Pulse Telecom

Network Data Readiness for AI

Data Integrity | Network Visibility | AI Preparedness

AIR 2025-Q3A

Who are we and what do we stand for?

Meet the team behind Pulse Telecom, discover our mission, and learn how we help international telecom operators cut costs and improve performance through expert-led training, network audits, and data transformation.

Henry Dijkstra
CEO/CTO:
Int'l telecom
Executive

David Emerson
CIO/CFO:
Database expert

Barbara Dijkstra
COO: Technical
Administration.

Lyn Emerson
Director: Process
Improvement

- **Henry** has 30 years plus of international telecom experience as an engineer, consultant and project manager, working for operators, vendors and regulators. His role is to be the technical consultant and to put you in a position where you can make an informed decision.

- **David** has about the same amount of time developing software and is a specialist in databases. His role is to make sure that our software does exactly what you want it to do for your network - not someone else's.

- **Barbara** has 30 years of international experience in technical administration, marketing and HR. Her job is to take care of all the day to day operational tasks.

- **Lyn** plays a key strategic role within the company — she's not involved in day-to-day operations, but her insight and guidance have been instrumental in shaping our direction and keeping us aligned with our long-term vision.

Where is your network costing you too much?

Based on years of feedback, these are the 12 most common and most expensive operational pain points frequently mentioned to us by small and medium-sized telecom operators.

- **Unoptimised Capacity Planning**
  Capacity that's too high or too low wastes money or constrains growth.

- **Unfocused Investments**
  Funds misallocated across the wrong regions or technologies.

- **Reactive Infrastructure Management**
  Forced into costly expansions due to lack of foresight.

- **Poorly Timed Upgrades**
  Network upgrades that are too early, too late, or too expensive.

- **Misaligned RFPs**
  Budgets based on assumptions, not actual network needs.

- **Slow Fault Resolution**
  Increased downtime, higher OPEX, and frustrated customers.

- **Hidden Bottlenecks and Single Points of Failure**
  Risk of outages and service degradation.

- **Delayed Provisioning**
  Longer wait times reduce customer satisfaction and revenue.

- **Inefficient Field Operations**
  Too many unnecessary site visits and wasted technician hours.

- **Excessive Energy Consumption**
  High-power usage goes undetected and uncorrected.

- **Poor Spare Parts**
  Overstocking or shortages that increase costs and downtime.

- **Vulnerable to Fraud**
  Leased or rented assets not accurately tracked or billed.

Which one of these is costing you the most today?

Inaccurate Data = Bad Business Decisions = Excessive Costs

What kind of a solution is needed?

When people are drowning, they don't want to be sold a boat design. They want someone to throw them a life ring, quietly and effectively.
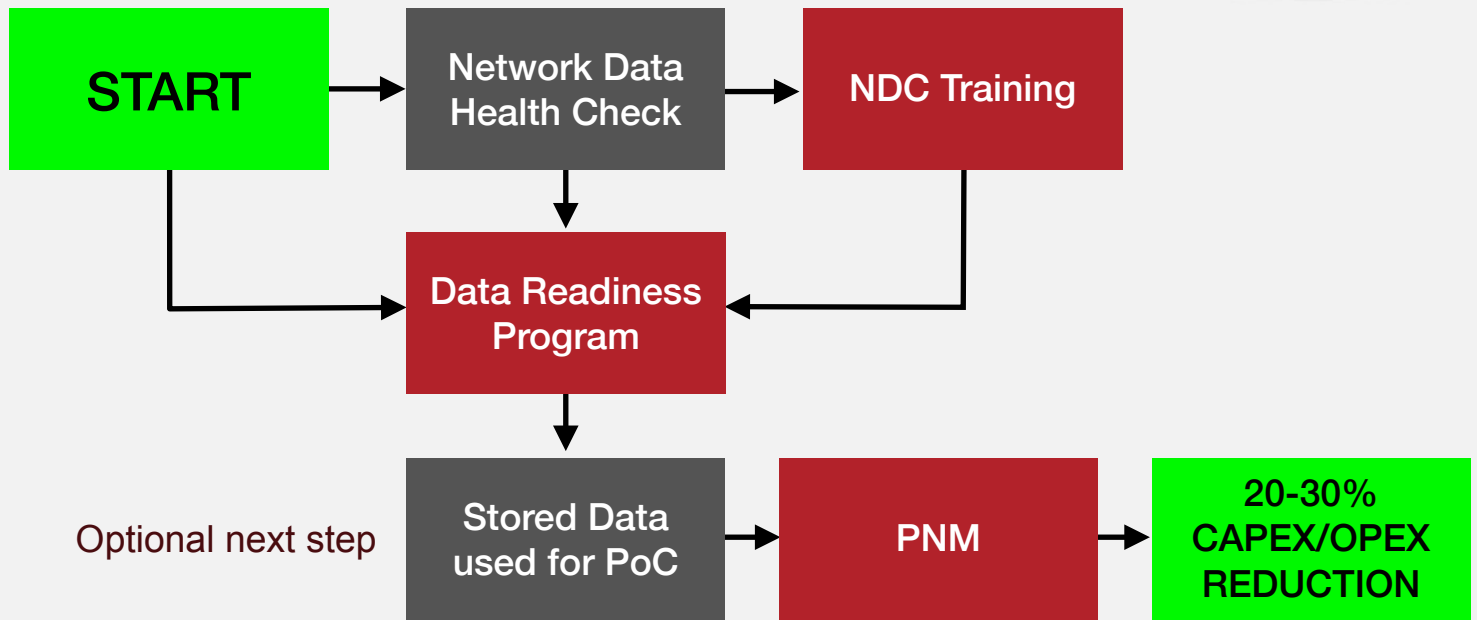
Our Data Ready Program is tailored to your needs.
We deliver results through small, flexible projects that fit your schedule and require little to no time or effort from your team. You can tackle them all at once, one at a time, or just pick the ones that matter most.

How does it work?

1. We identify your key pain points impacting operations and costs - with minimal input from your team.
2. We define the specific network data sets that must be captured and cleaned to address each pain point, requiring little disruption to your team.
3. We provide a clear overview of the effort, costs, risks, and timelines involved in capturing and preparing the necessary data.
4. We work closely with you to prioritise the highest-impact improvements, ensuring alignment before any project or projects begin.
5. We deliver and execute targeted Network Data Capture (NDC) project or projects to clean and optimise your data efficiently.
6. Upon request, we load the cleaned data into a trial version of Pulse Network Manager (PNM) for your direct evaluation.

Your Data Challenge. Multiple Smart Solutions.

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START ──→ Network Data ──→ NDC Training
  │        Health Check         │
  │            │                │
  │            ↓                │
  └──────→ Data Readiness ←─────┘
           Program
               │
               ↓
Optional   Stored Data ──→ PNM ──→ 20-30%
next step  used for PoC          CAPEX/OPEX
                                 REDUCTION
```

DATA READINESS PROGRAM

Achieving two strategic outcomes through a single initiative:

1) **Immediate cost savings** by resolving key operational pain points.
2) **Future readiness** by preparing your network data for AI-driven optimisation.

Ready to Get Started?

Our Data Ready Program is designed to fit your operational realities—delivering clear, manageable steps that improve your network data quality with minimal impact on your team. Whether you choose to begin with a single project or a series of tailored initiatives, we're here to guide you through every step.

Can we offer you a formal proposal?

Get in Touch

Email: henry@pulsetelecom.net

Website: www.pulsetelecom.net

Phone: +61 4 998 57 077