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Management on the Mediterranean:
Looking Ahead to TMW-Nice
by Tim Young

It's almost time, once again, for the best and brightest of the OSS world to head for the South of France for a few days in the warm Mediterranean sun. Don't pity them too much, however, because it isn't all good food and lounging by the sea and other such boring distractions. There's also plenty of compelling conversation going on about the future of telecommunications.

The TMForum's annual Management World is taking place in Nice May 19-23. The event, like last November's Management World in Dallas, is sporting a new name and a slightly expanded focus that includes plenty of attention to the changing world of content. You can read more about the event in TMF President Keith Willetts's piece in this month's issue, but for now let's take a moment to focus on a few of the vendors exhibiting at the event and what they have to offer the telecommunications world.

These are a few of the companies who will be gracing the expo floor at the Nice Acropolis, and their responses to a few questions from Pipeline.

Progress Software:
What do you plan on exhibiting in Nice?
We recently released Progress DataXtend Semantic Integrator (SI), Version 8.3. Used by Communication Service Providers worldwide, DataXtend SI reduces the time and cost required to integrate OSS (Operational Support Systems) and BSS (Business Support Systems) in order to support the delivery of new service offerings. DataXtend SI addresses the challenge of data interoperability in environments based on service-oriented architectures (SOA). It brings the same agility to data that SOA does to processes, by using a common model to mediate the differences between the data models of applications and services.

The new release includes features that enable Communication Service Providers to more effectively synchronize their disparate and distributed data with change data capture (CDC) functionality, which determines when data has changed in a database.

Why take part in the Expo at TMW? What makes this show a "must-

attend"?

Progress' position is that for SOA to be successful, you need to have data interoperability. And we maintain that the best way to achieve true data interoperability is through the use of a common model, which for CSPs is typically the TM Forum's Shared Information/Data (SID) model, now known as the TM Forum Information Framework. DataXtend SI is ready out-of-the box to support the SID.

We've done a lot of work over the past year promoting the SID along with DataXtend and that makes the Expo a "must-attend" for us. Progress is also sponsoring the third book in a series of books published by TM Forum that describes how to adopt and apply the TM Forum's NGOSS program. This book, Application Integration Using the SID, is co-authored by John Reilly, TM Forum's Senior Technical Program Manager, and Progress Software's own John Wilmes, Chief Technical Architect, Communications Sector. We'll be giving away copies of the new book to conference attendees at our booth, #83. As a bonus, we will also be distributing free copies of our DataXtend SID Model Browser which was recently updated to include Version 8 of the SID from our booth.

How do you expect this TMW to be different from the 2007 show?

We've seen an increase in the level of interest in, and adoption of, NGOSS over the past year. As SOA becomes more widely implemented the benefits of NGOSS become more apparent. The buzz among service providers is shifting from a theoretical interest in NGOSS to a practical emphasis, especially with increasing interest in the use of the SID to provide interoperability across stove-piped OSS and BSS environments. In survey data we have recently collected 80% of service providers have either begun to implement SID-based projects or have concrete plans to do so. We expect to be having fewer conversations about *what* we do this year, and more conversations about *how* CSPs can get started embracing the SID to bring more agility to OSS/BSS in support of business requirements to rapidly introduce new and innovative services.

Nakina Systems:
What do you plan on exhibiting in Nice?

At Management World 2008 Nice, Nakina Systems will announce and demonstrate

the latest advances in our Nakina Network OS™ product, a breakthrough solution that transforms multi-vendor, multi-technology network operations, administration, and maintenance to new levels of automation, optimization and efficiency. At our booth (#82) Nakina will be showcasing live demonstrations of our latest product release that includes support for new functionality, solutions, and applications. Nakina will also be showcasing its Network Operations Access Security solution that provides single sign on capabilities and controls and logs all network operations interactions with the network. In addition, Nakina will be presenting on a panel session (T54) as part of the TM Forum NGOSS Solutions Track

on *Optimizing and Managing Next-Gen OAM for Strategic Advantage* that will discuss how leading North America and European services providers are reducing network complexity and optimizing performance by implementing innovative, standards-based, multi-vendor, multi-domain network management solutions.

Why take part in the Expo at TMW? What makes this show a "must-attend"?

Management World Nice is the premier OSS/BSS event of the year with a large and growing audience comprised of Nakina's targeted service provider customers and partners. The show provides us the opportunity to meet with key customers and individuals in one place, helping to progress both business relationships and standards initiatives. As a long-time member of the TM Forum, Nakina Systems fully supports NGOSS standards and is forging standards-based solutions that provide a universal mediation layer at the network element management level.

How do you expect this TMW to be different from the 2007 show?

Nakina expects to see increased attendance by carriers interested in multi-vendor, multi-technology network management solutions at this year's show – a growing trend that we have observed over the past year. With the progress on standards and the growth of the TMF membership and its international profile, we also expect to see more service provider attendees from non-traditional and growing market segments such as cable operators / MSOs and high-growth markets in Eastern Europe, Africa, India and Asia.

Sigma Systems:
What do you plan on exhibiting in Nice?
Sigma Systems (booth #87) will be exhibiting its current "all-play" solution for residential triple and quadruple play, which includes support for voice, video and data. The Sigma Residential Voice Service Package recently won INTERNET TELEPHONY magazine's 2007 Product of the Year award.

In addition, Sigma will be exhibiting its Sigma Commercial Hosted SMB Service Package, which provides a robust OSS service management solution for commercial voice services, including call and hunt groups and e-bonding for interconnect service management. It also includes the Sigma MyOffice Voice Manager as a company administrator web portal to add/drop employees and assign/manage services and Sigma SIP Device Manager to manage the configuration and assignment of device profiles for SIP-enabled CPE devices. Sigma has currently signed up two lead customers for deployment. Sigma will also be showcasing its work in support of advanced advertising and application enablement, which has come directly out of our involvement in standards bodies such as SCTE.

Brian Cappellani will be speaking with Tom Vari, CIO of Rogers Communication, on the business transformation initiatives underway at Rogers as they merge their wireless and cable businesses, and how a converged services layer provided by Sigma has helped facilitate that transformation. Their presentation, titled "Converged Broadband Services Fulfillment Delivered – a Rogers Communications Case Study," takes place on Thursday, May 22 at 11:00am.

Why take part in the Expo at TMW? What makes this show a "must-attend"?
Expo at TM Forum Management World provides a great opportunity for Sigma to showcase its products and solutions to the true decision makers in the global service provider industry. TM Forum's Management World is a premier event to attend for both our existing customers and prospects alike, thus Expo is a great opportunity for networking and getting our key messages out to the thought leaders in the industry.

The catalyst projects, including Content Encounter, are another "must-attend" aspect of the Expo. They provide concrete insight into how the frameworks and standards of TM Forum are applied against real world problems, and provide insight into the solutions of tomorrow. Of note, we are particularly looking forward to the Service Delivery Framework (SDF) team catalyst.

How do you expect this TMW to be different from the 2007 show?

Sigma expects that the show will be bigger and better than last year, with even stronger attendance numbers. We also expect to see the effects of TM Forum's recent initiatives in the cable, content and device management space. We believe that this will be reflected in some very interesting catalysts and speaking topics.

Openet:
What do you plan on exhibiting in Nice?

Openet will be announcing two new products in Nice that enhance our customer offerings. Catch us in Nice to find out more!

Why take part in the Expo at TMW? What makes this show a "must-attend"?

This is a very well attended show, and we hope to meet many of our European customers as well as customers from the U.S. and Australia. In addition, it's a great opportunity to connect with the analyst community as many travel to cover the show.

How do you expect this TMW to be different from the 2007 show?

Based on the speaker line up, I expect a more international audience than previous years. There has also been some consolidation in the industry over the last year, so there will be some changes to the show floor.

CA (Computer Associates) :
What do you plan on exhibiting in Nice?

We plan to exhibit a set of Service Quality Management (SQM) and Customer Experience Management (CEM) solutions in Nice. We believe that SQM and CEM solutions are more important than ever for the Communications, Media and Entertainment industry because of the providers' focus on (a) agility and flexibility in launching new services and closely managing their performance end-to-end, and (b) customer centricity in services through self service portals and web enabling of more and more support systems.

As part of our Catalyst Project with Telefonica, Microsoft, Accenture, Tribold and NetCracker, called "Managed Syndicated Services", CA's SQM solutions will be showcased in a real-world scenario, supporting three different services from Telefonica and Microsoft. CA also has two speaking sessions at the event on Service Delivery Framework, the cornerstone of the industry transformation towards agility and flexibility in launching and managing new services.

Why take part in the Expo at TMW? What makes this show a "must-attend"?

CA, like many other members of the TM Forum, believes that the Management World provides and excellent platform for strengthening the relationship with our Service Provider customers and Partners. TMW is a well contained gathering of key technologists and decision makers from the industry, and is one of the few events focused on the business side (OSS) of Communication Service Provider and Media & Entertainment industry segments. CA has had a strong presence on the Business Support Systems (BSS) side of CME for a number of years and is having fast growing base within the OSS side too. As the convergence of the OSS and BSS takes root, we believe CA is better positioned than others to capitalize on that market trend and offer key converged solutions such as SQM and CEM to our customer base. As TMF (and TMW) is one of the strong catalysts of the convergence of OSS and BSS, presence in events like TMW is very important to us.

How do you expect this TMW to be different from the 2007 show?

We expect a larger audience this time. TMW – Nice always attracts larger number of attendees than its NA counterpart, and stronger attendance from the European CME community is expected this time. As TMF has been increasingly focusing on the converged marketplace of Communications, Media and Entertainment (instead of earlier focus on telecom), there are dedicated sessions on business issues affecting that converged industry, including Catalyst projects like the Managed Syndicated Services and Content Encounter. We do expect a proportionately high attendance from the traditional Media & Entertainment companies.

Oracle:

What do you plan on exhibiting in Nice?
At TeleManagement World in Nice, Oracle plans to exhibit the integrated, end-to-end Oracle Communications Application portfolio, which helps enable communications service providers (CSPs) to transform their businesses – including their networks, services or applications. In addition, we will also talk with CSPs about the following four themes:

-Customer Experience – Delivering a personalized, efficient customer experience, with particular emphasis on the order fulfillment after order capture

-Service Innovation – Leveraging Oracle Service Delivery Platform to enable,

assemble, create, and deploy innovative IT services that can run on either current or next-generation networks

-Time to Market – Leveraging productized integrations available with the Oracle Application Integration Architecture for Communications in order to deploy IT applications more quickly and ultimately accelerate time to market for new services

-Operational Excellence – Optimizing network operations to increase operational efficiency

Why take part in the Expo at TMW? What makes this show a "must-attend"?
TeleManagement World is a valuable opportunity for Oracle Communications to increase market awareness of our industry strategy and benefit from generally excellent attendance for the primarily EMEA and international audiences. The show also provides us an opportunity to host a number of key meetings with current and prospective customers and partners. In addition, Oracle benefits from the opportunity to participate in TM Forum programs such as the Catalyst Program. Finally, we appreciate the opportunity to network with a generally open–minded, innovative audience.

How do you expect this TMW to be different from the 2007 show?
This year we expect a greater focus on enabling operators to transform their businesses and drive IT services innovation. In addition, we anticipate a broader appeal, beyond the pure telecommunications segment of the communications industry, as the market continues to evolve to include non-traditional providers. Historically, TeleManagement World has focused largely on operations support systems (OSS). We would like to see increased emphasis on the business support system (BSS) side – and the essential integration between these two areas. Also, we would like to see increased emphasis on IT applications and content, which is becoming increasingly important to CSPs as they seek to differentiate their offerings to customers.

Axiom:
What do you plan on exhibiting in Nice?

Axiom Systems will be exhibiting AXIOSS V6 and the Active Catalog on booth 53, as well as unveiling a number of new partnerships which will bolster Axiom's ability to get involved in business transformation projects.

Why take part in the Expo at TMW? What makes this show a "must-attend"?

TMW Nice is the main OSS event of the year - it attracts key customers, partners and prospects and is Axiom Systems' core event for lead generation activities for the second half of 2008.

How do you expect this TMW to be different from the 2007 show?

We're expecting the IT companies to have a significant presence this year. Companies such as Oracle and IBM have been steadily moving into the OSS space over the past 12 months, while smaller vendors have become less prevalent. There is a visible shift occurring in the market, with OSS purchases increasingly becoming part of a larger overall IT purchase, that might also include CRM, billing and even

network elements. While the larger IT vendors are better placed to deliver this broader stack, there is still strong demand for more specialist companies, like Axiom Systems. As true OSS specialists with many years' experience, we are able to bring a level of understanding of the issues surrounding implantation and deployment that the larger players simply do not have.

Netcracker:
What do you plan on exhibiting in Nice?
NetCracker will continue to demonstrate its leadership as a developer of innovative OSS solutions by exhibiting new functionality that increases business value at the Service Layer (through advanced order capture capabilities and powerful business metrics, for example), accelerates the deployment of next-generation mobile and fixed-line services that span both Network and IT, and supports the rapid rollout of infrastructure required by these services.

Why take part in the Expo at TMW? What makes this show a "must-attend"?
Management World attracts the broadest range and the largest number of OSS decision makers from around the world. This creates an environment where NetCracker can leverage its most significant reference accounts — many of whom have undertaken transformational OSS projects. Our customers share their success stories in conference presentations and meet with individual prospects to discuss their OSS projects. The opportunity to bring current customers face to face with prospects having an immediate need to transform their businesses makes Management World the most important event of the year for NetCracker.

How do you expect this TMW to be different from the 2007 show?
Over the last few years, Management World has been attracting a variety of service providers who have different business models and different infrastructures. These include content providers, cable companies, mobile carriers, and wireline telcos. All are challenged to provide content-rich, converged services, and all are faced with the business imperative of deploying next-generation services to meet the demands of next-generation customers.

We expect that the 2008 show will focus on actual solutions for the creation, delivery, and management of converged services. Having completed large-scale OSS transformational projects that deliver next-generation services to next-generation customers, NetCracker is uniquely positioned to showcase its innovative service delivery capabilities at this year's event.

Amdocs:
What do you plan on exhibiting in Nice?

Amdocs will be exhibiting its entire Customer Experience Systems (CES) portfolio, including support for all processes that enable a service provider to become a purveyor of the digital lifestyle, such as Charging for next gen services, Order to Activation, Service Assurance, Product Lifecycle Management, Service Delivery and management of the extended value chain, with Digital Advertising and Commerce.

Why take part in the Expo at TMW? What makes this show a "must-attend"?

As the major TMF showcase, TMW Nice has been the 'must-attend' event for Operations for many years. But as the industry evolves, so too does the TMW Nice event. Increasingly it makes no sense for SERVICE PROVIDERS to make a distinction between BSS and OSS - since they must provide seamless support across an entire process in order to provide an intentional customer experience. This year we expect to see more interest from an audience extended in two directions: firstly, an audience that requires both BSS and OSS support for their processes. And secondly, an audience that is interested in finding support for the extended value chain for service.

How do you expect this TMW to be different from the 2007 show?

Every year TMW Nice gets bigger, and we expect no exception this year. With the extension of the Content Pavilion, a wider program and more activities, we expect more excitement around the following topics: content, product lifecycle - and continuing strong interest in automated fulfillment, and service assurance.

Tribold:
What do you plan on exhibiting in Nice?

Tribold will be making customer announcements, show-casing new strategic partnerships, presenting the results of a CSP Product Management survey and launching a paper on the Product Catalog and Management market with Stratecast, and finally a presentation of a TMF Catalyst co-developed with Microsoft, Computer Associates, Verizon and BT among others. Tribold PPM has been short listed as a finalist for the Best New Management Product award. Also, Catherine Michel, Tribold's CTO, will be speaking with Telekom Austria and chairing PLM/Data Management session.

Why take part in the Expo at TMW? What makes this show a "must-attend"?

The show has grown significantly in statue over the past few years and is now the must attend show for BSS/OSS and indeed telecoms as a whole.

How do you expect this TMW to be different from the 2007 show?

We're expecting increased senior level representation from service providers. Also, we're looking for even more focus on business drivers and benefits rather than raw technology and a real bias for action driven by competition!

Alcatel-Lucent
What do you plan on exhibiting in Nice?

Alcatel-Lucent will take part in the content encounter catalyst demonstrating our multi-vendor SDP applications development capability in the form of a location-based service as well as the end user service quality experience. Our booth will focus on agile service innovation and how to monetize applications & network; the importance of content to device assurance with multi-vendor solutions; and how to care for customers with flexible billing plans, security of the applications and a harmonized solution between the contact center and the CRM.

Why take part in the Expo at TMW? What makes this show a "must-attend"?

With over 670 members, the TM Forum is the place to network and meet with senior executives from service and content providers and potential partners.

How do you expect this TMW to be different from the 2007 show?

The quality of the keynote speakers is a good reflection of the importance of this event in the industry, with Sol Trujillo and Paul Reynolds CEOs of Telstra and Telecom New Zealand, respectively, and Alan Bell, EVP & CTO of Paramount Pictures.

Subex:
What do you plan on exhibiting in Nice?

Subex is taking advantage of Nice to launch and showcase several important new solution innovations:

- a new extension of our service fulfillment suite of products to support WiMAX, allowing services providers to deliver next-generation content-based services and service bundles over wireless broadband access as an alternative to cable and DSL.

- a new version of our route optimization software, Optima; and new solution bundles of our revenue assurance product, Moneta, that encapsulate domain knowledge and best practices for new levels of
revenue assurance efficiency, including jump-start deployments with pre-configured components.

- a new version of our Revenue Operations Center, which we will be displaying and demonstrating with several service provider and partner companies in the Content Encounter II. The new ROC extends how the ROC helps a service provider measure the impact of operations on profit and achieve "operational assurance."

We are very excited about this last point. The Content Encounter at Dallas was amazing - a fantastic example of how service providers can leap into the world of content-based services. I recall that you wrote about it previously in Pipeline.

 Why take part in the Expo at TMW? What makes this show a "must-attend"?
The TMForum and Management World are where our industry comes together to educate and collaborate. It's where we explore new business models, kick the tires on new technologies, work together on standards, and generally advance the state of our art. I think it is fantastic that the TMForum has taken the lead in helping bring together the converging worlds of telecom and media. To see how people are tackling this transformation is what makes this show a "must attend."

How do you expect this TMW to be different from the 2007 show?
I think the Content Encounter II project is going to blaze a new path forward into the world of content-based services. It will help operators to understand how to monetize these new products and overcome the challenges with these new business models, and it will show us in the vendor community how we can assist them in that effort. I am very excited to see it.

If you have news you'd like to share with Pipeline, contact us at editor@pipelinepub.com.