One Platform. No Silos.

DEMANDFLOW®

How DemandFlow unifies the data silos and the technology silos that every operator has grown, and what becomes possible when the records are one

OVERVIEW

A network operator runs on silos it never chose. The fibre is in a GIS, the devices in an inventory, the services in an OSS, the customers in a CRM, the changes in a ticketing tool, the projects in a planning tool, the budgets in spreadsheets, the IT estate in an agent console, the logs in a monitoring stack and the people in an HR system. Each is right about its own corner. None can answer the questions that cross them: which customers lose service if this duct is cut, whether this change clashes with that one, what the platform going out of support next year will cost, or whether the project that pays for it is still on track.

Integration does not fix this. Every connector between two silos is a third thing to maintain, and the answer to a cross-cutting question still has to be assembled by a person. DemandFlow® takes the other route: one platform where the duct, the device, the service, the customer, the change, the project, the budget, the asset, the log event and the person are records in one set, referencing each other directly, written through one path with one history, and read by every module.

The silos it removes

- **Physical and logical network.** Ducts, cables and strands; racks, power and cooling; devices and ports; links, LSPs, VRFs and VLANs; circuits and wavelengths; services and customers, all referencing each other down to the strand.
- **Network and radio.** Towers, antennas, radios and cells joined to the fibre fronthaul, the backhaul links and the sites they share with the fixed network.
- **Operations and change.** Discovery, drift, changes, maintenance windows, alerts, tickets and incidents on the same device and service records they concern.
- **Delivery and money.** Demands, projects, plans, baselines, roadmaps, forecasts, purchase orders, actuals and investment plans as one chain from idea to invoice.
- **Lifecycle and investment.** Platform versions, end-of-support dates, capacity and dependencies feeding the plan that replaces them and the projects that deliver it.
- **IT and telecom estates.** Two estates kept apart where they should be, sharing the people, departments, vendors, contracts, tickets and knowledge where they should.
- **Systems and people.** Staff, skills, timesheets, candidates, contractors and customers as one people model behind projects, placements, tickets and services.
- **Humans and assistants.** The same records, rules and audit for a person at a screen, an integration flow and an AI assistant working through MCP.

What unification looks like

From the customer to the strand. A service sold to a customer carries its contract line and SLA, the VRF and prefix that realise it, the link that carries it, the circuit and wavelength beneath, the ports and devices, the patch cords and the fibre path down to the strands, cables, closures and ducts. The service stack draws it in one picture with health from open alerts and a completeness score per layer. Nothing on that picture was integrated from somewhere else; it is the same record set.

From a cut to the customers. Outage impact on any duct, cable, closure, strand, device, link, PDU, rack or room walks the dependency graph to the circuits, services, premises and customers affected, flags lost diversity and DR exposure, raises the ticket and drafts the customer notices. A SIEM alert on a link arrives already knowing the carriers, services, LSPs, VRFs and customers that ride on it.

From a change to its consequences. A network change names the plant and devices it touches; the platform works out the services, customers and premises affected, scores the risk, checks the booking against other changes and freeze windows, warns the sensing customers whose zones depend on the site, takes a discovery snapshot before and after, and verifies the result.

From end of support to a funded project. A platform version's end-of-support date becomes a draft demand with impact and cost of delay, a line on the department's investment plan priced from its own closed projects, a decision made against the business unit's headroom, and on release a project under the department's portfolio with its roadmap and forecast lines already written. The project's gantt assigns people whose load is visible across every other plan, its spend sits in the finance tracker the CFO's dashboard reads, and its status report is pre-drafted by the AI PMO every morning.

From a job spec to a timesheet. A won resourcing deal creates vacancies; candidates are people records with verified skills; a placement raises onboarding e-signatures; the contractor's timesheet feeds billing and the project's actuals.

From an agent check-in to a ticket. An IT device reports its posture; a failing rule becomes a finding; a SIEM event on that host raises a ticket with the asset linked; the asset's licence, warranty, cost and eventual disposal are on the same record.

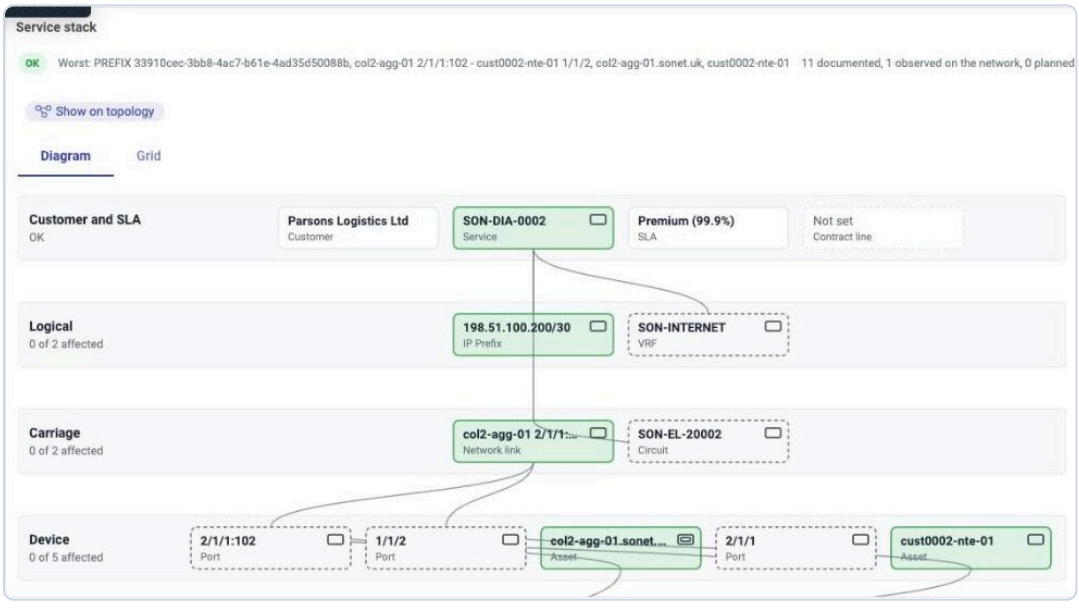


FIGURE 1. ONE SERVICE FROM THE CUSTOMER AND SLA THROUGH THE VRF AND PREFIX, THE LINK AND CIRCUIT, TO THE PORTS AND DEVICES, DRAWN FROM ONE RECORD SET

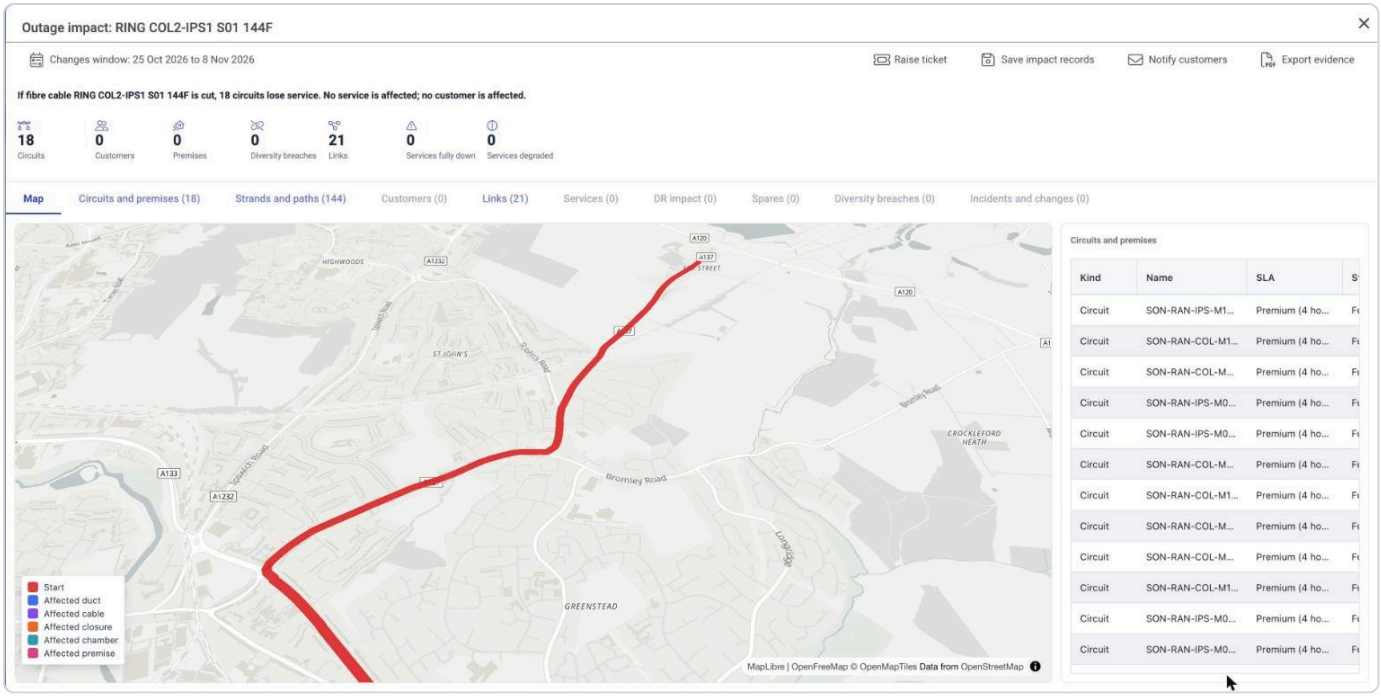


FIGURE 2. A CUT ON ONE RING CABLE TRACED TO THE CIRCUITS, LINKS, CUSTOMERS AND DIVERSITY BREACHES IT CAUSES

Bring your data in from wherever it is

Unifying silos starts by emptying them. DemandFlow loads what you already have, from wherever it lives, and matches it to the records it belongs to.

Spreadsheets and files. CSV and Excel import with column mapping, a dry run and a downloadable error report before anything is written; a bulk endpoint; module importers that understand the shape of fibre, data centre, RAN, ledger, purchase order, patent, recruitment and project files. Workbooks take CSV, TSV, Excel, JSON, Parquet, GeoJSON, KML and KMZ as datasets you can query beside the live records and promote to records in bulk.

Data lakes and warehouses. Parquet and JSON datasets of any size, GL actuals picked up from your SFTP server on a schedule, log archives written to your own storage as compressed NDJSON and searchable there, and an OData feed so Power BI and your warehouse can read DemandFlow as a source.

Other platforms and systems of record. Network discovery from the DemandFlow collector (SNMP, gNMI, SSH, hypervisors), IP Fabric, NetBox and the AWS, Azure and Google Cloud network APIs; RAN exports from Ericsson ENM, Nokia NetAct, OSS CSV and Atoll; data centre records in dcTrack format and NetBox device libraries; MS Project plans; Microsoft 365 users, calendars and Intune devices; Dynamics 365 customers and invoices; Xero; HubSpot; Power IQ, EcoStruxure IT and EkkoSense telemetry; and any log source through the SIEM ingest endpoint.

Matched, not duplicated. Discovery reconciles by serial, hostname and address and proposes the differences for review rather than overwriting the record. Imports match on your reference numbers. Every loaded record carries its source and import run, so provenance is kept.

Kept in step. Scheduled discovery, scheduled integration flows, inbound webhooks and calendar sync keep the sources flowing after the first load, and outbound webhooks and APIs send changes back the other way.

How it is built to unify

One record model. Over a thousand entity definitions describe every record the platform holds, and every reference between them is a typed lookup, not a text match: a service points at its link, a cell at its antenna, a plan line at its platform instance, a ticket at its asset. The

Definitions you own. Any entity can be tailored for your tenant and new ones added without code, so the model fits your business rather than forcing your business into it.

dependency graph that powers impact, blast radius, what-if and completeness is built from those references, which is why it is always current.

One write path. Every create, update and delete, from a screen, an import, an integration flow, the REST API or an AI assistant, passes through the same path: ownership stamped, version bumped, write rules applied, automations fired, history kept, webhooks delivered and open screens updated. No module and no integration can bypass another's rules.

One user interface. Grids, forms, gantts, kanbans, maps, calendars and dashboards come from one component library, so a planner, an engineer, a finance partner and a recruiter work the same way and move between modules without retraining.

Everything you add is on the API, in the assistant tools, in automations, imports and exports from the moment it is published.

Bring the silos in. Discovery from the DemandFlow collector, IP Fabric, NetBox and the public clouds; importers for fibre, data centre, RAN OSS, device libraries, ledgers, purchase orders, patents, recruitment and MS Project; CSV with mapping and a dry run; Microsoft 365, Entra, Dynamics 365, Xero, HubSpot and telemetry connectors; a SIEM ingest endpoint for any log source.

Let the silos read it back. REST and TM Forum APIs, signed webhooks, an OData feed for Power BI, integration flows to any endpoint, and an MCP server so AI assistants can ask the questions that used to take a week.

Your tenancy, your region, your cloud. One table per tenant, hosted in the UK, EU or US, or deployed into your own AWS, Google Cloud or Azure estate.

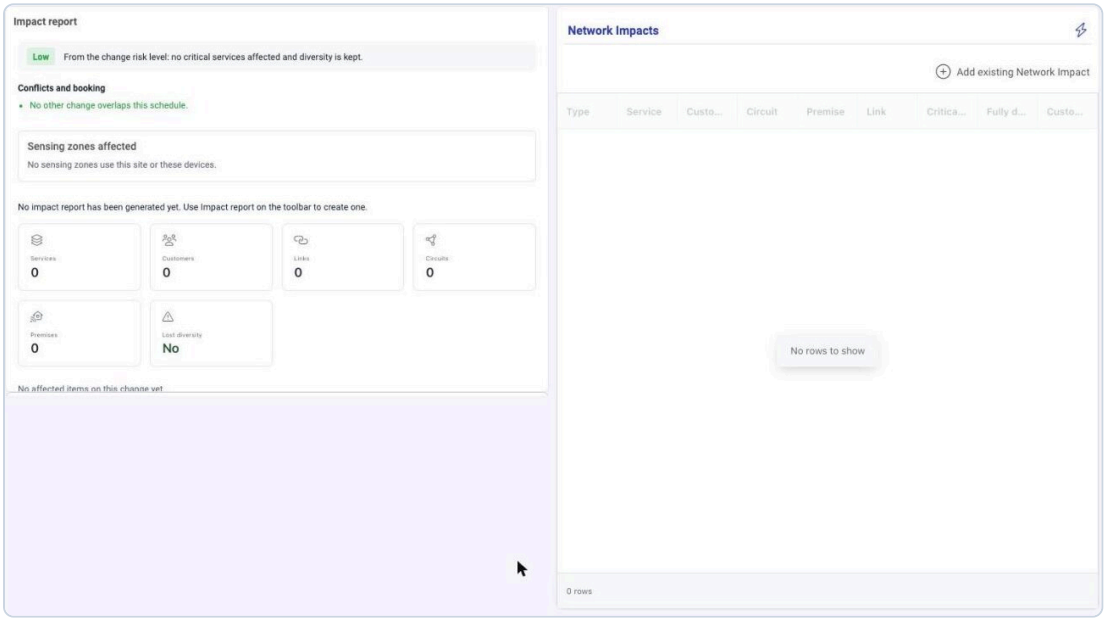


FIGURE 3. A NETWORK CHANGE WITH ITS RISK, CONFLICTS, SENSING ZONES AND THE SERVICES, CUSTOMERS AND PREMISES IT AFFECTS, COMPUTED FROM THE RECORDS IT NAMES

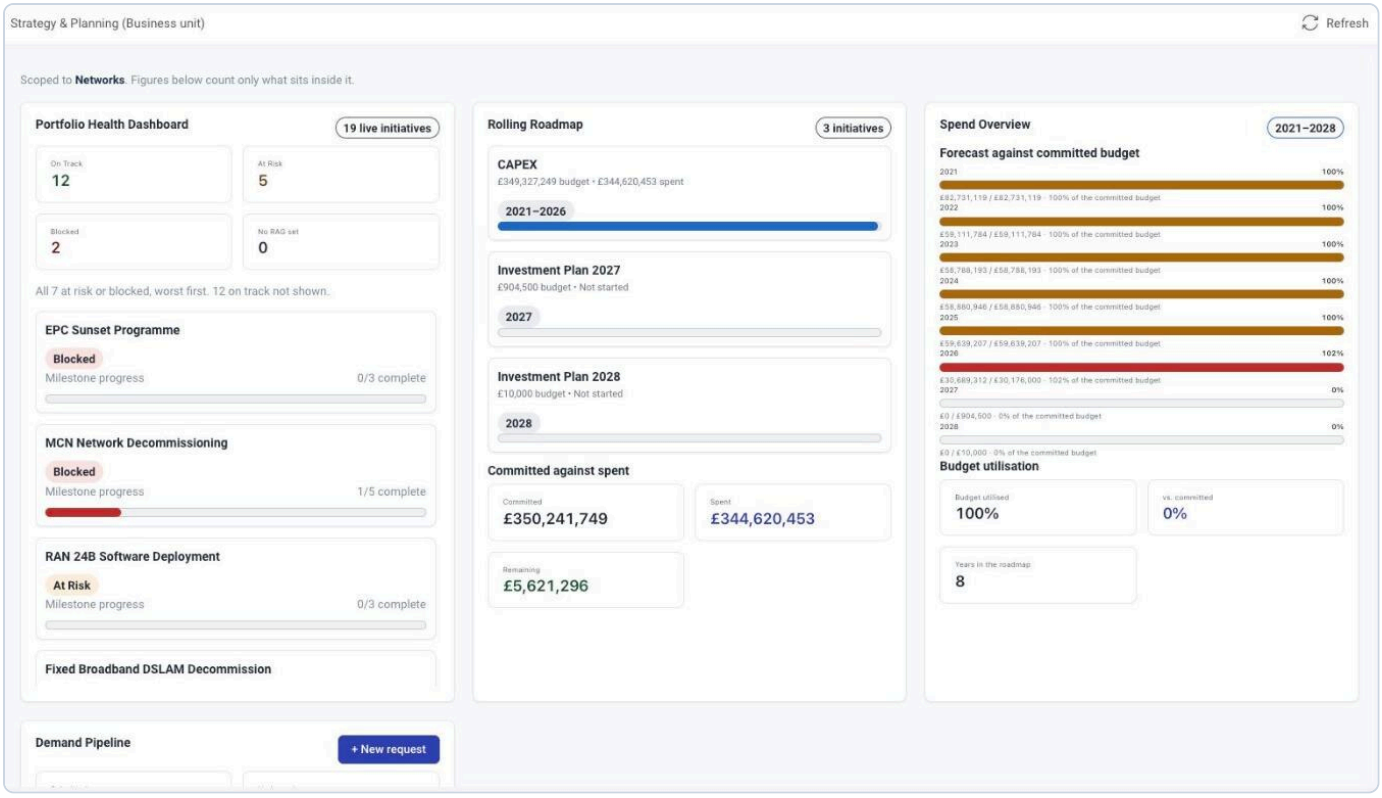


FIGURE 4. PORTFOLIO HEALTH, THE ROLLING ROADMAP WITH THE INVESTMENT PLANS AND SPEND AGAINST COMMITTED BUDGET ON ONE SCREEN FOR A BUSINESS UNIT

The modules on one platform

Area	Modules
Network	Fibre and outside plant; physical planning (sites, rooms, racks, power, cooling, cabling); logical network and services; RAN digital twin; network discovery and audit; network change management; monitoring and SIEM; sensing service management
Delivery	Project portfolio management with AI PMO; investment planning; demand governance; roadmaps; benefits; agile
Money	Budget management and FinOps; finance tracker; forecast versions and month close; procurement; contracts; regulatory returns; accounting
Lifecycle	Platform lifecycle registry; end-of-life roadmap; technology estate; vendor support agreements
IT	IT asset management with agents and posture; software and licences; IT asset disposal; service desk, catalogue, problems, changes, releases, knowledge base and support portal
People	Staff, departments and skills; timesheets; technical recruitment and placements; contractor portal
Customers	CRM accounts, contacts and deals; outbound campaigns; customer services and contracts; customer notices; e-signature
Governance	Quality management; patents; vendor management; ESG and carbon; audit history on every record
Analysis	Workbooks (SQL, charts, KPIs, plain-English questions); dashboard designer; Power BI feed; MCP tools for AI assistants

What changes for the operator

- Questions that cross departments are answered from the records, in seconds, by anyone, or by an assistant.
- Every team works from the same facts, so reconciliation meetings stop and the number in the board pack is the number in the system.
- Changes, outages and investments are assessed against the real dependencies, not a diagram from last year.
- New requirements are a definition change, not a procurement.
- Fewer systems to license, host, secure, upgrade and integrate.
- One audit trail across the operation, kept automatically, for regulators and customers.
- AI that is useful on day one, because it reads a connected model rather than a pile of exports.
- A platform that grows with you: switch on a module and it already knows your sites, people, vendors and customers.

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