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An Event on the Move: Mobile World Congress 2008

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In the world of telecommunications trade shows, there are a few giants. These are must-attends for individuals operating in the telcom space, even though they can be a bit daunting, particularly for smaller service providers (and any other purveyors of less-than-MTV-ready technology). Still, these shows are a place to learn about where the entire industry is headed, and who is making moves to get us there.

Within the mobile world, the 3GSM show has served as a sort of marquee event, and this year the show will be operating under a new guise, that of *Mobile World Congress*, in an effort to reflect its role serving the entire mobile industry, regardless of access technology. The event will take place at the Fira de Barcelona, Spain between the 11th and 14th of February. Last year's 2007 event drew more than 50,000 people to its three-day meeting of those interested in the mobile world, up from 34,000 the year before that, and more than twice the attendance of its 2002 show. The show's press release claims that *Mobile World Congress 2008* will have a discussion of four items amongst some 230 chief executives and various other speakers. Those items include: ubiquitous networks, services that aren't reliant on mobile operators, mobile's social and economic value, and the mobile digital content revolution. Speakers that are confirmed include Arun Sarin, CEO of Vodafone, Wang Jianzhou, Chairman and CEO of China Mobile, John Chambers, Chair and CEO of Cisco, and a smattering of others representing companies from Japan, the United States, South America, and other parts of the world.

The first day of the event will include the premiere of a documentary film titled "The Mobile Planet," that promises to "[explore] the extraordinary social and economic impact of mobile communications around the world." The documentary was filmed in twenty countries and will be hosted by the GSMA, in association with TelecomTV. Also on the menu is a showcasing of hundreds of new products and services by about 1,200 companies. Attendees can also expect to hear the GSMA's thoughts on mobile gaming, a sector that they hope to push forward at *Mobile World Congress 2008* with the help of the International Mobile Gaming Awards (IMGGA). The GSMA will also be partnering with Nielsen, the Hollywood Reporter, and Billboard Magazine to host "Mobile Backstage," a new event that show promoters claim will bring together leading figures from the entertainment and mobile industries who are defining where mobile entertainment is today and where it's heading in the future. Mobile Backstage will be located at Barcelona's National Palace and is a one-day

summit.

As the event draws thousands, and the 1,200 booths on the show floor will likely be difficult to navigate, we've put together a list of a few companies the OSS professional should make some time to see.

Nakina Systems (TM Forum Pavilion (2B39) at kiosk #4 in Hall 2):

Nakina will be at the event demonstrating their Network Operating System (NOS) solution for managing multi-vendor, multi-domain environments. Nakina designed the NOS to provide one platform to discover, secure and manage multi-vendor networks. Nakina asserts that the software enables service providers to expedite the rollout of next-generation services with a single management solution that configures and manages any vendor's networking products. The system is also designed to reduce OPEX, bolster identity management security, and improve workflow via process automation. It's certainly worth a look.

Arantech: (Stand 1F17 (Hall 1)

Arantech is at the event presenting solutions designed around optimizing customer experience for mobile networks, in the effort of reducing churn and maintaining a loyal subscriber base. There is more need for this technology than ever, arguably, as new data services become available to customers. Arantech's Touchpoint solution has won its share of industry awards, and this event might be a good time to check it out first hand. Arantech CEO Brendan McDonagh and VP James Doyle will also be at the event.



Business Operations Architects ®



Highdeal: (Booth 2D82)

Highdeal will be at the event presenting, in the words of CTO Fergus O'Reilly, "our company, of course, and all the benefits of our product, Highdeal Transactive®." According to O'Reilly, Highdeal is the world's leading provider of Pricing, Rating & Charging solutions. They will especially be presenting the high performance and low TCO that was recently achieved in benchmarks (in which they claim to outperform the competition with four times higher performance on hardware platforms costing

fifty times less. Bold statements.) They'll also be announcing financial results, customer wins, and holding a round table entitled: *MVNOs: What do they want to be when they grow up?*

TTI Telecom (2B72):

TTI Telecom is at the event talking to service providers about how to streamline both technical and managerial aspects of fault management and resolution, and how to improve efficiency at the NOC. Other big topics at TTI are unified mediation and the integration of Fault and Performance Management systems. These are strong topics in the current telecom climate, offering the technology-neutral integration that gives operators the flexibility to easily upgrade their network hardware and service offering without impairing their overall QoS commitment, while also enabling the customer-centric and service-centric approach to fault management that enables an operator to prioritize network resources for maximum value.

TTI Telecom will be at the event presenting an exciting new technology. The release is still under embargo as of press time, but the product promises to be exciting for operators working towards more efficient management of networks, clients, and other aspects of telecom.

VoluBill (1B18)

VoluBill plans to showcase two software products in Barcelona this year: VoluBill's charging solution, Charge it™, and their monitoring solution, Track em. Charge it enables real-time "on the network" charging and control for advanced services such as VoIP, data, content and messaging over any access technology including 3G, EDGE, IMS, fixed, WiFi and WiMAX. Track em provides operators with the ability to perform detailed, non-intrusive monitoring of subscriber activity on an IP network to a high level of granularity.

They are also celebrating the recently completed acquisition of Intec's DCP, which bi-directionally connects and integrates, in real time, the network gateways, probes and servers that generate event information with the authentication, balance management and billing systems that form the basis of pre- and post-paid customer charging. With more than 200 million subscribers, worldwide, using networks running VoluBill solutions, they're definitely worth a look.

Tribold:

Product management is a big topic in the OSS/BSS space this year, and Tribold has been on the front lines with regards to that particular technology. MWC 2008 sees Tribold showcasing its latest release of Product Portfolio Manager software application for Communication Service Providers (CSPs). Simon Muderack, Tribold COO, will be briefing on recent activity at Tribold which will include a customer update and highlights of their latest product release. Tribold will also be introducing new CEO, John Rainger.

NetCracker (Stand 2B39, TM Forum Pavilion):

Sanjay Mewada, NetCracker's VP of Strategy, will be at the event addressing the Business Operations Symposium — Managing the New Digital Market: Providing

Anytime, Anywhere, Anyplace Services. He and a NetCracker customer will provide case studies on "Business Transformation for the Mobile Service Provider". Sanjay will also discuss "Putting it Into Action — Developing an End-to-End, Customer-Focused Strategy for Value-Added Service." In addition, NetCracker will exhibit in Stand 2B39 as part of the TMForum Pavilion where delegates can learn more about their OSS solutions for mobile operators.

Mobile operators will learn how NetCracker can help them transform their OSS to manage both Network and IT from a single platform. They will also learn how NetCracker can help them create and deliver new services and service bundles to drive revenue growth, understand the customer and service experience to build close customer relationships, and lower service delivery costs and streamline operations

NetScout: (2B39, TM Forum Pavilion)

NetScout will be presenting its *nGenius* Performance Management System, an OSS solution that provides the KPI-to-Flow-to-Packet details necessary for effective network, customer, and service assurance of IP-based services. Benefits it delivers mobile operators include advanced IP-based performance monitoring for early recognition and rapid troubleshooting of service delivery issues, service and customer visibility from a network vantage point, and reduced MTTR to protect quality of customer experience and reduce churn. NetScout will also be presenting, for the first time, the combined solution resulting from NetScout's acquisition of Network General.

Additionally, as mobile operators invest significant financial and human resources to build out crucial IP Multimedia Subsystem (IMS) domains, they will require new methods to gain a clear view into all the IMS Layers – Transport, Control and Application. At MWC 08, NetScout will outline process providers can use to monitor and report on key performance metrics (KPIs) within the IMS domain, e.g. protocols and services such as IP, SIP and Diameter running over core IMS network interfaces such as Cx, Dx, Mw, and Gm.

Agilent (Hall 1, D45):

Agilent will be at the event showing a robust set of test solutions, including RF verification, parametric test for chipset manufacturing, LTE Mobile development solutions, drive test solutions for Mobile WiMAX™ Wave 2, MSS End-2-End Monitoring and troubleshooting, LTE distributed performance management, UU Monitoring and Stress Test for cellular mobile devices.

Of particular interest, given the focus of this issue, is the Agilent Signaling Analyzer WiMAX solution, which allows service providers and network equipment manufacturers to accelerate the development and deployment of WiMAX networks. This solution allows full and uniform testing of network and individual call performance across all key interfaces of a Mobile WiMAX network, including R1, R2, R3, R4, R5, R6 and R8 interfaces. Engineers are able to rapidly identify WiMAX network problems as they occur by transforming overwhelming amounts of data into actionable information and problem definitions. The signaling analyzer WiMAX solution allows users to efficiently and effectively troubleshoot, optimize

performance benchmark, plan, install and maintain WiMAX networks.

Lots to choose from:

In addition to the above, those interested in OSS can be on the lookout for CBOSS, Orga, Convergys, Kabira, and many others. Also worth noting are the companies that have signed on to be a part of the TM Forum Members Pavilion (as of our publishing date) such as, Orga Systems GmbH, NetScout, Nakina, CellVision, NetCracker, Aktavara AB, and ConceptWave Software.

In the end, the mobile world is growing and continues to grow as offices become less stationary and "taking your work home with you" is par for the course. We are interested to see how this show will differ from previous 3GSM events, and are looking forward to the sheer magnitude of the event. With big-name sponsors and wide coverage, the event will surely be a spectacle. With a little effort, it can also be a great event for the OSS crowd.

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