

# Pipeline

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[www.pipelinepub.com](http://www.pipelinepub.com) Volume 3, Issue 10

## Looking Ahead to CTIA WIRELESS 2007

by Alana Grelyak

With tens of thousands of attendees, four-hundred thousand square feet of exhibit space, and international participation from over one-hundred countries, it is no wonder that CTIA Wireless 2007 is at the top of the anticipation lists for service providers, software and hardware vendors, and even OSS solutions providers. Pipeline Magazine did some research to find out what to look for during this major event, occurring at the end of March, 2007.

CTIA, which bills itself as "the voice of the wireless industry," was founded in 1984 as a non-profit membership organization that represents wireless data and Internet companies, service providers, manufacturers, and other contributors to the wireless world. The CTIA Wireless event is now in its twenty-fourth year and plans to be bigger and better than ever. CTIA Vice President Rob Mesirow said, "Well you know, right now we're trending double digits over where we were last time this year in terms of total attendance, and last year we had over forty thousand so I feel pretty good saying we're going to beat last year." Spirent, one of this year's presenters, said, "We've been exhibiting, attending, and speaking at this show for many years. CTIA is the best wireless show of the year. We have heard that the attendance is up significantly from previous years."

A major attraction of this year's event is the 8,000 square foot wireless building that will showcase the year's major applications. It is something CTIA is trying out for the first time. "In the past we've done a wireless home, so it's a sort of an evolution from the wireless home and reflects...sort of the year of the enterprise activity," Mesirow said. "And what I mean by that," Mesirow went on, "is that since Y2K everybody sort of spent all this energy and time and money on making sure that their infrastructure was up to snuff...So everyone upgraded all their infrastructure in 2000...Now everybody's looking around and realizing they haven't done any meaningful upgrades since 2000. Really, the majority of this is all based on surveys and other interviews and what these people are saying across the board 100% is it's not are we going to integrate wireless, it's how we're going to integrate wireless."

In order to add to the knowledge base of the event, CTIA is proud to welcome former United States President George H.W. Bush and former President Bill Clinton. Mesrirow said that "these men have an extraordinary amount of knowledge because they saw everything from the top." Mesrirow also feels that having two leaders of the free world speaking at CTIA Wireless 2007 says a lot about the important of the wireless industry. "The CTIA is a lobbying body for the wireless industry and they have a lot of involvement with the government. So it makes sense to have the leaders of the free world speaking there." At past events, CTIA has had Mikhail Gorbachev and a previous appearance by President Bush.



CTIA, at this event, plans to talk about the challenges that wireless service providers are facing in a changing telecom world. "I think a lot of it is how are these networks going to evolve," Mesrirow said. "It really comes down to it's all about the network." CTIA is also doing whatever it can to reach as broad of an audience as possible with their ideas for solutions. "Right now 20% of our audience is outside of North America. We are often challenged to make sure that we are talking in terms of not just North America but what's happening around the world. Quite frankly, there're a lot of good lessons because I think, for us, where we are, Korea's already sort of been through this expansion and build out and China's actually going through it right now. So I think there are a lot of things to learn from those that have already gone through it."

Depending on who the audience is, the highlights may change somewhat. However, Rob Mesrirow feels that one of the biggest highlights to look for at the 2007 event is video. "I think mobile video is going to be a very hot topic," Mesrirow said. "If I had to break it down to a single application, I would say video is going to be big...By the way, I think this is important to point out and I can't say enough, the video in terms of application, is going to have ramifications from the enterprise side as well as the consumer side. I already know a lot of CIO's that are interested in the video..."

The other highlight, in Mesrirow's opinion, is mobile payments. "We have the head of Visa that is going to be there to talk about mobile payments. Mobile payments is a huge huge multi-billion dollar industry." When asked for comment about it's presence at CTIA Wireless 2007, Visa representatives had this to say: "While at

CTIA, Visa will be discussing their mobile strategy, which includes global pilots, a mobile platform and partnerships with wireless carriers and mobile-device manufacturers. Visa's mobile platform includes contactless payments, over-the-air personalization, couponing, mobile banking, and person-to-person funds transfers."

The benefits of CTIA Wireless 2007 seem to be great for anyone involved in the wireless industry. Mesirow feels the show is especially important to hardware and software vendors. "This is absolutely their show," Mesirow said. "They are their showing their wares to their customers. This is the world's largest marketplace for what these folks are doing...This is their number one selling event of the year. I think for a lot of people, it makes or breaks their year."

There is a large list of service providers that will be attending the event. Pipeline caught up with a few of them to get their thoughts on the importance of the event and what they will be showing. For instance, Spirent says it will be "demonstrating industry leading test solutions that provide vendors and operations validation at all stages of the wireless device and service life cycle. Specific examples of these solutions will be demonstrated at the Spirent booth, including solutions for WiMAX, locations-based services, and MediaFlo." IBM plans on showing "Order-to-cash transformation and order entry integration, wireless and IP Multimedia Subsystem Service Management, Web 2.0 and Telco 2.0 Applications" and many other topics. On the other end of the spectrum, Openet will be launching a new brand identity. "Our objective is primarily to re-launch our brand and illustrate to the industry how Transactional Intelligence aids communications service providers in increasing revenue, reducing costs, and minimizing risk when deploying and managing new services, pricing plans, and loyalty programs." The Personeta booth will feature a live demo of "some of our fixed-mobile convergence (FMC) features from our converged applications portfolio. We'll have additional information and details surrounding TappS NSC™, Personeta's standards-based service creation and execution platform, as well as our portfolio of IMS enablers such as IM-SSF and SCIM, which are designed to help service providers maximize legacy investments as they move toward an all-IP network."



Narus will be "demonstrating the world's first security engine based on Information Entropy." Narus also plans to make a big new product announcement at the show, but no further details are being released at this time.

To reiterate how important the event is for service providers and other kinds of wireless-related companies, Spirent had this to say: "CTIA is one of the best shows of the year from us for generating sales leads, closing customer deals, working with partners and others." Openet feels that "[Our] customer base is predominantly made up of wireless service providers worldwide. Openet has a strong U.S. customer base with three of the tier one U.S. operators as customers. Participating in CTIA gives Openet an opportunity to both see and meet with our existing and perspective customers, as well as identify trends, products, and services that may influence the required capabilities of Openet's products and solutions." IBM, on a similar note, feels that "the CTIA Wireless show is a very important event for IBM. As one of the premiere events in North America dedicated to wireless and mobile computing, it draws clients across the entire telecommunications industry and beyond." IBM feels that it fits into the wireless world because "IBM offers a broad array of solutions from the communications and wireless world... Our innovation around next generation networks including IP Multimedia Subsystems, BSS/OSS solutions, Service Delivery Platforms, RFID, WiMax are among the hot new solution areas that IBM is addressing. IBM's recent acquisition of Vallent Corporation, combined with Tivoli Netcool Service Management products positions IBM as a leader in wireless and wired telecommunications Service Management." Narus has attended the event many times and "have found it to be a very successful event each time. The attendees represent Narus' core target audience." Even smaller companies, like Personeta, feel that they can benefit from attending. "Personeta is going to be one of the smaller players at CTIA, but it just makes sense for us to be there. As a developer of converged service creation and application solutions for communications service providers, we are often seen as the application partner bringing value to larger infrastructure solutions. Smaller players in the space often are the contributors of end-user innovations. We are also an important component in the IMS and SDP space; as such we have a place at the table... We attended last year's event with partners such as Cisco. The reason for Personeta's return to CTIA is that it generated some very qualified leads last year; simple as that."

CTIA Wireless 2007 plans to have something for everybody. CTIA feels that the event "will arm you with the knowledge and competitive intelligence you need to keep up in the industry that changes and evolves at break-neck speed." When asked for a final comment, Rob Mesirov said, "It would be great if you could really convey the commitment that CTIA has to this broad enterprise phase." The event will be held at the Orange County Convention Center in Orlando, Florida from March 27<sup>th</sup> -29<sup>th</sup>, with two days of pre-conference events, including a golf tournament, from March 25<sup>th</sup>-26<sup>th</sup>. For more information, visit [www.ctiawireless.com](http://www.ctiawireless.com).