New generation Digital Service Providers need to be able to plug in partners and immediately create products to compete in this new hyper-connected world. Services that include cloud, NFV, IoT and traditional access components are all becoming part of the expectation.

When did this happen?
Governments are investing in networks, enterprise IT is moving to the cloud, network functions are being virtualised and all manner of devices for measurement and control are becoming network-connected. Markets are changing faster than many service providers think. Communication service revenues are declining, while demand for bundled services is increasing: from small bundles like an Internet service with an NFV-based security appliance, to large bundles like a smart city!

The seemingly impossible task
Telcos already have a reputation for long and costly IT projects in support of their communications business. As a new-age Digital Services Provider, you must bundle if you are to transition from being a declining old-world telco. Service bundling pushes complexity to new levels: more interfaces, more partners, more flexible products, more automation. A fundamentally different approach is required if service providers are to succeed.

The way of the Internet will prevail
Most web APIs now use REST. REST is defined in metadata, including rules and relationships with process and service or resource entities. It goes further; Telflow is a truly metadata-driven system and will consult a catalog for almost everything it does: which process? Which task? Which service? What products?

The rise of the catalog
Not long ago, catalogs were limited in function by the performance limits of real-world systems. A configurable system would store all the configuration in SQL data. Data-driven screens or system messages would then place computing load on the back end as fields were rendered, and rules and behaviour were applied. If you made everything configurable, the system would simply be too slow. Consequently, high-volume old-generation systems all have significant “hard wiring” and their catalogs can only manage limited entities.

Around six years ago, new technology for managing metadata started to emerge as a part of the “big data” revolution. Supporting data in a highly scalable way without the need to adhere to a traditional database structure, this technology allows catalogs in high performance systems to manage many versions of many different “things”. This fundamental shift in agility and performance is a game changer for the Digital Service Provider.

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