGeo sponsored the research and interviews provided in this Video Magazine. The topics covered are of strategic interest to IQGeo as its geospatial network design and management software is used by telecommunications and fiber network operators around the world. Visit their website to learn Why network operators partner with IQGeo.

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Acknowledgements

Cian O'Mahony

Head of Operations
SIRO

Cian has 15 years of executive international experience in strategic planning, financing, and building companies.

David Ahn

Manager, Network Operations Center
Vyve Broadband

David Ahn spent 12 years building and leading NOC teams and is passionate about excellence in operations and customer experience. He believes that building a world class team is something that can be achieved through high ownership, continual process improvement, and consistent follow through.

Ivan Mendivil

Head of Core Transmission Operations
Vodafone

Ivan has 20 years experience in the Telecommunications industry, working both in network engineering and operations organizations, managing multinational high performing teams and leading evolution and transformation in IP, Transmission and Core network domains.

Jacob Benkovski

Field Operations Manager
/Construction Manager
Verizon

Jacob is a highly motivated and mission-focused team player. Rutgers University School of Engineering graduate with ample workforce experience and an extensive military background. Excellent managerial skills with a strong ability to solve problems in extreme situations, both military and civilian.

Jose Almeida

Network Strategy Manager
Vodafone

Jose Almeida is a NetStrat Manager with 16 years of experience across Transport, Access and Core networks. He has worked in several deployment, swap out, optimization and Managed Service projects in different Operators around the world.

Latrell Peterson

Sr Manager Network Operations
and Engineering
Verizon

Latrell Peterson is a Senior Manager of Network Systems, Systems Engineering. In her current role she manages 25-40 onshore IT developers, scrum masters responsible for the delivery of end to end and workflow processes of wireless systems. Additionally, she manages a team of 20 DevOps agents.

Mark Moroney

Network Planning Manager
Frontier Communications

Mark has held various positions with telecom engineering disciplines, including Outside Plant, Fiber Optic Transmission, and OSP Financial Management. His specialties include: Engineering, Finance

Mark Slater

Senior Director, Sales Engineering
Cott Technology Services

Mark Slater, a technologist that has worked at the forefront of the technological evolution for the past 30+ years, mostly within the vendor community, driving and delivering infrastructure solutions to the markets around the world both Public and Private.

Phillip Coomber

Field Team Operations Manager
Neos Networks

Phill joined the military after college, serving in and with the Royal Marines and Special Forces, before joining Neos Networks as a Project Manager. Preferring a field-based role, he moved through Field Engineering before assuming his current role. He also holds a Degree in Business Management and Strategy.

Pierre Paul Nasrala

Head of Fixed Network Rollout
Telenor

Operational and management experience within Lean and Supply Chain Optimization across various industries, leading both 'turn arounds' and price strategies. Have faith in that great things happen when people are empowered to utilize their full potential. Believes that it is not the best player, but the players with the best and most holistic Supply Chain that wins in the end.

RaChelle Fifer

Director of Engineering
Windstream

RaChelle Fifer is responsible for Network Design (Pre-sales), Service Delivery and Process Improvements. With 24 years in Telecommunications, her knowledge includes Network Planning, Engineering, Dark Fiber, Fixed Wireless and Service Delivery. Being a leader within Windstream is the perfect place to make a difference, not only lead the way, live the way and show the way.

Robert Nolan

Director Service Operations
Virgin Media

Robert is the Director for Service Operations with Virgin Media Ireland. He has over 20 years experience in IT Operations and Service Delivery, having worked for several large multi-nationals, across Europe, as well as garage start-ups and all manner of organizations in-between.

Robert Novo

Service Delivery Director, Cloud Communication Services, Americas
BT

Robert has 30+ years of experience in the telecommunications industry, primarily in the areas of service delivery and management consulting. Currently Robert looks after delivery operations and support of end to end voice communication services for global customers, particularly in The Americas.

Robert Petruk

CETO
Gosfield North Communications

With over 24 years of IT and Telecommunications experience, Rob has strived to stay on the technology wave and innovation crest. His telecommunications career began in 1999 as a field technician with Bell Canada and has progressed steadily to the role of CEO and CTO.

Shamim Idrisi

Head of Agile Network Operations Center
Telstra

Shamim has over 15 years of diverse experience in implementing, operating and maintaining Data Communication Networks. He enjoys challenging the norm and putting the customer at the center while engaging across groups to collaborate and get results, driving continual process improvements, Capability uplifts and productivity improvements.

Subhajit Ghosh

Lead Digital Transformation Leader & Product Owner for Customer Facing Portfolio
CenturyLink

Subhajit is an innovative Customer Success Consultant, often introducing himself as a specialist IT doctor. He has a proven track record of over 15 years in IT consulting, digital transformation, Cloud consulting, automation, DevOps, agile, Six Sigma, Lean and ITIL implementation.

Tim Lonsway

Vice President Public Sector
Cincinnati Bell

Tim is an IT leader with years of diverse experiences pursuing, designing, establishing and managing complex IT infrastructures, data centers and managed services. In-depth knowledge and experience creating Governance level programs to support end to end IT Service Management in support of the attainment of Business Objectives.

Wesley Bydeweg

Wireless Field Supervisor
Executlink Telecom

Wesley has been passionate about technology & business for over 30 years. His years of experience have yielded unique skills blending expertise in engineering with sales and business development management. Becoming a trusted advisor to his customers is key to Wesley's success.

John Tarleton

Sales Director
IQGeo

John has over 25 years' experience of working in asset intensive businesses and was responsible for Hexagon's Utilities and Communications business in the UK prior to joining IQGeo in 2020. John has worked closely with many of the UK's top communications companies and has significant previous experience in several market sectors.

Kyle Berg

Director of Telecom Solutions
IQGeo

Kyle has 5+ years building ROI positive build programs in 2 top 10 Telecom providers. Expert in national strategy for deployment, process improvement and building business intelligence. At IQGeo, Kyle helps North American Telecommunications drive efficiencies in construction, operations, and emergency response through IQGeo's mobile-first geospatial platform.

Todd Kuty

Director of Customer Integration
IQGeo

Todd started in the cable industry in 1993 with Continental Cablevision. He has held positions as Senior NOC Manager at Comcast, and as Director of NOC Cable & Compliance at Cablevision (now AlticeUSA). In his role with IQGeo, Todd is responsible for consulting with customers and the IQGeo product team to ensure IQGeo solves telecoms most pressing business challenges.

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