



CHALLENGE 1:

Smart Tower Monitoring & Infrastructure Intelligence Platform

Problem Statement

A company currently requires improved visibility, monitoring, reporting, and operational intelligence across tower and infrastructure sites to enhance uptime management, SLA compliance, energy optimization, tenancy visibility, and security management.

Existing systems provide fragmented monitoring capabilities and limited centralized intelligence for operational decision making.

Why It Matters

Telecommunication infrastructure uptime directly affects customer service availability, SLA performance, revenue assurance, and operational efficiency.

Downtime results in:

- Service degradation
- SLA penalties
- Service credits
- Increased operational costs
- Delayed incident response

A unified intelligent monitoring system is therefore critical.

Desired Solution Capabilities

Participants are expected to develop prototype solutions capable of supporting:

Infrastructure Monitoring

- Tower/site status monitoring
- Real time uptime visibility
- Historical uptime reporting
- SLA reporting dashboards

Power Monitoring

- Grid power monitoring
- Solar power monitoring
- Generator monitoring
- Automatic power source switching visibility
- Power source utilization reporting (Daily, Weekly, Monthly, Quarterly, Yearly)

Fuel & Generator Intelligence

- Diesel level monitoring
- Fuel consumption analytics
- Generator runtime tracking
- Low fuel alerts
- Fuel theft anomaly detection

Security Monitoring

- CCTV integration capability
- Intrusion / movement detection
- Alarm management
- Unauthorized access alerts

Environmental & Sensor Monitoring

- Temperature monitoring
- Smoke / fire alerts
- Door sensors
- Motion sensors
- Equipment health alerts

Commercial Intelligence

- Tenancy ratio monitoring
- Number of clients per tower / site
- Site utilization analytics
- Revenue opportunity visibility

Reporting & Analytics

- Executive dashboards
- NOC reporting compatibility
- Historical analytics

- Automated SLA reports
- Predictive maintenance indicators

Inspiration Platforms

Participants may benchmark capabilities from Galooli, Galileo tower monitoring systems, Remote infrastructure management systems, and IoT monitoring platforms.

Desired Impact

The solution should:

- Improve operational visibility
- Reduce downtime
- Improve SLA compliance
- Enhance energy management
- Improve tower utilization visibility
- Support predictive maintenance
- Reduce operational losses

CHALLENGE 2:

Commercial Operations Automation & B2B CRM Intelligence Platform

Problem Statement

A company currently requires an integrated B2B focused commercial operations system capable of managing customer relationships, sales pipelines, account-based marketing, contract visibility, customer intelligence, and commercial performance analytics.

Current processes remain fragmented across spreadsheets, emails, standalone systems, and manual reporting processes.

Why It Matters

Enterprise sales environments require advanced customer intelligence, sales visibility, forecasting, and strategic account management capabilities to improve conversion rates, customer retention, and revenue growth.

The absence of centralized commercial intelligence affects:

- Pipeline visibility
- Forecasting accuracy
- Cross selling effectiveness
- Strategic account growth
- Customer journey tracking

Desired Solution Capabilities

CRM & Pipeline Management

- Lead management
- Opportunity tracking
- Account management
- Sales pipeline visualization
- Forecast dashboards
- Conversion analytics

B2B Journey Management

- Enterprise account profiling
- Customer lifecycle visibility
- Decision maker tracking
- Customer engagement history

Account Based Marketing (ABM)

- Strategic account mapping
- Buying committee tracking
- Personalised account engagement
- Opportunity scoring

Vertical Sales Indexing (VSI)

- Revenue ranking by sector
- Top account identification
- Growth opportunity tracking
- Revenue growth monitoring
- Sector performance analysis

Opportunity Qualification

- Lead vs pipeline separation
- Deal qualification stages
- Weighted pipeline scoring
- Opportunity maturity grading (Bronze, Silver, Gold, Platinum)

Intelligent Cross Selling & Upselling

- Product recommendation engine
- Customer service usage analysis

- AI assisted opportunity ranking
- Probability scoring for product adoption

Experience & Engagement Tracking

- Data Centre Tour attendance tracking
- Solution demo participation tracking
- Event participation history
- Customer experiential engagement analytics

Contract Management

- Digital contract generation
- Contract repository
- Renewal tracking
- E-signature workflows
- PDF storage integration

Customer Information Management System (CIMS)

- Centralized customer database
- Single customer view
- API integration support
- Role based access controls
- Audit logging
- Data protection compliance

Integrations

- Email
- SMS
- Telephone systems
- ERP systems
- eSPF integration (internal system)
- API readiness

Desired Impact

The solution should:

- Improve enterprise sales visibility
- Improve strategic account management
- Strengthen pipeline forecasting
- Improve cross selling opportunities

- Enhance customer intelligence
- Reduce fragmented customer data
- Support revenue growth strategies

CHALLENGE 3:

Brand, Communications & Market Intelligence Automation Platform

Problem Statement

Marketing, communications, customer intelligence, and media analytics remain fragmented across multiple disconnected platforms, limiting real time visibility, reporting efficiency, customer sentiment tracking, and campaign optimization.

Why It Matters

Modern communications environments require integrated intelligence systems capable of monitoring customer sentiment, digital performance, competitor activity, media visibility, and customer feedback in real time.

Desired Solution Capabilities

Unified Analytics Dashboard

- Social media analytics integration
- Website analytics integration
- Email campaign analytics
- KPI dashboards
- Conversion tracking
- Competitor benchmarking
- Paid Media Tracking (Budget vs Spend vs Billing Status)

Social Listening Capabilities

- Brand mention tracking
- Competitor monitoring
- Sentiment analysis
- Trend detection
- Crisis alerts
- Media monitoring

Customer Feedback & Intelligence

- CSAT surveys
- NPS surveys
- Market perception tracking
- Share of voice analytics
- Competitor benchmarking
- Automated reporting dashboards

AI & Intelligence Features

- Automated insight generation
- Sentiment scoring
- Trend forecasting
- Campaign recommendations

Desired Impact

The solution should:

- Improve marketing intelligence
- Strengthen campaign optimization
- Improve customer feedback visibility
- Enhance brand reputation monitoring
- Improve reporting efficiency

CHALLENGE 4:

Information Technology Service Management

Problem Statement

IT service management (ITSM) is the practice of designing, delivering, supporting, and improving IT services for employees and customers. With the increase of mobile accessibility, ITSM services should be provided on web and mobile devices.

Why It Matters

A set of practices that cover requests, incidents, changes, assets, and knowledge across the service lifecycle. The solution is intended to cover IT services but also have general applicability for other business unit requests defined as categories.

Desired Solution Capabilities

Service Request Management

- Systematic approach to handling formal requests from users

- Request Logging and Tracking
- Categorization and Prioritization
- Track requests, manage expectations
- Coordinate fulfillment across departments such as IT, HR, finance, and customer service

Incident Management

- Role Based Platform
- Robust Incident Identification and Logging
- Intelligent Incident Prioritization and Categorization
- Rapid Incident Diagnosis and Escalation
- Effective Incident Resolution and Recovery
- Post-Incident Analysis and Continuous Learning

Change Management

- Ability to raise request for change
- Change Categorization
- Define Change Management Procedure (Review, Approval etc)
- Change Management Execution and Closure
- Change Reporting & Analysis

Problem Management

- Problems Identification
- Root Cause Analysis

AI & Intelligence Features

- Automated insight generation
- Incident Prediction
- Self-help services

Desired Impact

The solution should:

- Develop and Deliver an ICT Service Desk Tool
- Present a web and mobile version of the solution
- Improve SLA Management for each customer
- Enhance Communication and Collaboration with clients
- Streamline workload management for staff

- Improve reporting efficiency

Inspiration Platforms

Participants may benchmark capabilities from SysAid,ServiceNow, Jira etc