



CELTIC-NEXT



Proposers Brokerage Day

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Generative Unified Anomaly Resolution & Diagnostics

GUARD



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Teaser

Main Benefit

- Proactive incident prevention
- Faster fault isolation
- Reduced operational risk
- Improved service resilience
- Scalable AI-driven operations

Added Value

- Cross-domain observability
- Explainable AI reasoning
- Confidence-gated automation
- Privacy-by-design architecture
- Reusable modular platform

Why Participate?

- Real telco & OTT pilots
- Multi-country validation
- Reduced MTTD / MTTR
- European standard impact
- Trusted AI innovation

Organisation Profile



Leading pay-TV, streaming and ISP in Turkey



Founded 1999



Part of beIN Media Group



250+ channels
millions of users



Services reaching
160+ countries



Strong R&D in OTT,
networks & CX



Proven R&D-to-
production
capability

Proposal Introduction (1)



Vision

reactive incident handling



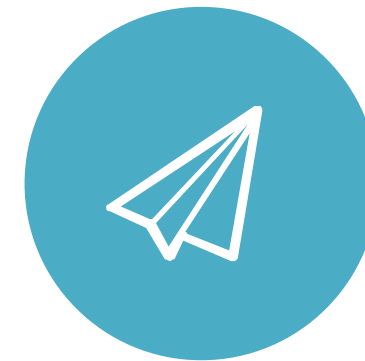
*proactive AI-driven
resilience*



Concept

*Fuse multi-source observability
(QoE, CDN, network, logs, OSS/BSS)*

*Use GenAI reasoning agents
(for RCA & recommendations)*



Motivation

Zero-outage ambition for peak traffic events

Manual triage drives slow RCA, high OPEX, poor QoE

*Need for preventive, self-learning operational
intelligence*



Innovation

Topology-aware anomaly detection

Explainable reasoning (not black-box AIOps)

Confidence-gated automation with human-in-the-loop

*Hybrid, edge and on-prem deployment (GDPR &
sovereignty)*

Proposal Introduction (2)



Target Impact

>30% reduction in MTTD / MTTR

Improved uptime, resilience & QoE



Expected Outcomes

Earlier detection & accurate alerting

Faster, preventive RCA

Safer automated mitigation

Automated reporting & knowledge retention



Timeline

36 months (2026–2029)

Phase 1: Architecture & prototype

Phase 2: Platform development & integration

Phase 3: Multi-country pilots & validation



Cross-Border Adoption & Standards

Practical inputs to:

ETSI ENI/ZSM • 3GPP SA5 • TM Forum • DVB

Enabling interoperable, trusted European digital infrastructures

Partners

Consortium Lead: beIN Digiturk (Turkey)

OTT, telecom & ISP · Live customer pilots · Peak traffic events

Partners we are looking for

- **Telecom Operators**
Mobile & fixed · Multi-country pilots
- **OTT & Digital Service Providers**
High-traffic platforms · Real user impact scenarios
- **Standardisation Partners**
ETSI · 3GPP · TM Forum · DVB
- **Cloud, Edge & MLOps Providers**
Hybrid/on-prem · Scalable & sovereignty deployments
- **Cybersecurity & Privacy Experts**
GDPR · Privacy-by-design · Trusted AI operations
- **Research & Academia**
AI, service management · Benchmarking & evaluation
- **AI & AIOps Technology Providers**
Anomaly detection · Explainable AI · Automation

Contact Info

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