



CELTIC-NEXT



Proposers Brokerage Day

**25th September 2026,
IMEC**

in Leuven, Belgium

Generative Unified Anomaly Resolution & Diagnostics

GUARD



Tan Ruşan - DIGITURK
tan.rusan@digiturk.com.tr

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



OTT, network & CX

R&D capabilities



R&D-to-production

Track record

Proposal Introduction (1)



Vision

*Reactive incident
response*

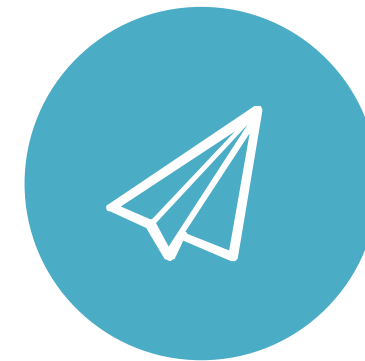
*Predictive, explainable
service assurance*



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

Event-aware forecasting with uncertainty

Evidence-linked RCA with governed RAG

Confidence- and policy-controlled mitigation

Hybrid/on-prem with privacy and audit controls

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

Phase 1: Architecture & prototype

Phase 2: Platform development & integration

Phase 3: Multi-country pilots & validation



Cross-Border Adoption & Standards

Align with ETSI ENI/ZSM, TM Forum and relevant industry frameworks

Contributions defined with confirmed standards partners

Partners

Consortium Lead: beIN Digiturk (Turkey)

Confirmed OTT pilot • Consortium in formation • Telecom pilot sought

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

For more information and for interest to participate please contact:

Tan Ruşan – Digiturk

tan.rusan@digiturk.com.tr

+90 5325550481



Autumn Call 2026 • Consortium in formation

Join the Consortium Building Sessions

**28. September
from 10:00-11:00 CET**

Connection details:
Via

www.celticnext.eu/new-ideas

