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SAS Response: Impacts of New Services on Communication Services Providers

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ABSTRACT

Communications service providers are spending billions for network upgrades. This amount exceeds \$50 billion in the United States and more than \$150 billion worldwide. Service providers are compelled to upgrade networks to enable the delivery of new services such as IPTV and mobile music and video. These new services are necessary to compete against a variety of new competitors and to protect the business from the declining revenue of traditional voice services.

However, these services also create new complexity and potentially could generate more data than billing, OSS, and CRM systems can handle. With every new service also comes the potential to negatively affect customer satisfaction. This session discusses new technologies from SAS that help service providers cope with these changing demands.

No paper was submitted for publication.

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