HGC GLOBAL COMMUNICATIONS

DRIVING FRICTIONLESS COMMERCE AMONG CARRIERS WITH SPEED-TO-MARKET SERVICEABILITY

MEF

HGC DEPLOYS MEF 3.0 LSO SONATA API TO DRIVE FRICTIONLESS COMMERCE

As an industry association of 200+ leading service and technology providers, MEF is recently standardizing multiple sets of LSO APIs to enable service automation across providers and network technology domains, streamlining business customers' experience.

HGC is one of first eight service providers for deploying MEF 3.0 LSO Sonata API to drive frictionless commerce.

> " *The investment in MEF's LSO Sonata APIs is a key leapfrog for HGC. With continuous industry-wide support, it would enable us to achieve the vision in automation in our business operation, further down the road inclusion of new business models will be available, with improved flexibility and agility.* "

- Ravindran Mahalingam
  SVP, International Business of HGC

MEF 3.0 LSO SONATA API - SEAMLESS INTER-PROVIDER SERVICE PROVISION

The full suite of available and planned LSO Sonata APIs deals with serviceability (address validation, site queries, product offering qualification), product inventory, quoting, ordering, trouble ticketing, contracts, and billing.

The implementation of LSO Sonata APIs enables HGC to further enhance its participation in a global federation of automated networks that will support dynamic inter-provider services with frictionless commerce, bringing value to business customers with:

- Faster and more efficient interconnection between service provider and partners, creating a complementary and frictionless commerce

- On-demand ordering and augmented service provisioning, which minimizes manual order handling

- Accelerated service delivery in near-instantaneous cycle time, streamlining business customers' experience

OPEN SOURCE API -
OPEN OPPORTUNITIES FOR FASTER MARKET PENETRATION

Telecom APIs allow carriers to capitalize on the existing network infrastructure and capabilities, increasing the agility and efficiency with which we adapt to technological change. With the API market projected to grow at a CAGR of over 23% by 2025, rapid innovations in technology, along with the increasing penetration of cloud-based services are expected to be the key drivers.

Creating an open platform and enabling reusable, efficient and scalable connections are the key pillars of HGC's digital transformation, as we have known that carriers who can interoperate and deliver products and services out to customers quickly can meet market's demand faster. Further, it is significant for carriers to provide flexible capacity to meet the current climate of uncertainty and future fluctuating business conditions. As there are different buy and sell use cases and processes among wholesale providers, service automation will attribute disparity in service definitions within industry.

HGC API HUB - SEAMLESS MULTIPLE SYSTEM INTEGRATION

HGC's cloud-based API Hub provides the highest levels of availability, resiliency and scalability to meet the demands of a digital workforce. It enables effective integration of multiple APIs and delivers a suite of API-based services for different businesses.

As one of our key services, A2P SMS API minimises the technical complexity and enables carriers, corporate and enterprise customers and OTT service providers to create and manage multiple message originators via one platform and to schedule and deliver messages worldwide.
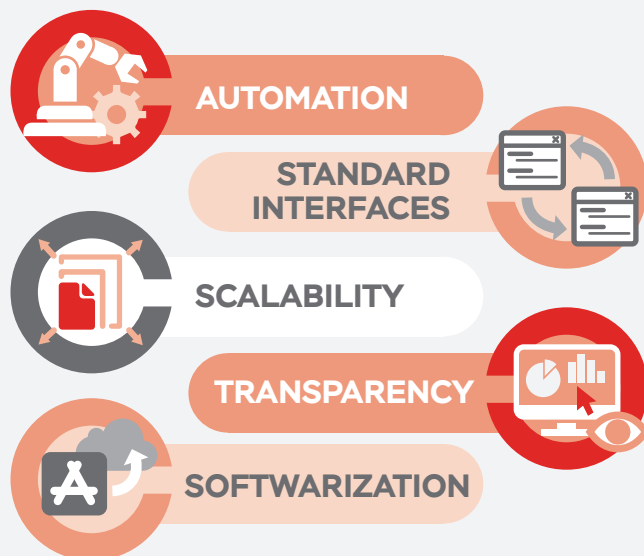
CHECK OUT MORE
FOR HGC API HUB

HGC CARRIER-TO-CARRIER API - SDN NETWORK ORCHESTRATION

HGC's APIs enable SDN architectures from different network service providers to interoperate with each other, integrating with their state-of-the-art solutions and accelerating the establishment of a robust international telco-services marketplace. It is HGC's strategy to continue expanding SDN services, as to enable carrier-carrier interoperability, enhance our network provisioning, cloud connectivity and provide secure and customised data-driven solutions.

CHECK OUT MORE FOR
HGC SDN-ENABLED MARKETPLACE

> *" HGC is a firm believer in standards that drive consistent and repeatable collaboration between carriers. We see that carriers who can interoperate while getting products and services out to customers quickly can meet this growing demand faster. Further, the ability to provide flexible capacity, as to meet the current climate of uncertainty and future fluctuating business conditions will place us in a far stronger position. "*
>
> *- Jacqueline Teo*
> *CDO of HGC*

API: FOUNDATION OF FUTURE DIGITAL INFRASTRUCTURE INTEROPERABILITY

- AUTOMATION
- STANDARD INTERFACES
- SCALABILITY
- TRANSPARENCY
- SOFTWARIZATION

ABOUT HGC GLOBAL COMMUNICATIONS

HGC Global Communications Limited (HGC) is a leading Hong Kong and international fixed-line telecom operator and ICT solution provider. The company owns and operates an extensive fibre-optic network, five cross-border telecom routes integrated into tier-one telecom operators in mainland China and connects with hundreds of world-class international telecom operators, providing full-fledged telecom, data centre services, ICT solutions and broadband services for local, overseas, corporate and mass markets.

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