

Amdocs Service Assurance Suite

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INTRODUCTION

The **Amdocs Service Assurance Suite** is a comprehensive, AI-driven platform purpose-built to help communication service providers (CSPs) predict, detect, and resolve network and service quality issues across multi-vendor, multi-technology, and multi-domain environments. The suite is delivered as three independently sellable, natively integrated modules: Fault Management (FM), Performance Management (PM), and Service Quality Management (SQM). Operators may deploy one or all three, expanding incrementally from a shared, proven data and mediation foundation.

At the core of the solution is a powerful mediation layer supporting more than 30 collection protocols, capable of interfacing with network elements, element management systems (EMS), network management systems (NMS), and cloud-hosted virtual and containerized network functions (VNFs/CNFs). The suite is pre-integrated with Amdocs BSS and OSS to deliver complete, end-to-end business-to-network lifecycle management. Its modular architecture also enables wide, proven integration with a broad range of third-party vendor solutions worldwide, supporting diverse CSP requirements and multi-vendor environments.

Amdocs Service Assurance is pre-integrated with the agentic capabilities delivered through Amdocs Autonomous Network Operations powered by aOS. This integration means the assurance suite benefits from the agentic layer that coordinates detection, analysis, and guided action across operations. It allows intelligence to be applied consistently and enabling assurance processes to operate with the context and decision support provided by aOS without additional integration work. With 60 customer deployments globally, the suite is a growing and strategically significant segment of the Amdocs business.

Service Assurance in the Modern Telco

Service assurance encompasses the real-time monitoring, analysis, and management of network health and service quality. As networks evolve from 4G to 5G Standalone, cloud-native, and multi-domain architectures, the volume, velocity, and complexity of network data have grown exponentially. Traditional assurance approaches relying on siloed, domain-specific tools and manual processes are no longer adequate to manage modern operator environments.

The future of service assurance integrates intelligent automation, AI/ML-driven analytics, and real-time topology mapping into a unified platform using an agentic AI framework. Against this backdrop, Amdocs has invested significantly in building a modular, scalable, and AI-native assurance suite that addresses both current operational challenges and positions operators for the next generation of autonomous network operations.

AMDOCS FINANCIALS AND BUSINESS OVERVIEW

Amdocs Limited (NASDAQ: DOX) is a global provider of software and services for communications and media companies, serving more than 350 customers across 85 countries.

Amdocs' business is structured around three primary areas: Revenue and Digital (BSS), Operations and Network (OSS and Network Services), and Managed Services. The Intelligent Networking Suite encompasses inventory, orchestration, and service assurance. While Amdocs does not publicly disclose segment-level revenue at the product-line granularity, the network-facing OSS division has become an increasingly strategic growth segment, supported by both organic investment and targeted acquisitions.

The Service Assurance Suite supports flexible commercial models, including subscription, SaaS, and perpetual licensing, with Managed Services and Assurance-as-a-Service options available for operators seeking a fully operated model. This commercial flexibility is an important differentiator in procurement, particularly for operators evaluating total cost of ownership across on-premise, private cloud, and hyperscaler deployments.

ACQUISITIONS: BUILDING THE SERVICE ASSURANCE PORTFOLIO

Amdocs has assembled its service assurance capabilities through the acquisition of **TEOCO's** Service Assurance Business in July 2023. TEOCO's Helix platform provided Amdocs with a broadly deployed, carrier-grade FM, PM, and SQM solution with an established base of Tier 1 operator customers and a proven track record of large-scale, complex deployments. The acquisition delivered immediate scale and field-validated credibility in the assurance domain.

Together with capabilities developed organically through the Amdocs OSS platform, the integration of the Helix suite has given Amdocs a comprehensive and cohesive service assurance portfolio, now branded as part of the Intelligent Networking Suite and tightly integrated with Amdocs inventory and orchestration capabilities. The pre-existing joint customer base between the Amdocs inventory platform and the Helix install base de-risked the integration transition and accelerated cross-sell opportunities across both portfolios.

STRATEGY

Amdocs positions its Service Assurance Suite as the foundational sense-and-observe layer for autonomous network operations. The company's strategy is built around five pillars:

- unified multi-domain coverage
- AI/ML-driven intelligence
- modular market entry
- seamless integration into the broader Amdocs OSS and aOS stack
- API-first openness aligned to industry standards.

The suite's integration with Amdocs' inventory and service and network orchestration capabilities creates a differentiated end-to-end OSS solution. Amdocs uses TM Forum Open APIs as the

integration fabric, enabling the assurance suite to work not only within the Amdocs portfolio but also alongside third-party inventory and ticketing systems. The **PLDT** deployment integrating Amdocs assurance on AWS with a full end-to-end service and network orchestration, and inventory solution is a strong proof point of this open integration approach.

A key strategic priority is the decoupling of AI/ML insights from the assurance runtime to feed the [Amdocs Cognitive Core](#) - the company's autonomous network agent framework. By exposing assurance-derived insights (fault predictions, anomaly signals, topology updates) to the agent ecosystem, Amdocs creates a continuous loop between network sensing and autonomous remediation, without requiring customers to replace existing assurance infrastructure wholesale.

Amdocs is also investing in **Model Context Protocol** (MCP) readiness. The suite can consume data from external MCP servers and publish assurance data as an MCP server. This forward-looking capability bridges the proven ML-based assurance core and the rapidly evolving agent orchestration landscape, which the company sees as one of the most significant shifts in network operations.

The company enters accounts through specific use cases often beginning with FM or PM for a single domain or technology and expands organically into adjacent domains, technologies, and modules. This modular, land-and-expand approach has proven effective in both greenfield operators (particularly in Africa) and consolidation plays among operators with fragmented, vendor-specific legacy assurance systems.

Partner ecosystem development is a growing dimension of Amdocs' go-to-market strategy. Amdocs has a strategic partnership with **BMC** to provide integrated software and services for Incident Management, including generative AI use cases purpose-built for IT service and operations teams. ServiceNow integration is also available. Workforce Management capabilities are delivered in partnership with **OfficeTrack** and other leading vendors. Hyperscaler partnerships **with AWS, Azure, and Google Cloud Platform** support cloud-hosted deployment. **NVIDIA** contributes GPU acceleration for on-premise AI workloads. These ecosystem relationships strengthen both the technical platform and the commercial channel.

MARKET IMPACT

Amdocs has grown its footprint in the service assurance market with over 60 live CSP deployments with customers spanning North America, Europe, APAC, Africa, and the Middle East. Activity is concentrated in the mobile segment, reflecting operator demand for 5G assurance tools and the complexity of managing multi-vendor RAN, core, and transport environments simultaneously.

The company's flagship deployments demonstrate the breadth and maturity of the platform. **A leading CSP in Italy**, with over 31 million mobile and 5.8 million fixed customers, has relied on Amdocs Service Assurance for more than 15 years – one of the industry's longest-standing assurance relationships. **A leading operator group with operations across Africa**, operates one of Amdocs' most complex multi-market deployments, unifying performance management across multiple countries, ingesting over one billion performance records per day using more than 60

integration libraries. Another **large operator group** selected Amdocs to deliver a highly complex, multi-country Unified Fault Management platform spanning its extensive African and Middle Eastern footprint.

Amdocs has recently extended its footprint into satellite network monitoring, IoT and Smart City environments, and multi-opco deployments where a shared assurance platform supports multiple operating companies across country borders within the same group.

Partnerships with hyperscalers particularly AWS are increasingly generating joint go-to-market opportunities, especially in North America. The PLDT deployment in the Philippines, running a complete OSS and service assurance modernization on AWS and supporting 4G, 5G, B2B, SD-WAN, and IP services, is the leading example of Amdocs' cloud-hosted assurance capability. NVIDIA is an emerging strategic partner for private cloud and on-premise GPU-accelerated AI deployments. Probe data suppliers such as **RADCOM** and **EXFO** are active in the Amdocs ecosystem, with RADCOM demonstrating agent-to-agent communication with Amdocs at industry events.

CASE STUDY: PLDT — END-TO-END OSS AND 5G ASSURANCE ON AWS

Overview

PLDT is the Philippines' leading telecommunications and digital services provider, operating a nationwide 4G and 5G network alongside enterprise, B2B, SD-WAN, and IP services. PLDT selected Amdocs to deliver a complete OSS and service assurance modernization, deploying the Amdocs Service Assurance Suite as part of an end-to-end Service and Network Orchestration and Inventory solution running on Amazon Web Services (AWS). The deployment represents one of Amdocs' most architecturally ambitious live implementations, combining cloud-hosted assurance with integrated service and network orchestration at scale.

Challenges

PLDT required a modern, cloud-native assurance platform capable of supporting the full complexity of its converged network -- spanning 4G, 5G, B2B, SD-WAN, and IP services -- while enabling closed-loop operations for 5G services and integration with enterprise-grade ticketing and CRM systems. The operator sought to consolidate fragmented legacy assurance tools onto a unified platform, move to a cloud-hosted operating model on AWS, and deliver real-time service assurance that could scale with ongoing 5G expansion.

Solution: Amdocs Service Assurance on AWS

Amdocs deployed its full Service Assurance Suite integrated with Service and Network Orchestration and Inventory on AWS, delivering:

- **Cloud-native assurance on AWS:** Deployment of SQM on AWS, providing a scalable, resilient, cloud-hosted operational model with hyperscaler economics.
- **Multi-service assurance:** Unified monitoring of 4G, 5G, B2B, SD-WAN, and IP services within a single assurance platform.

- **Closed-loop operations for 5G:** Integration of assurance insights with service and network orchestration to enable automated, closed-loop remediation for 5G services.
- **Enterprise integration:** Bidirectional integration with enterprise ticketing and CRM systems, including Microsoft Dynamics 365, enabling enriched, contextual incident management across network and business layers.

Implementation and Results

The PLDT deployment demonstrates Amdocs' ability to deliver a full-stack, cloud-native OSS solution at production scale. By running the entire assurance and orchestration stack on AWS, PLDT benefits from hyperscaler resilience and scalability while operating a modern, integrated service operations model. The integration with Microsoft Dynamics 365 for enriched bidirectional ticketing is a notable proof point of Amdocs' API-first, open integration approach -- demonstrating that the assurance platform operates effectively within heterogeneous technology environments beyond the Amdocs portfolio.

CASE STUDY: LEADING CSP IN AUSTRALIA — 5G PERFORMANCE MANAGEMENT

Overview

A leading CSP in Australia, operating one of the largest and most complex 4G and 5G networks in the Asia-Pacific region selected the Amdocs Service Assurance Suite to provide comprehensive performance management across its 4G and 5G mobile network infrastructure.

Challenges

As the CSP expanded its 5G network deployment, the complexity of managing performance data across multi-vendor, multi-generation mobile environments grew substantially. The operator required a platform capable of collecting, calculating, and intelligently analyzing vast volumes of performance counters across all mobile domains -- delivering not only threshold-based alerting but also adaptive, AI-driven intelligence that could learn network behavior over time and reduce manual intervention. Static threshold management was becoming untenable as the network evolved continuously.

Solution: Amdocs Performance Management Implementation

Amdocs deployed its Service Assurance Suite to deliver end-to-end performance management of the 4G and 5G mobile services, including:

- **Full collection and KPI calculation:** Comprehensive collection of performance data from multi-vendor 4G and 5G network elements, with enriched KPI calculations and aggregation across all mobile domains.
- **Adaptive threshold management:** An ML-based adaptive threshold model that learns per-element and per-area network behaviour, dynamically adjusting thresholds as the network evolves -- moving beyond static threshold-crossing alerts.

- **Threshold crossing alerting:** Automated alerting based on both static and AI-derived adaptive thresholds, enabling proactive issue detection before customer impact.
- **Data enrichment:** Enrichment of raw performance data with contextual network information for downstream analytics and reporting.

Implementation and Results

Amdocs has deployed a deeply integrated performance management capability, handling the full data pipeline from collection through analysis. Some departments continue to use an internally developed UI layer to consume and present the processed data, reflecting the openness of the Amdocs integration architecture. The adaptive threshold capability has been particularly valued, allowing operations teams to move away from manually tuned, static threshold definitions toward an intelligent system that responds to real-world network dynamics on a per-element and per-area basis.

AMDOCS SERVICE ASSURANCE PLATFORM AND MODULES

The Amdocs Service Assurance Suite is a multi-vendor, multi-domain, and multi-technology solution consolidating fault management, performance management, and service quality management into a single integrated suite. Built on a carrier-grade mediation layer supporting over 30 collection protocols, the platform ingests data from network elements, EMS/NMS systems, cloud-native VNFs and CNFs, probing platforms, IoT devices, and third-party data sources delivering a unified operational data foundation across physical, virtual, and cloud-native network layers.

The platform supports containerized, cloud-agnostic deployment across on-premises, private cloud, public cloud (AWS, Azure, GCP), and hybrid environments. Its cloud-native, microservices-based architecture ensures flexible deployment to match each CSP's operational strategy, enabling scalable, resilient, and future-proof assurance. The suite aligns with TM Forum Open APIs and interfaces natively with Amdocs inventory and orchestration via these standards.

All modules share the same mediation infrastructure, which also powers a network Discovery capability -- automatically identifying network elements, their physical and logical structures, and cross-domain connectivity. Discovery results are normalized and populated into the unified Base Configuration repository, ensuring accurate topology, faster root-cause analysis, and consistent service-impact correlation.

The platform's monitoring capability spans all major data source types:

- physical and virtual network resources (NEs, VNFs, CNFs, cloud infrastructure)
- service-level KPIs and KQIs
- front-end and CRM/BSS data for subscriber-centric assurance
- IoT and Smart City devices and services
- hardware and software probes
- IT infrastructure (servers, storage, virtualized platforms)

The unified Mediation layer normalizes diverse data formats and protocols including SNMP, gRPC/YANG streaming telemetry, files, REST APIs, and Kafka streams ensuring consistent, high-quality ingestion across all source types.

Service-level visibility is delivered through the Sentinel UI, the central visualization hub offering customizable dashboards, multi-layer charts, heatmaps, geographical maps, and topology-driven schematics. Cruiser, Amdocs' real-time alarm monitoring and investigation client, gives NOC/SOC teams a prioritized, multi-domain view of active faults with powerful visualization and diagnostic tools. Together, Sentinel and Cruiser provide a coherent, actionable representation of hybrid network and service behavior, significantly accelerating root-cause analysis and improving operational efficiency.

AI/ML-DRIVEN INTELLIGENCE

Amdocs views its AI/ML-driven intelligence capability as a defining differentiator in the service assurance market. The company has invested in patented ML algorithms specifically designed for telecom network data time-series data from fault counters, performance KPIs, and topology changes rather than relying on generic large language model capabilities for core network intelligence.

The approach is deliberate. Root cause analysis, anomaly detection, and failure prediction are fundamentally mathematical, time-series problems that benefit most from domain-specific ML models that can learn from historical network behavior. LLMs are used selectively for topology building acceleration.

The platform also incorporates comprehensive traditional, non-AI analytics as the foundation for day-to-day operations: extensive KPI/KQI calculation, hierarchical aggregation, trend analysis, busy-hour and peak-period computation, and threshold-based alerting driven by configurable mathematical formulas and business rules. Multi-severity static thresholding, statistical thresholding, and column-based comparison rules enable precise detection of performance deviations without relying on machine learning. These deterministic analytics give engineering, NOC, and SOC teams reliable, transparent insights that complement the more advanced AI-driven features.

Key AI/ML-driven capabilities operational in live customer deployments include:

- **Predictive failure detection:** Identifying impending network element and service failures before they impact customers, enabling proactive intervention.
- **Adaptive thresholds:** Per-element, per-area threshold management that learns network behaviour and evolves dynamically
- **ML-driven root cause analysis (ML-RCA):** Automated identification of the underlying cause of service degradation events, reducing Mean Time to Repair across all domains.
- **Alarm noise reduction:** ML-based suppression of redundant, correlated, and low-priority alarms, reducing NOC fatigue and ticket volumes.

- **Predictive maintenance:** Anticipating equipment degradation and recommending proactive maintenance actions before failure occurs.
- **Statistical forecasting:** projecting future KPI/KQI behaviour, generating proactive alerts when values are expected to cross thresholds or violate SLAs.
- **Service impact analysis:** Correlating network events to downstream service and subscriber impacts, enabling prioritisation based on customer experience and SLA class.

Amdocs supports integration with third-party analytics and AIOps platforms, enabling operators to incorporate external insights into their assurance workflows. The Service Assurance Suite can exchange enriched telemetry and analytic outputs with external systems, allowing third-party anomalies, forecasts, and scores to be correlated with network and service context and visualised within the Amdocs user experience. This open, bidirectional approach enables operators to leverage best-of-breed analytics and observability tools alongside Amdocs' native assurance capabilities.

Explainability and AI governance are embedded into the platform. Every AI-driven insight or action is supported by traceable evidence and aligned with telco-grade operational policies. Human-in-the-loop guardrails, role-based controls, and approval workflows ensure safe, governed autonomy addressing CSP concerns on AI trust, operational risk, and readiness for closed-loop, agent-driven operations.

APPLEDORE ANALYSIS

Strengths

Amdocs brings deployment scale, platform breadth, and embedded AI/ML intelligence to the service assurance market. With over 60 live CSP deployments including CellC, PLDT and SES, Amdocs has field-validated its platform at a depth that few competitors can match. The multi-opco deployment model, supporting multiple operating companies on a single shared platform, is a growing differentiator as regional operator groups seek to consolidate operational costs.

The integrated suite architecture is a material advantage in competitive situations. Because FM, PM, and SQM share a single mediation infrastructure which also drives network Discovery and inventory synchronization operators who enter with a specific use case can expand without platform migration. The three components are independently sellable yet natively integrated, giving Amdocs maximum flexibility in procurement conversations while maintaining a coherent architectural story.

The AI/ML capability is deployed and proven in production, not theoretical. Amdocs' deliberate choice to invest in domain-specific ML for time-series network data rather than relying primarily on LLMs reflects a technically grounded understanding of where AI adds the most value in telecom assurance. The adaptive threshold capability and ticket volume reductions seen across operator deployments demonstrate measurable operational improvement.

The integration with [Amdocs Autonomous Network Operations powered by aOS](#) is a strategically significant differentiator. Few assurance vendors can credibly claim pre-integrated agentic AI as a

production capability. Amdocs can, with the foundation already deployed in live operator environments. The Cognitive Core architecture, consuming assurance intelligence feeds without requiring infrastructure replacement, provides a low-friction path to autonomous operations for existing Amdocs customers.

Commercial flexibility is also a differentiator. The availability of subscription, SaaS, perpetual, and Managed Services / Assurance-as-a-Service models combined with deployment options spanning on-premises, private cloud, and hyperscaler public cloud -- allows Amdocs to serve a wider range of operator profiles and procurement preferences than vendors locked into a single delivery model.

Limitations

Despite strong overall capability, Amdocs' service assurance market presence is not yet as widely recognized as its dominance in the BSS domain. The company has historically been more visible as a BSS vendor, and the assurance portfolio while broadly deployed is not always front-of-mind among operator assurance procurement teams. Amdocs will need to invest in marketing the depth and scale of its assurance footprint more aggressively to convert market awareness into incremental pipeline.

The integration of the TEOCO Helix platform with the broader Amdocs OSS stack and the aOS framework is ongoing. While TM Forum Open API alignment provides a clean integration framework, the practical work of unifying user experience, data models, and operational tooling across acquired and organic components takes time. Customers evaluating the full-stack story should scrutinize integration maturity across FM, PM, SQM, inventory, orchestration, and aOS to ensure consistency of the end-to-end operational experience.

The majority of Amdocs service assurance deployments remain on-premise or private cloud. A few are on public cloud such as PLDT on AWS and SES on Azure. While this reflects current operator preferences, the path to cloud-native, public-cloud-hosted deployments will require continued investment in cloud-optimized deployment models and updated commercial approaches particularly as hyperscaler-native assurance alternatives begin to emerge.

Competitive Landscape

The service assurance market is characterized by a mix of established point-solution vendors, legacy OSS stack providers, and emerging AI-native entrants. Amdocs' position as an integrated, AI-enabled, agentic-ready multi-domain suite provider is differentiated, but the competitive field is active:

- **Legacy FM incumbents: IBM** (NetCool) and **Broadcom** (SMARTS) retain large installed bases of legacy fault management platforms, representing significant displacement opportunity for Amdocs as operators seek modernization paths.
- **Topology and event correlation specialists: VIAVI** NITRO AIOps addresses the topology and alarm correlation space with strong multi-domain topology stitching capabilities. Primarily

a point-solution provider without the integrated FM/PM/SQM breadth or the agentic AI depth that Amdocs offers.

- **Emerging challengers: Elisa Polystar** is a growing challenger, particularly in fault management and network auto-configuration, with an aggressive acquisition strategy expanding its multi-domain coverage.
- **NEPS: Nokia** (AVA) and **Ericsson** (Expert Analytics) maintain assurance stacks tightly coupled to their respective network equipment portfolios strong within their vendor domains but inherently limited in multi-vendor environments.
- **Adjacent players: Subex, Comarch, and Netcracker** address adjacent segments and occasionally compete in SQM. Pure-play AI vendors bring AI-first approaches but lack Amdocs' operational scale, carrier-grade platform maturity, and agentic integration depth.

Amdocs' vendor-agnostic positioning is a structural advantage in multi-vendor operator environments, which represent the dominant deployment reality. Its ability to offer an integrated, modular, AI-driven, agentic-ready platform at scale -- backed by proven deployments and a maturing autonomous networks framework -- distinguishes it from both legacy incumbents and emerging point-solution providers.

Customer Engagement and Expansion Strategy

Amdocs enters accounts through two primary routes: formal RFP processes and organic expansion through existing operator relationships typically stemming from its dominant BSS position, the installed TEOCO Helix base, or existing Amdocs OSS deployments. The latter route is particularly effective, as operators already running Amdocs BSS or adjacent OSS components have a strong commercial and operational incentive to consolidate onto an integrated platform.

Professional services and managed services are an increasingly important dimension of engagement. Amdocs provides end-to-end consulting, systems integration, migration, and operational readiness services across all modules. For operators seeking a fully operated model, Assurance-as-a-Service is available on private cloud, public cloud or SaaS, with continuous optimization, SRE/DevOps operations, and lifecycle management. Automation and AI adoption services including agentic AI and data services are often delivered in collaboration with AWS, Azure, Google Cloud, and NVIDIA. These capabilities underpin major deployments at customers such as PLDT and SES.

The mobile segment is currently generating the most new demand, reflecting the operational complexity of 5G deployment and the need for modern assurance tools capable of managing cloud-native network functions alongside legacy infrastructure. Growing interest in B2B and enterprise assurance is also emerging, as operators seek to extend service quality visibility to enterprise customers and managed service environments. New technology verticals including satellite network monitoring and IoT/Smart City environments represent incremental revenue opportunities beyond the traditional mobile and fixed assurance markets.

Conclusion

Amdocs' Service Assurance Suite is a field-validated, AI-enabled platform. Its modular architecture, independently sellable yet natively integrated FM/PM/SQM components, patented ML capabilities, pre-integrated agentic AI through aOS, and growing hyperscaler and NVIDIA partnerships position it strongly for the next phase of operator assurance investment driven by 5G complexity, consolidation pressure, and the emerging autonomous network agenda.

The key opportunity for Amdocs is to convert its deployment scale into greater market visibility, complete the integration narrative between assurance, inventory, orchestration, and aOS into a seamless end-to-end OSS proposition, and execute on the autonomous networks story with live proof points. As the autonomous network conversation matures, Amdocs is well positioned to be the assurance foundation that operators build upon provided it articulates that story clearly and consistently to the market.

Key capabilities summary

- Three independently sellable, natively integrated modules: FM, PM, and SQM (v26.01)
- Carrier-grade mediation layer supporting 30+ collection protocols across physical, virtual, cloud-native, IoT, and probe data sources
- Patented ML algorithms for RCA, adaptive thresholds, predictive failure detection, and alarm noise reduction -- all deployed in live operator environments
- Pre-integrated with aOS Autonomous Network Operations and Cognitive Core agentic framework
- MCP-ready for emerging agent-to-agent and 6G communication paradigms
- Native closed-loop automation via FaultPro engine with intent-driven templates and third-party MANO/OSS integration
- Deployment flexibility: on-premises, private cloud, public cloud (AWS, Azure, GCP), and hybrid; subscription, SaaS, perpetual, and Managed Services models
- 60+ live deployments across multiple CSP customers; flagship accounts include CellC, PLDT and SES

About the Author



Patrick Kelly has more than 25 years of experience in product management, business development, and technology consulting. He has advised executives and developed actionable business plans to help hundreds of technology companies profit in high growth software segments of the market. He has published research in the areas of cloud economics, virtualization of the network, AIOps, network orchestration, analytics, service assurance, and customer experience management.

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