

09:35–09:50 | Making the NaaS Dream a Reality with  
Agentic AI and LSO Open Standards B2B2X Automation



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Co-Founder & Chief Strategy Officer



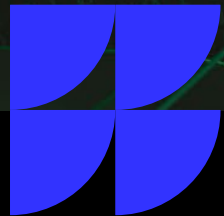




# Key goal for Na a S

Hide the complexity of network services and make it super easy for users to manage them via self-service



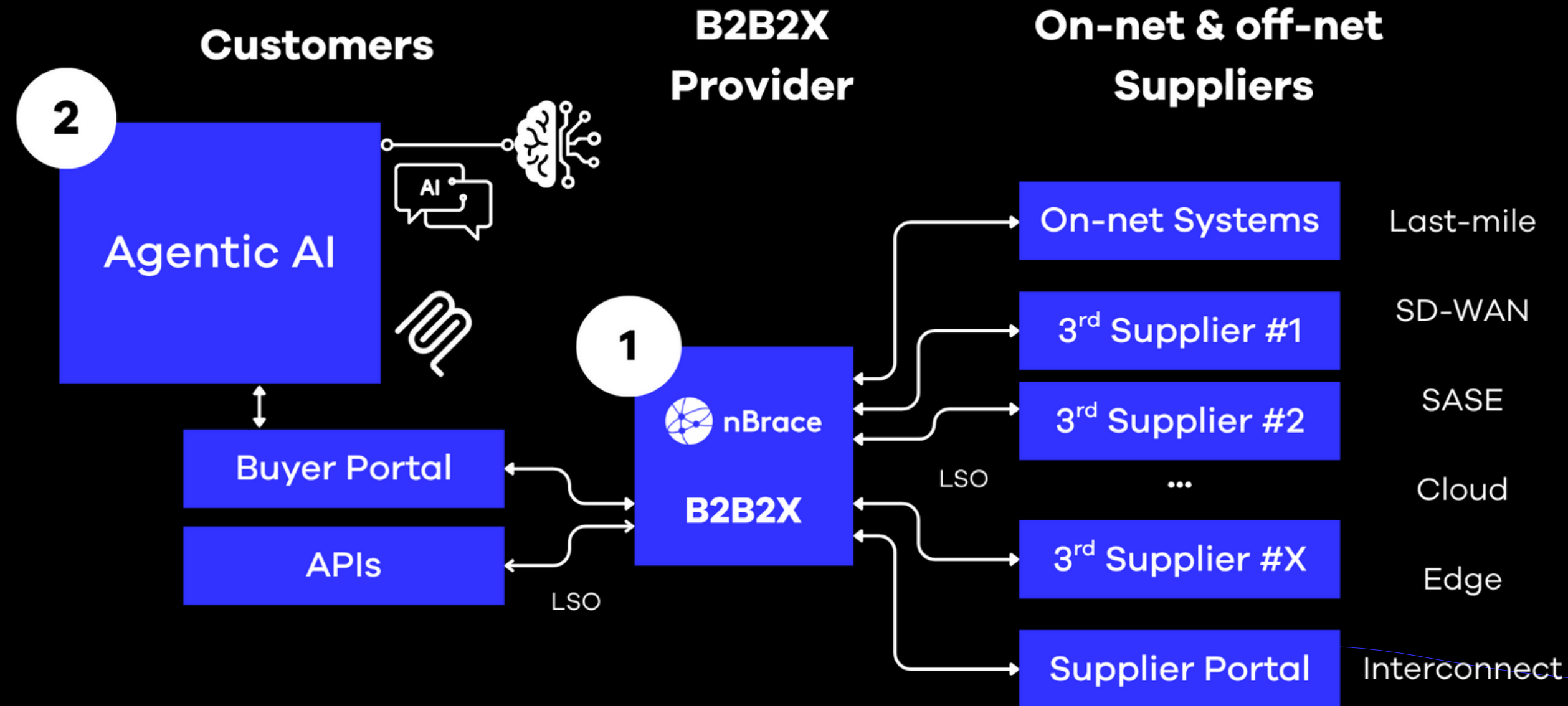
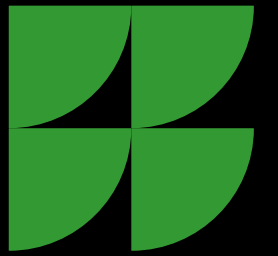


# Challenge...

- Network services are inherently complex
  - multiple-provider networks
  - multiple layers
  - multiple technologies
  - multiple vendors
- Specialist knowledge & skills are required
- Customer experience is still a challenge ...



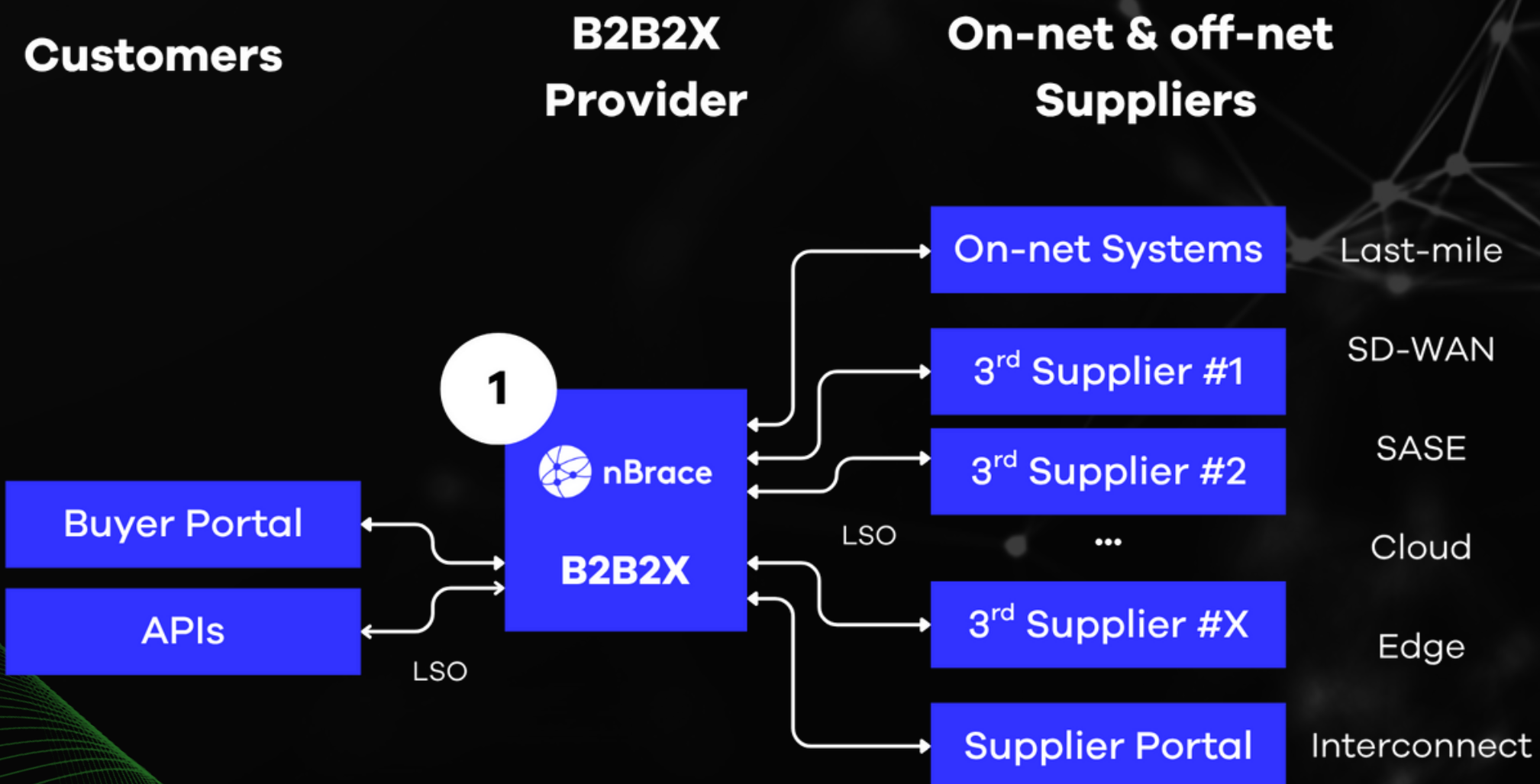
# Combine the power of **Agentic AI** with the rich context of Mplify **LSO** Open Standards **B2B2X** Automation



## Solution

# 1 LSO Open Standards B2B2X Automation

Abstract, standardize & automate end-to-end network service supply chains and expose them self-service Portals & APIs



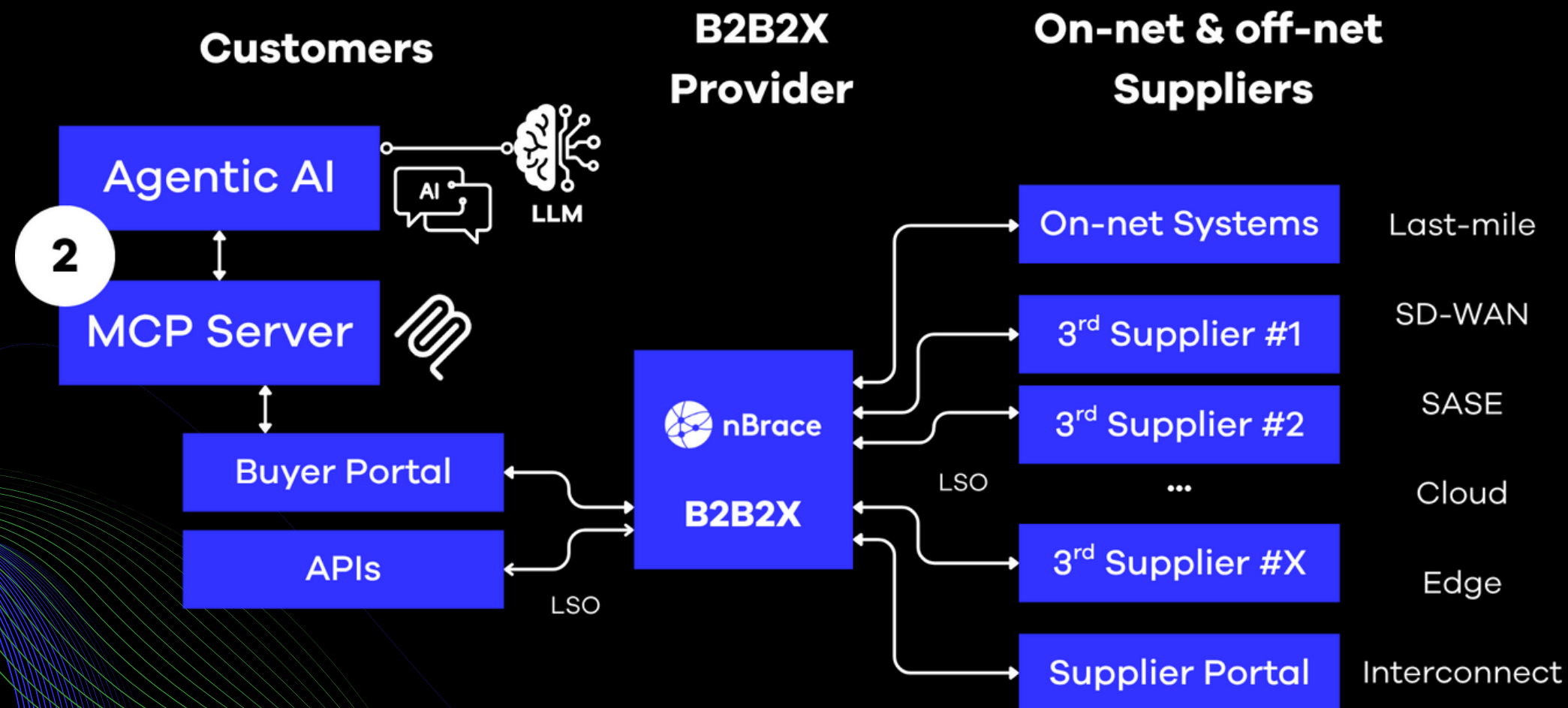
## Benefits

- Self-service via APIs & Portals
- Rapid response to Customers
- Expanded coverage
- Enriched service offerings
- Standardized 360 life -cycle support
- Introduce new service offerings quickly

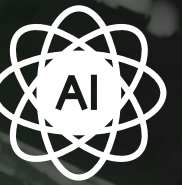


## 2 Add Agentic AI & MCP Server...

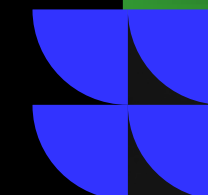
Breakthrough Na a S Customer Experience  
with **Agentic AI + MCP Server** + context rich  
LSO Open Standards B2B2X Automation



### Benefits

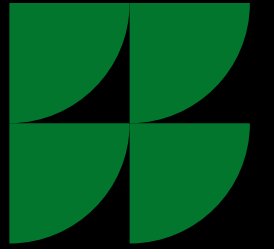


- Human-like conversational experience
  - lower barrier to entry
- Guide users through complex processes
  - abstracts complexity
- Makes reworks, changes & repeats easy
  - significant effort reduction





# Don't take my word for it... **live demo!**



## AI Assisted Ordering



Leveraging AI Agent to  
order a Standard Access  
E-Line service through  
conversational experience  
with Mplify LSO B2B2X  
Automation



Visit our  
GNE Innovation Station  
to learn more



# Summary

Agentic AI + rich context of  
LSO Open Standards B2B2X  
Automation => game changer for  
NaaS Customer Experience

## Agentic AI & MCP Server

makes it super easy for NaaS  
users to manage complex next  
services

## LSO Open Standards B2B2X Automation

abstracts, standardizes &  
automates end-to-end  
network service supply chains





Global NaaS Event

