

# Pipeline

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[www.pipelinepub.com](http://www.pipelinepub.com) Volume 5, Issue 10

## NewsWatch

By Alana Grelyak

Hear ye, hear ye: Spring is approaching! With an upturn in the weather coming our way in just a few short weeks, we can only hope that an upturn in the economic climate will soon follow. This month, there are a few pieces of information that bring a little hope to our hearts. Astellia announced their figures for 2008 and, based on those, are looking forward to an excellent 2009. France is looking forward to bringing mobile broadband to their country and several vendors are announcing new products. We're also taking a look at what major announcements came out at the Mobile World Congress event in Barcelona, several of which will excite the environmentalist in all of us. So, stay warm until Spring while staying informed with Pipeline. Enjoy!

Broadband is getting a nice push from the US Congress after its approval of the \$787 billion USD Stimulus Bill, which includes a \$7.2 billion chunk to be used mainly for getting broadband services into rural and underserved areas. If you're looking to get some of that stimulus pie, you'll have to go through the NTIA and the FCC, both of which are in charge of doling out the slices.

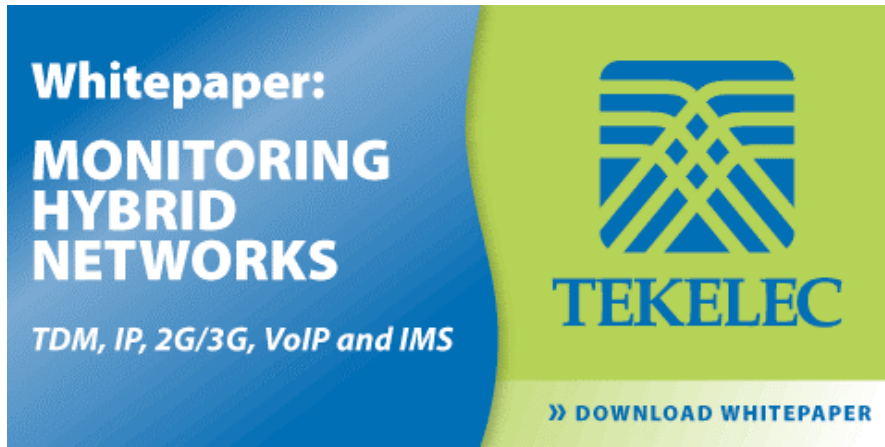
The GSMA has recently awarded the annual Government Leadership Award to the country of France because of some key policy decisions that the country made to ensure that a majority of French citizens will be able to benefit from Mobile Broadband services. "This award recognizes both the leadership of the French government in implementing a clear spectrum policy that will lead to ubiquitous Mobile Broadband services and the influence this policy is having on other European governments," said Rob Conway, CEO and Member of the Board of the GSMA. "France is creating the conditions that will enable the mobile industry to invest in the broadband networks that will deliver the productivity improvements and economic growth necessary to help pull the world through these tough times." Yay, France.

Orga Systems has just launched OPSC Gold Release 2, a billing solutions product, which they feel offers outstanding scalability due to the new, specifically developed "Multiple Rating Node Technology," making the product suitable for small, medium, and large sized operators. OPSC Gold Release 2 is a modular approach to billing needs and also enables functions such as Credit limits, Spending Limits, and Hybrid Tariffs when used as a solution for "prepaid only."

Astellia, a provider of QoS and performance monitoring solutions for mobile networks, has some good news despite today's economy. They have announced a turnover of 24.9 million Euros (\$32 million USD) for 2008, an increase of 20%. How did they do it? They signed contracts with 17 new operator clients in 2008 and are now looking forward to a confident 2009. Christian Queffelec, CEO and co-founder of Astellia, commented, "Our solutions meet operators' current requirements. The management of mobile network performance is a means of optimizing costs and investments.

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Moreover, the increase in traffic and the need to ensure subscriber loyalty strengthens the support for systems that can improve Quality of Service. At a time of budget restrictions and limited profit margins, these factors strengthen our resolve to support the competitiveness of our solutions and continue our international expansion. Astellia is well-equipped to do just that.”



As everyone knows, fraud is a terrible, terrible thing, and now Subex has partnered with Swisscom on the battlefield of fraud management. Subex’s Nikira Fraud Management System, a part of the company’s integrated suite of revenue maximization applications (Revenue Operations Center), will be the core of the partnership. Nikira product is touted to help in early fraud detection, improved quality of fraud alarms, and coverage of the comprehensive fraud risk portfolio. “We highly appreciate Swisscom’s innovative approach of a vendor risk-rewards sharing model, because we are extremely confident about the success of our Fraud Management Solution. Also, with this new approach we will be in closer contact with Swisscom’s highly skilled fraud team and will have a direct input path to further developing our product. Thus ensuring that we stay ahead of competition,” said Sudeesh Yezhuvath, COO, Subex Ltd.

Kabira Technologies, Inc. announced at Mobile World Congress a new OEM agreement with resale partner Hitachi Ltd. Hitachi will create new applications for distribution within Japan on top of Kabira’s Transaction Platform™, a high volume, real-time engine designed for billing and information transactions.

Kabira’s well defined solution is particularly well suited for inclusion as part of a larger product offering. Rather than being a bespoke system, Kabira’s technology is akin to a chip or hardware component that fulfills specific functions. It is therefore unlike many traditional OSS/BSS offerings, in that it can be componentized as-is; act as an enabler for other applications; and be distributed through major channels that industry giants like Hitachi maintain. This model of widespread, low cost distribution enables economies of scale that tend to elude more customized technologies. It may provide a bellwether for the BSS sector as more end-users look to avoid the high cost and risk of custom development and integration while seeking greater online transactional capabilities.

Amdocs, at Mobile World Congress (MWC) in Barcelona, announced several new solutions for a smooth road into 4G. These products include the Amdocs Mobile Build Automation Pack, to be released in March, which will be a packaged solution to automating standard engineering processes for any mobile network; the Amdocs App Store, a solution that will help service providers develop and sell digital applications in a 4G world; Amdocs CES – Charging 7.5T, based on “Turbo Charging”

technology; and the Amdocs BSS Pack, a packaged solution to help service providers launch and monetize any network.



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In other MWC news, the GSMA, along with 17 mobile operators and manufacturers, have demonstrated that they are keeping the needs of the environment in mind when they announced that they are committed to implementing a cross-industry standard for a universal charger for new mobile phones. Any mobile user with a box full of unwanted chargers from old phones can imagine the usefulness of this project. The official goals and reasons behind the initiative are the elimination of up to 51,000 tonnes of duplicate chargers (three cheers for the environment), an estimated 50 percent reduction in standby energy consumption (another win for Mother Earth), and the enhancement of the customer experience by simplifying the charging of mobile phones (not really Earth-oriented but any mobile operator worth its salt should at least acknowledge customer satisfaction). The group hopes to have the goal in place by 2012. Some of the participating companies offered their thoughts on the plan: "AT&T is pleased to join this industry initiative as it aligns well with AT&T's own efforts to provide greener and simpler solutions for our customers," said Kris Rinne, Senior Vice President, Architecture and Planning, AT&T. "Samsung seeks to actively take responsibility for the future of our environment. The universal charging solution presents a unique opportunity for our industry to bring positive benefits to the environment and also to the end-user experience," said WS Lee, Vice President, R&D Planning, Mobile Communication Division, Samsung Electronics. "Given the estimated eight million handsets sold in Australia every year, moving to a standard, universal charger for mobile phones has the potential to dramatically reduce duplication and waste. The proposed charger could be made available as a standalone accessory, eliminating the current requirement for a charger to be included with every new mobile phone," said Ross Fielding, Executive Director, Telstra.

On a similarly green note, the GSMA will be working with Dialog Telekom to deploy ten solar- and wind-powered base stations in Sri Lanka as part of its Green Power for Mobile program. "Being able to utilize practical, cost effective and renewable sources of power is crucial for operators wanting to provide a broad range of mobile coverage, over vast rural areas, far beyond the reach of national electricity grids," said Michael O'Hara, chief marketing officer for the GSMA. "Dialog Telekom, as part of the GSMA's Green Power for Mobile program, has used a number of different scenarios to prove to the industry that renewable energy is a real and viable alternative to on-grid and generator power."

And switching from green to blue, Samsung announced its solar-powered mobile phone, the "Blue Earth." It's made from recycled plastic, the packaging is made from recycled paper, and the phone

will even let you know how much you saved in CO2 emissions by counting your footsteps while you walk instead of drive. "Samsung's 'The Blue Earth Dream' demonstrates our small but meaningful commitments for the future and our environment," said Mr. JK Shin, Executive Vice President and Head of Mobile Communication Division of Samsung Electronics. "We are committed to achieving the highest eco-status with our customers and business partners by providing the best eco-products and promoting eco-activities."



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And in more award news, the GSMA has presented RIM with the 2009 Chairman's Award for pioneering the wireless data industry with their Blackberry device, a nice notice to the company that seems to have had so many lawsuits in the last few years that some of us are surprised it's still going. In his presentation to RIM Co-CEO Jim Balsillie, GSMA Chairman Alexander Izosimov stated that, "RIM's commitment to innovation has revolutionized the wireless industry and laid the foundations which shaped the thriving smartphone market of today. BlackBerry products and services have changed the way we communicate and interact, making businesses more productive and consumers better connected."