

Letter from the Editor

by Tim Young

Letter from the Editor: January 2011

"I'm a shooting star leaping through the skies
like a tiger, defying the laws of gravity.

I'm a racing car passing by like Lady Godiva;

I'm gonna go, go, go.

There's no stopping me."

~Queen, "Don't Stop Me Now"

(For those of you playing along at home, that's the second consecutive letter from the editor I've opened with a Freddie Mercury quote. What can I say? 'Tis the season for Queen, I guess.)

Things are changing out there. Your customers are

"Things are changing out there. Your customers are changing."



changing. They are those racing cars, and they're not to be stopped. They're more mobile than ever, and those "shooting stars" want a communications experience that travels as quickly and as easily as they do. The increasingly ubiquitous mobile lifestyle shows no signs of slowing, and it is incumbent upon service providers to find ways to enrich that user experience at every turn.

Doing so requires a number of points of attention and flexibility. CSPs need to fully leverage and appreciate not only the growing universe of devices (which once meant "handsets", but now means any number of things, depending upon the customer and the service

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provider), but also the emerging apps landscape. It means paying attention to proactive policy control, but also doing everything possible to retain customer loyalty. It means leveraging location and maintaining QoS.

In this issue of Pipeline, we tackle all of the above and more. We hear from Matt Hooper of MDS, who elaborates on how BSS complexity can be driven out of the picture while the business customer experience is simultaneously enhanced. Likewise, InfoVista's Vikas Trehan tells us how overall Quality of Experience can be ensured for the growing pool of mobile data

service users.

In addition, we take a look at the upcoming Mobile World Congress event, and hear from major service providers, as well as top-notch vendors, on where the mobile experience is heading, and how it can be improved along the way.

Best,

Tim Young,

Editor-in-Chief