



Knowledge is power.

Your Insider's Guide to the TMF World Conference in Nice Companies to Be Sought Out

By Timothy E. Young

It's springtime in the idyllic South of France. The birds are singing, the flowers are in bloom, and the Mediterranean beckons. What better time for several hundred top-notch telecom firms, OSS experts, and other tech wizards to converge on the city of Nice for a conference? The host of the event, TeleManagement Forum, states on its website that the event "has the industry's unparalleled recognition in driving lean operations for the OSS/BSS industry sector." Not to detract at all from TM Forum, but these are fine words from a proud parent. In order to get a fuller picture of the TMF World Conference, Pipeline decided to take a closer look and provide a sampling of 'who's what' is what you should seek out.

Agilent

Agilent will be announcing the initial deliverable from a collaborative effort to assemble and build the communication industry's first set of open source software components to support implementation of TMF's NGOSS standards. These components will provide an open source "sandbox" of NGOSS and OSS/J compliant software as part of the OpenOSS Initiative. While OSS/J has been proven in some network and service management domains, there are still unknowns regarding its applicability to other key functions. The OpenOSS Catalyst aims to validate these areas of OSS/J.

As a primary participant in the TMF OpenOSS Catalyst Project, Agilent used OSS/J and the NGOSS standards to create open source components for simplified integration between the Agilent OSS NgN Analysis System and systems from other catalyst participants. This solution will be demonstrated as part of TMF Catalyst Showcase. The open source software developed for this project and the associated documentation will be freely available to the industry to encourage re-use and continued open development.

Agilent is also participating in other TMF catalyst programs, most recently in the newly-formed Telecom Operations Benchmarking (TOB). The TOB aims to provide business performance reference data to support benchmarking and decision-making.

Amdocs

Amdocs will be demonstrating the recently announced Amdocs 6 Portfolio, a comprehensive portfolio of integrated, modular products designed to accelerate the delivery of integrated customer management. Bringing together products in billing, CRM, self service, order management, mediation and content revenue management, Amdocs 6 is designed to provide comprehensive support across the customer lifecycle (target, sell, deliver, bill and support).

As a key part of the Amdocs 6 Portfolio is the Amdocs Order Management System that address critical customer lifecycle processes including selling and delivering bundles, products and services, and providing ongoing customer support, both through the contact center and self-service – all important elements of an integrated customer management strategy.

Axiom

Will be repositioning their product suite, AXiOSS: Design and Delivery. Previously focusing on the service delivery element only, now this suite uses components the service provider can utilize to design, create and manipulate services within hours, and then deliver it to the customer within a few days, if not hours.

Celona Technologies

David Graystone will be presenting the successful implementation and value of the Celona™ product in the BT OSS. Highlighting both Celona Technologies and the Celona™ Product Portfolio Management, visitors will be given a detailed look at a software and services product, which enables telecommunications operators to build and operate their products and services more efficiently.

Noting Pipeline's article on "Good news for OSS....." in the March issue, "...that the OSS is still too complex, expensive and difficult to maintain." Celona addresses and whole-heartedly agrees with Pipeline's problem statement on this issue, and are doing something about it.

The Celona portfolio uses enterprise data from the OSS/BSS applications, creating a common model to unite (or 'federate') all of the data within the architecture. On top of this federated data, it provides a GUI to enable operators to easily create and manage business logic and data transformation. Rules defining processes, transformation, and coordination can then be simply developed and managed. This provides a capability to efficiently deliver and manage products across OSS/BSS application domains. The power of Celona™ is that only as few or as many processes as required are defined. Existing rule sets can be gradually migrated to Celona™ thus reducing up-front effort and any risk perceived in deploying the product.

cVidya's

cVidya, a sponsor of TMW, will be presenting a live demo of cVidya's MoneyMap® Revenue Assurance Solutions, which enables operators to correlate and consolidate information from all network, operations, and business systems. Unlike some revenue assurance solutions, MoneyMap® can be deployed in a very short period of time and can be configured to produce results bases on the operators' needs. Through an ongoing process, MoneyMap® automatically detects problem areas in which profit margins are decreasing as a result of revenue leakage, data inconsistencies or resources not being used efficiently, leading to substantial revenue loss. Once MoneyMap® identifies the areas of revenue leakage and resource inefficiency, operators can promptly correct and manage the problems to achieve profit maximization.

At their booth, Nir Sabag, Head of Network Management Systems Dept. in Bezeq will be lecturing on "Deploying Revenue Assurance Methodology across Organizations" and Alon Aginsky, cVidya CEO, will discuss: "cVidya's Best Practices for Implementing Revenue Assurance Projects."

Other discussions led by cVidya's Chief Scientist and Team Leader of Revenue Assurance Modeling Team, Dr. Gadi Solotorevsky will include:

Birds of Feathers (BOF): Update on the next phase of the RA Catalyst Project
Panel Discussion on Revenue Assurance: The Mega Trend Debate: The Role of Revenue Assurance in a Convergent Telecom Environment
Revenue Assurance Catalyst Showcase: Reactive to Proactive Revenue Assurance – Closing the Loop

TM Forum Revenue Assurance Modeling Team: An update of the team's progress and plans for the next steps

Convergys

As wireline operators increasingly venture into the 'triple play' arena, Convergys takes service bundling one step further with its Quadruple Play offering. Quadruple Play adds a mobile component to the traditional 'triple play' concept, enabling operators to offer service bundles across fixed and mobile voice, data, and TV.

Convergys' Infinys B/OSS software enables Quadruple Play across existing networks by merging data from different types of networks; Infinys provides operators with a consolidated view of their customer base and resources. This allows them to offer targeted bundles, cross-service discounting, and a converged bill for all subscribed services.

Quadruple Play supported by Infinys also drives B/OSS efficiencies and helps eliminate process duplication. For instance, rather than compiling, printing, and issuing four separate bills, operators will be able to issue a single bill for all services; a significant contribution to the company's bottom line. Tying in with Quadruple Play, Convergys will also be addressing topics such as, fixed mobile convergence, online charging, and advances in B/OSS architecture.

Evolved Networks

Evolved Networks, the supplier of advanced software tools that enable telecom operators to automate the management of access networks will be exhibiting its full accessfirst product portfolio, as well as presenting a joint case study on "BT's Revolutionary Approach to Data Migration in Access Networks."

By combining Evolved Networks' accessfirst Data Migration automation technology with BT's existing methodology to reduce costs and improve efficiency, this case study presented by Colin Noakes, Program Director of BT Consulting & Systems Integration and John Mellis, CTO of Evolved Networks will demonstrate their approach in addressing the expense and time consuming issues of installing and populating logical inventory systems.

Lucent Technologies

Lucent will be showcasing their VitalSuite® Network and Service Management software. Lucent's award-winning VitalSuite® Network and Service Management portfolio is used today by more than 200 fixed, mobile, and broadband customers worldwide. VitalSuite software brings a host of innovative features for keeping uptime, QoS, and user satisfaction high.

Backed by Bell Labs research and development, Lucent leverages its strengths in mobility, optical, software, data, and voice networking technologies, as well as services that create new revenue-generating opportunities for its customers, by enabling quick deployment and network management. Lucent's customer base includes communications service providers, governments and enterprises worldwide.

MetaSolv

MetaSolv will conduct a number of special presentations and events during the show, in addition to ongoing product demos featuring continuous rotating sessions on VoIP, IP VPN, Mobile, Activation, and Partnering for Success. Keynote speeches include "Lead or Follow? Success with Next Generation Services" presented by David Sharpley, MetaSolv EVP of Marketing and Product Management; "Identifying the Benefits of Using eTOM and SID" a technical presentation

in the BSS-Billing Summit Track, presented by John Reilly, Principal Member, MetaSolv Technical Staff. Also take note of two presentations: MetaSolv Hospitality Reception focusing on NGN Provisioning through customer testimonials and "Alignment of OSS/J and NGOSS" a Technical presentation in the Implementing NGOSS Track, presented by John Reilly, Principal Member, MetaSolv Technical Staff. Don't miss the panel discussion on "Implementing VoIP Services for Business and Residential Markets" hosted by Metasolv, BT, UPC, and Cisco.

Micromuse

Micromuse's planned acquisition of Quallaby will significantly advance its ability to manage today's mission-critical, converged IP services through an integrated console that combines Micromuse's Netcool® realtime fault management technology with Quallaby's ultra-scalable PROVISOR® performance management software. Visitors to Micromuse will be offered an opportunity to view a demonstration of Micromuse and Quallaby's solutions for converged IP and Triple-play services, as well as speak to key senior spokespeople from both companies.

In addition, through partnerships with Alcatel, Psytechnics and Osix, visitors will be able to speak with technical representatives regarding Netcool for User Quality Management, an advanced solution that gives service operators a complete user-centric, end-to-end view of the customer experience.

Olista

Olista is announcing new service experience assurance solutions in its TAO™ product suite. Designed to improve mobile data service experience quality, to increase adoption rates and reduce churn from services, TAO targets support costs and increases the quality of support given by speeding problem resolution and capturing knowledge for future use in preventing reoccurrences by reducing the time to identify, investigate, and resolve problems with no need for prior problem knowledge, rules or KPI definitions.

Open Telecommunications

Open Telecommunications is a different kind of OSS Company; combining a mix of OSS domain expertise with a background in telecommunications network engineering for traditional and IP networks. They will be introducing openCI, a sophisticated and alternative service fulfillment product suite targeted at service configuration, resource provisioning, and network inventory management solution.

Psytechnics

If you're in need of voice assessment technology check out the new service assessment module (SAM), from Psytechnics called Video Agent (PVA). This SAM enables telecommunications providers to test broadcast video quality by performing an instructive test over the network. The PVA compares two video streams, one being the test signal and the other the degraded signal after passing over the network. There are then about eighteen different tests performed to compare the two signals. They are then weighted and calibrated to provide a single-score that correlates to the large sample of subjective tests that produces a Mean Opinion Score (MOS) quality value.

Sonic Software

Sonic will be presenting the Sonic SOA Suite, an Enterprise service bus-based distributed services platform, providing business process management (BPM) and operational visibility across the enterprise.

Sonic is also participating in the current Catalyst Project: NGOSS/MDA –Realizing NGOSS through a Model Driven Approach.

Syndesis

Syndesis is planning to unveil a secret at the upcoming TeleManagement World Conference in Nice. Attendees can learn more by joining Syndesis in Private Meeting Room #4 anytime during the show. Information will also be posted on the company's corporate website.

Syndesis will be showcasing its Triple Play solutions as part of a compelling product demonstration. Service providers will learn how they can mainstream profitable new Triple Play services from a single OSS platform, with benefits including revenue growth, cost efficiency and increasing customer loyalty.

Top executives from Syndesis will be on hand at the show. Mark Nicholson, Chief Technology Officer and Senior Vice President of Product Development, and Chris Swan, Senior Vice President of Worldwide Sales, Marketing and Alliances, are both scheduled to attend. Industry professionals are invited to book a meeting with Mark or Chris in advance of the show and can do so through Syndesis' PR Manager Christine Payne (payne@syndesis.com).

Syndesis is also the exclusive sponsor of free wireless Internet access for all TeleManagement World attendees. The company encourages everyone to bring their WiFi cards to take advantage of this onsite service.

Telcordia Technologies

In a keynote speech, Telcordia's CEO Matt Desch will discuss "The Art of Managed Transformation," insightful information outlining how carriers world wide can ensure that the transformation of their networks and operations is manageable, evolvable, and profitable.

At their booth, you will find information and demonstrations focused on the company's experience in helping fixed and mobile service providers transform Customer Experience, simplifying how they buy, use, get billed, and pay for new services; Business Operations, enabling employees to work faster and cheaper in performing day-to-day operations; Business Growth, introducing new broadband networks that enable delivery of high-margin services; and Regulatory Compliance, enabling mobile operators to easily port subscriber numbers and manage number and IP address inventories.

And in Gallieni Suite 1, the TMF MTOSI multi-vendor demo provides an opportunity for open discussion with TMF team leader Stephen Fratini of Telcordia regarding: How NGOSS interoperability standards can enable business operations transformation. In addition, Telcordia specialists and executives will be presenting throughout the conference.

With all the newest gadgetry and software you might be looking for, this glance hopefully has prepared you, and your checklist, as you take in all the banners, balloons, logos, and high tech signage and demonstrations. In the midst of tech talk and free brochures make sure to take some time on the French Riviera, situated conveniently enough at your fingertips.