Pulse Telecom

Reducing Telecom Network Costs

PNM - Smart Telecom Network Inventory Management

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1 Where can you achieve the biggest Cost Savings?

Take a moment to reflect on which of these challenges might be impacting your network operations and profitability:

✦ **Optimised Capacity Planning** - Neither too high, nor too low.
✦ **Prioritised Investments** - What region or technology should be invested in first?
✦ **Proactive Infrastructure Management**: - Deferring costly infrastructure expansions.
✦ **Smarter Upgrades** - Optimise the timing and scale of network upgrades.
✦ **Smarter RFPs** - Ensuring budget alignment with true network needs.
✦ **Improved Fault Resolution** - Reduced troubleshooting time and operational costs.
✦ **Identifies Single Points of Failure & Bottlenecks** - Uninterrupted traffic.
✦ **Improved Provisioning** - Less wait time for your customers increases your revenue.
✦ **More efficient Field Operations** - Reduces unnecessary site visits.
✦ **Energy Consumption Optimisation** - Detects inefficient high-power usage.
✦ **Spare Parts -** Stocks spare parts efficiently, minimising downtime and costs.
✦ **Fraud Prevention** - Ensures accurate billing of leased or rented assets.
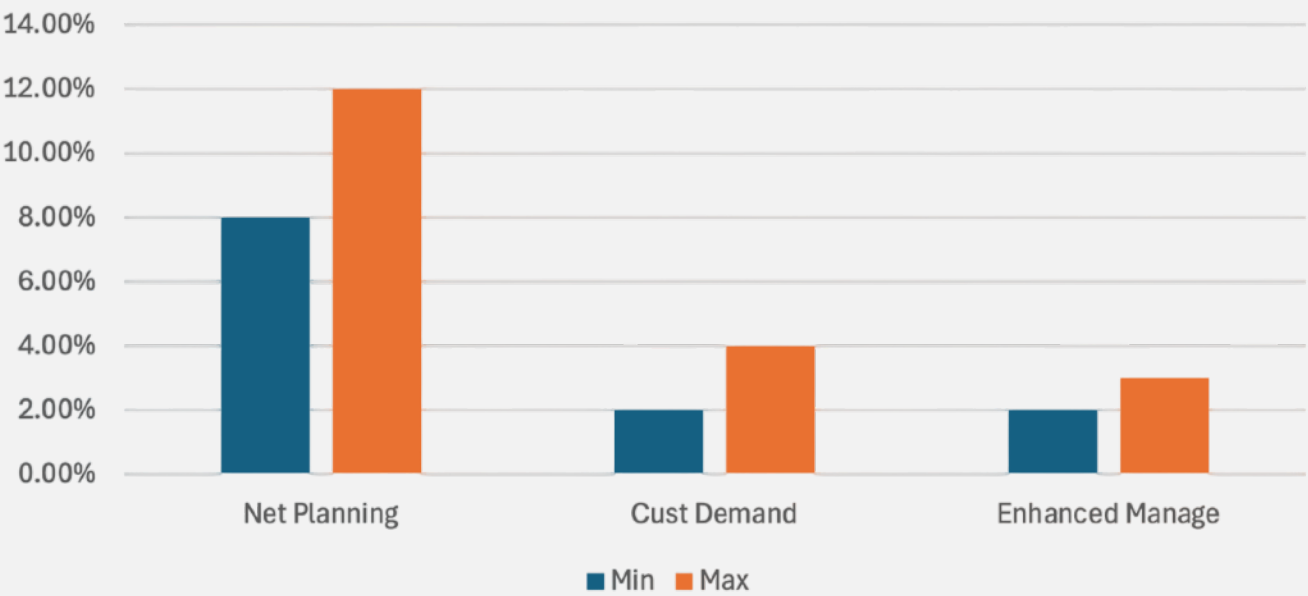
Let's Explore the Right Solution for You

By understanding your specific pain points, we can collaborate on a tailored approach that reduces costs, improves performance, and aligns with your network goals.
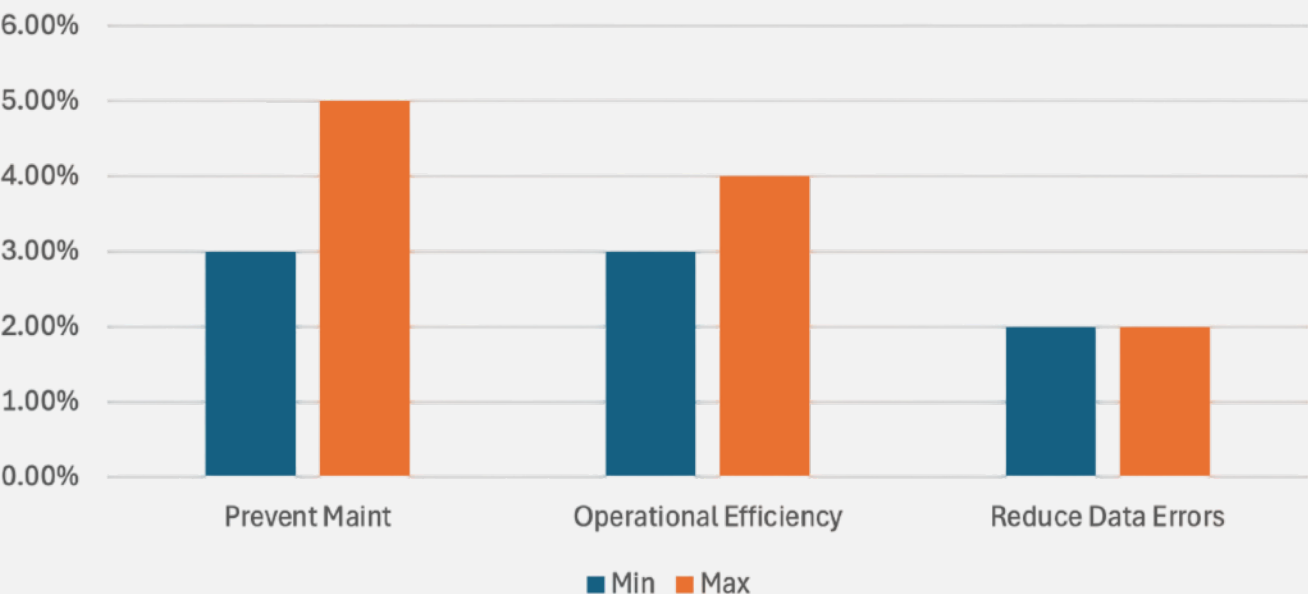
2 Reducing Network Costs by 20-30%

Optimising CAPEX: Smarter Investments, Lower Costs

The graph below shows how PNM reduces CAPEX. Many operators overspend on upgrades and expansion due to poor network data. PNM reveals underused assets, avoids unnecessary purchases, and improves planning — so every dollar is invested where it matters most.

Reducing OPEX: Greater Efficiency, Lower Spend

The graph below shows how PNM cuts OPEX. Without clear network visibility, costs for maintenance, energy, and staffing rise fast. PNM delivers real-time data to streamline operations, eliminate waste, and drive lasting operational savings.

3 Pulse Network Manager
- Your Single Point of Truth

Pulse Network Manager (PNM) is an all-in-one telecom network management system that centralises and automates data collection, providing real-time visibility and control over your entire network infrastructure. It ensures accurate, up-to-date network configurations, performance metrics, and assets, giving you a single source of truth for reliable decision-making.

Key Benefits:

- **Accurate Data:** Eliminates bad data, offering a dependable source for all network information.

- **Cost Savings:** Reduces OPEX and CAPEX by 20-30% with accurate data.

- **Improved Efficiency:** Enables faster decision-making with actionable insights.

- **Optimised Network Performance:** Identifies inefficiencies and issues before they impact performance.

- **Simplified Compliance:** Facilitates accurate reporting and industry compliance.

Informed Decisions: With reliable data, operators can reduce costs, boost performance, and make confident, strategic decisions—avoiding the risks of bad data and poor investments.

4 PNM Use Cases

Missing Disaster Recovery Data Causes Service Catastrophe

A major submarine cable failure crippled a local telco's international traffic. With no backup and missing data to reroute via satellite, service restoration was delayed. Poor bandwidth planning led to slow speeds, customer churn, and serious revenue loss.

Key Benefit: With accurate disaster recovery data, the telco could have maintained service and retained customers.

Catastrophic Fire Due to Neglected Power Budget Data

A telco's poor power budget oversight caused a transformer fire, destroying core equipment and causing a 3-month outage. Costly satellite links were used for voice only - no data.

Key Benefit: Accurate power data prevents damage, downtime, and costly workarounds..

Core Network Upgrade Catastrophe Due to Outdated LAN Data

Outdated LAN data caused a port shortage and cable congestion during a critical upgrade. The telco had to halt the project, buy new gear, and rework cabling—delaying rollout and raising costs.

Key Benefit: Up-to-date network data prevents costly delays and disruptions during upgrades.

Mobile Network Upgrade Project Delayed by Fibre Data Disaster

In the midst of a crucial upgrade project, faulty data about spare fibres delayed progress. The fibres intended for connecting multiple RAN sites to the core were of poor optical quality, forcing the vendor to halt work until repairs were made.

Key Benefit: Accurate fibre data helps prevent costly delays, enabling faster and more reliable network expansion.

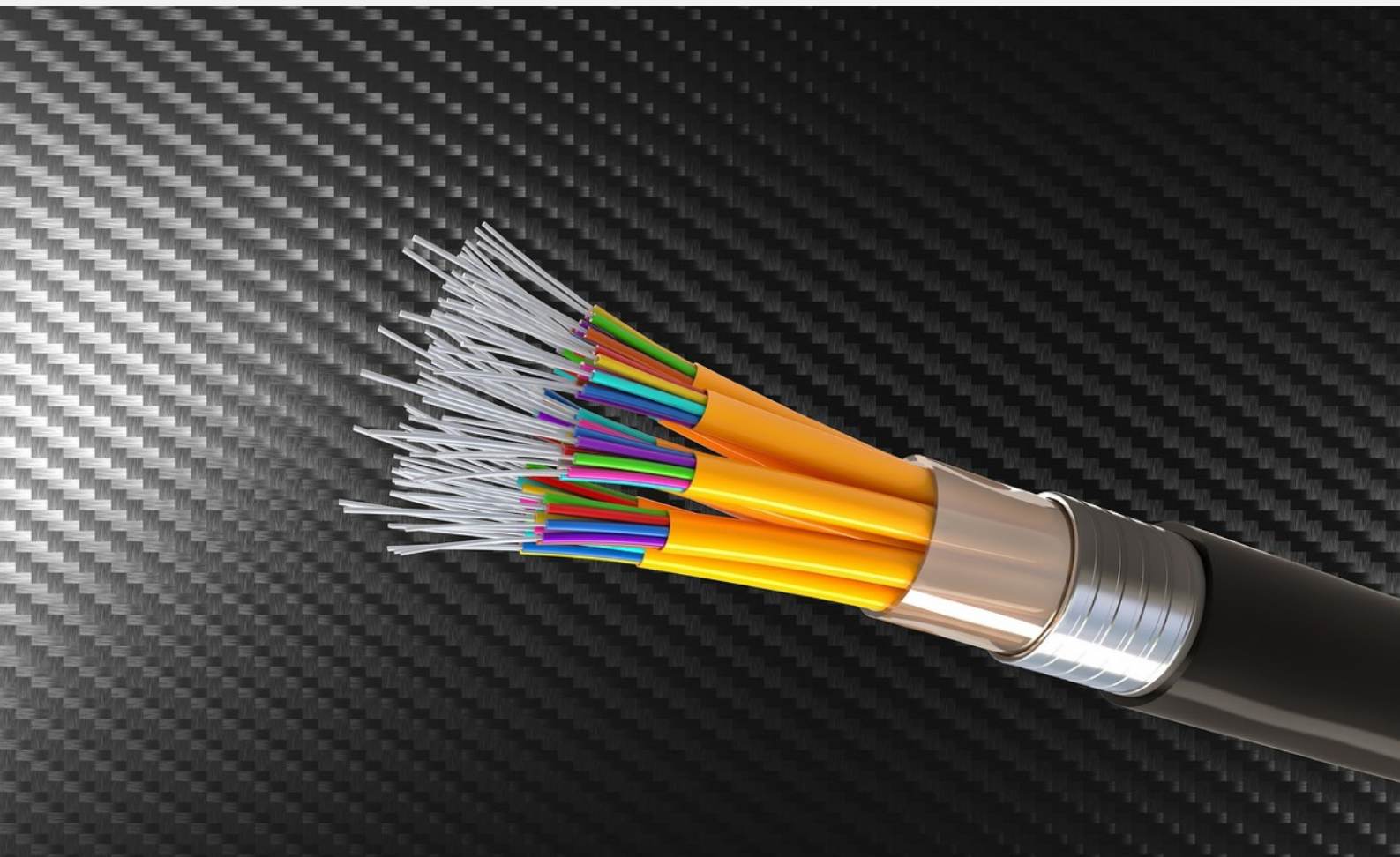## Costly Delays in FTTX Installation Due to Missing Network Data

A residential FTTX connection installation took 8 hours due to missing data linking the customer's ONT to a splitter port. Technicians had to manually trace ducts, leading to unnecessary delays and increased installation costs.

Key Benefit: By ensuring data accuracy in the network, operators can streamline installations, reduce delays, and enhance customer satisfaction.

Producing Highly Effective RFPs

A telco's lack of network visibility led to missed chances to reuse existing assets, causing avoidable costs. Accurate data in RFPs would have enabled a more efficient, cost-effective rollout.

Key Benefit: Accurate network data drives smarter decisions and cuts unnecessary expansion costs.

Voided Warranties Due to Electrical Grounding Data Failure

A telco's lack of grounding data led to repeated equipment failures and voided warranties, forcing costly repairs. Warranty claims were denied until grounding was corrected.

Key Benefit: Proper grounding data protects equipment, preserves warranties, and reduces repair costs.
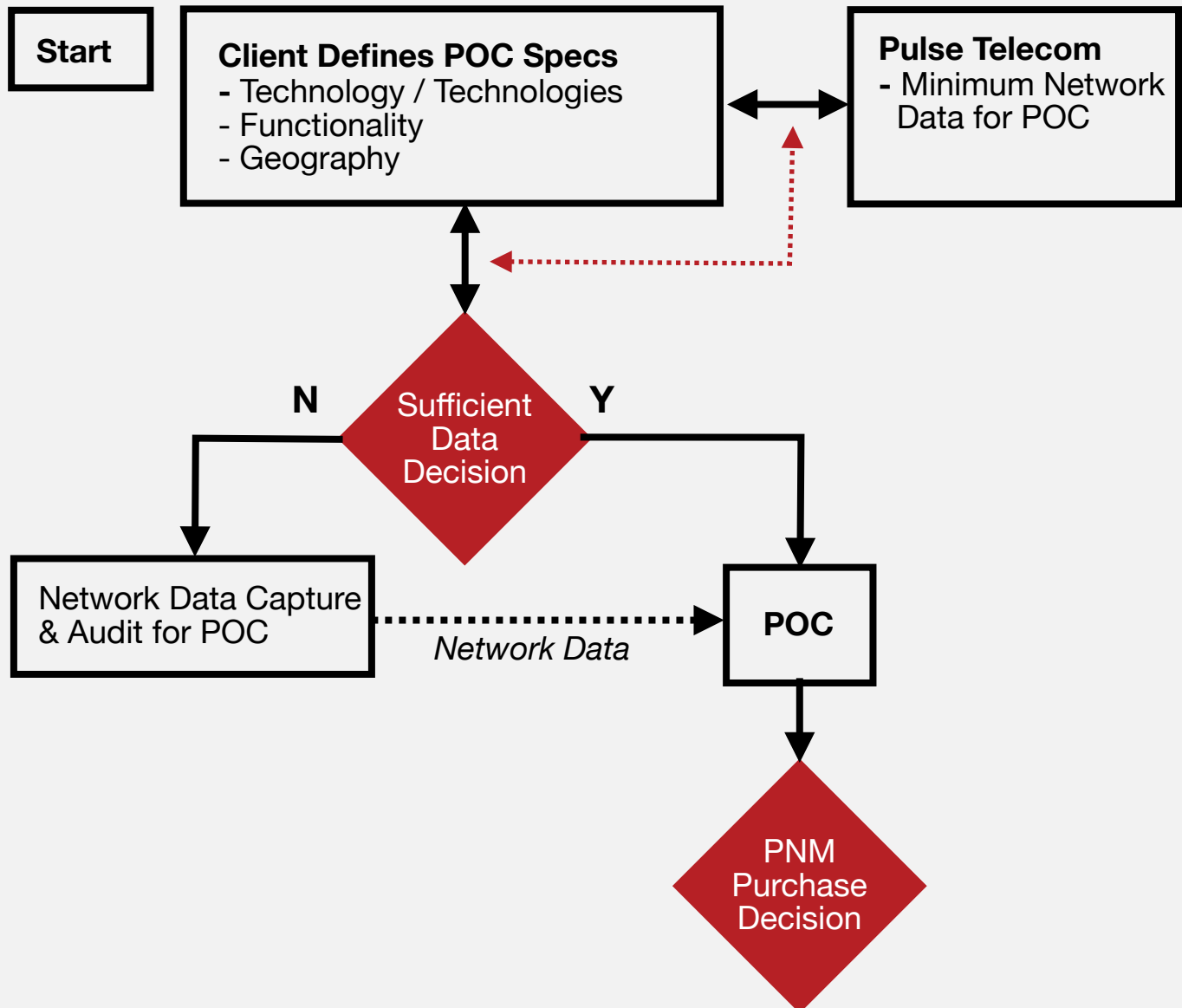
Avoiding Expensive & Reputation-Damaging Outages

A major outage dragged on when engineers couldn't locate the right equipment or fibre links. Lacking digital records, they relied on trial and error.

Key Benefit: Accurate network data speeds up troubleshooting, cuts downtime, and keeps operations running smoothly.

5 Make Confident Decisions with Our Free Proof of Concept

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┌──────────┐   ┌────────────────────────────────┐          ┌─────────────────────────┐
│  Start   │   │ Client Defines POC Specs       │ ◄──────► │ Pulse Telecom           │
│          │   │ - Technology / Technologies    │          │ - Minimum Network       │
└──────────┘   │ - Functionality                │          │   Data for POC          │
               │ - Geography                    │          └─────────────────────────┘
               └────────────────────────────────┘
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Decision diamond: **Sufficient Data Decision**
- N → Network Data Capture & Audit for POC
- Y → POC

Network Data ····► POC

POC → **PNM Purchase Decision**

Tailored POC for Informed Decisions

At Pulse Telecom, we empower clients to define their Proof of Concept (POC) based on their unique technologies, functionalities, and geographic focus.

To ensure a successful POC, we provide a clear list of the essential network data required. If any critical data is missing, the client has two options: adjust the POC specifications accordingly or leverage our **Network Data Capture** and **Network Audit** services to fill the gaps.

Once the POC is completed to satisfaction, the client is equipped with real, data-driven insights to confidently move forward with a purchase decision.

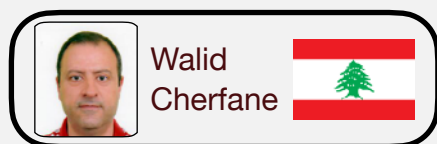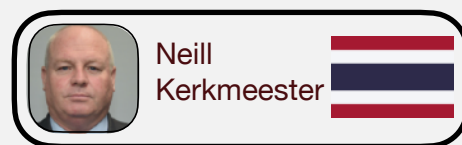# 6 PNM's Licence - Favourable Terms and Conditions

Pulse Network Manager (PNM) comes with a range of flexible terms designed to support telecom operators in their journey to improve efficiency. These include:

Pulse Network Manager (PNM) is offered with long-term value and flexibility, ensuring telecom operators have the support they need for sustained success. Key benefits include:

✦ A 20-year licence providing long-term access to the software, ensuring continued support and updates.

✦ 30 days of free assistance for environment setup and unlimited "Train-the-Trainer" training.

✦ No limit on the number of simultaneous users or network components.

✦ Access to all software updates, including bug fixes and new features.

✦ Flexible payment plans with the option to cancel at any time.

7 Pulse Telecom Representatives around the World

Anton Muller		Neill Kerkmeester
Don Chappell	Ishwor Shahi	Joakim Baunach
Lazarus Paulus	Mario Ebanks	Phil Evans
Walid Cherfane	Wayne Lennon	Aditya Satpute

Pulse Telecom is represented by regional managers in 10 countries. We are continually growing so please check with Barbara our CAO for updates. Her details are:

WhatsApp +61 499 857 077
Email talk2us@pulsetelecom.net

8   Meet the Leadership Team

Henry Dijkstra (CEO)

henry@pulsetelecom.net | +61 488 405 081

Henry is the founding partner and CEO of Pulse Telecom, with over 35 years of international experience in telecommunications. Specialising in 5G, network management, and cost optimisation, Henry has worked with operators, vendors, regulators, and consultancies worldwide. His expertise spans from early PSTN systems to cutting-edge IP-based, virtualised networks. Passionate about technology and mentoring, Henry is eager to share his knowledge on practical telecom solutions and the latest advancements in 5G.

David Emerson (CIO)

david@pulsetelecom.net | +61 482 039 176

David, Pulse Telecom's CIO, has extensive experience in software development and custom database solutions. He founded Dalyn Software Ltd in 1993 and has since built reliable systems for industries including telecommunications, finance, and healthcare. His expertise in database management and rapid learning of new sectors drives Pulse Telecom's technological innovation and commitment to meeting the unique needs of the telecom industry.

Barbara Dijkstra (CAO)

barbara@pulsetelecom.net | +61 499 857 077

Barbara, Pulse Telecom's CAO, brings over 20 years of international experience to the telecom sector. She has worked with telecom operators, regulatory authorities, and tower companies in project management and network auditing. Known for her attention to detail and people skills, Barbara is passionate about bringing the human touch to the technical world of telecommunications, specialising in network inventory management.

Lyn Emerson (Director)

lyn@pulsetelecom.net

Lyn, a Director at Pulse Telecom, has a background as a Systems Librarian and in writing procedure manuals for corporates. Her skills in problem analysis and solution development, combined with her ability to explain complex concepts clearly, add significant value to Pulse Telecom's operations, ensuring clarity and precision in all projects.

Take the Next Step in Network Optimisation

At Pulse Telecom, we help telecom operators **reduce costs, improve efficiency, and unlock the full value of their network data**. Whether you're looking to gain **deeper network insights (POC), clean and structure your data (NDC), or optimise operations with Pulse Network Manager (PNM)**—we're here to assist.

Get in Touch

✉ **Email:** talk2us@pulsetelecom.net

🌐 **Website:** www.pulsetelecom.net

📞 **Phone:** +61 4 998 57 077

Let's discuss how we can **help your network run smarter and more cost-effectively**.

"Pulse Telecom's solutions are designed to deliver clear network insights, reduce inefficiencies, and drive significant cost savings for telecom operators."

Optimising Networks, Reducing Costs.