"It's business, It's business time."

Flight of the Conchords

The communications industry is a strange beast. We're as capable of getting wrapped up in fleeting trends as anyone else (more so, some might say). Those of us in the OSS/BSS subfields are attracted by the flashy, but rooted in the practical. We know that the success of the latest technology depends on what we do, but we'd often much rather talk about the cool stuff our phones can do rather than talk about how important OSS and BSS are in making sure that those handsets do what they're designed to do.

But OSS/BSS types aren't the only ones to be seduced away from their core competencies by alluring aspects of the consumer market. It can be argued that CSPs have become so enamored with the latest mass-market products that they neglect the business customers that make up an impressive portion of their overall revenue.

In this issue of Pipeline, we get down to business. We explore the needs of modern enterprise and SMB customers, and try to get at how CSPs can help to enable them to be their very best. We welcome the insights of Analysys Mason's Mark Mortenson and Steve Hilton as they address how carriers can help SMBs help themselves. Our own Ed Finegold explores the wireless needs of the business set. We share with you the views of Wedge Greene, who speaks to the promises of cloud-based OSS/BSS; and we bring you the advice of ConceptWave's Chun-Ling Woon on how CSPs can offer best-in-class service to their SMB clients.

All that, plus a few words on the state of the telecom trade show in the wake of SUPERCOMM's demise.

And now, down to business.

Enjoy,

Tim Young
Editor-in-Chief