

Letter From The Editor

By *Tim Young*

"You can't always get what you want.
But if you try sometime, you might find...
You get what you need."

- *The Rolling Stones*

How do you explain it? How do you explain to your customers that yes, you've set a precedent of offering as much bandwidth as they could possibly consume? And yes, you've promised to deliver that bandwidth for a low, fixed price. And yes, you promise to do that without compromising the subscriber's level of service or customer care. How, then, do you explain that this is an unsustainable formula? That giving the end-user as much as they want, as often as they want it, for as cheap as they want it is not the sort of thing that can continue to spiral upward (or, from the CSPs perspective, downward) ad infinitum? Do you explain it at all? Are there ways around this? Where's the happy medium? Can the end-

Can the end-user always get what he wants?

user always get what he wants? Or do we explain to them that the best we can provide is what they need? In this issue of Pipeline, we look into the dual pressures faced by the modern communications service provider, who is currently facing a demand for ever-increasing levels of bandwidth and, thanks in part to competition and thanks in part to the state of the wider economy, a demand for ever-lower price-points.

In addition, we'll hear from our own Ed Finegold on 4G, one of the biggest buzzwords-of-the-day, and from Stratecast's Karl Whitelock and Comptel's



Gareth Senior on personalized services and bandwidth constraints. We'll also hear from our friends at New Paradigm Resources Group on the present and future of the CLEC, and take a look at the upcoming CTIA Wireless event. We'll also bring you the latest from ConceptWave and all of the news and opinion that's shaping the OSS/BSS world. Enjoy.

Tim Young, Editor-in-Chief

P.S. Pipeline welcomes your comments and feedback.

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