

## All eyes on Management World 2010

By *Tim Young*

Every May for the last 10 years, TM Forum has put together its showcase of many of the most interesting voices in the OSS/BSS space. With a level of specificity and focus that few other events demonstrate, we can honestly say that Management World has solidified its spot as a preeminent show for the OSS/BSS set.

The setting, of course, doesn't hurt. The show will take place May 18-20 in Nice, France (and, I think it's safe to say that late May is a swell time to head to the Riviera). However, it's the crowd that makes the trip worthwhile, from a business standpoint. In a time when other events shrink or disappear, altogether, we are watching with interest to see whether this year's Management World can match last year's attendance.

The changing event industry is an interesting analogy for some of the larger changes taking place within the communications space. It is just these changes that the event should explore.

### **Content**

One big draw of any event is the quality of the content it promises. TM Forum posits the content at Management World as "a unique blend of thought-leadership, real-world case-studies and interactive debates" united around the idea of helping "companies focus on growing revenue through new business models, increasing operational efficiency and cutting costs, whilst addressing the challenges of revenue assurance, customer experience and retention." That certainly

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hits the sweet spots, and we'd be hard-pressed to name another show with those credentials.

Six conference summits are planned for the event:

1. New Content & Innovative Services
2. Cloud Services
3. Successful Business Transformation
4. Driving Operational Excellence
5. Revenue Management & Profitability
6. Excellent Customer Experience

The 2010 event also promises keynote addresses from the following industry leaders:

- Mr. LIU Aili, Executive Vice President & Board Member, China Mobile
- Sally Davis, CEO, BT Wholesale
- Dr Steffen Roehn, CIO, Deutsche Telekom AG
- Akil Beshir, Chairman, Telecom Egypt
- Jan Vorstermans Executive Vice President Technology & Solutions, Telenet
- Nick Ogden, CEO, Voice Commerce (Formerly CEO, World Pay, Royal Bank of Scotland)
- Thomas Capka, COO, A1 Bank
- Emily Nagle Green, President & CEO, Yankee Group

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- Thierry Zylberberg Executive VP Strategic Partnerships, France Telecom
- Gerd Leonhard, Media, Technology & Communications Futurist
- Giovanni Chiarelli, CIO, Telecom Italia
- Mehrdad Mansourpour, Managing Director & CIO, UPC Broadband
- Iain Morris, Editor, Technology Briefing - Telecommunications & IT, Economist Intelligence Unit

While the show's location generally necessitates a bit of a European focus, I count keynote addresses from at least 4 of the 7 continents.

Management World once again features its popular Forumville installation. Each themed zone of Forumville is designed to showcase a topic of note in the industry. In addition, the Forum has planned each zone to map to a conference track taking place at the event, which should allow attendees

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to focus their attention on their chosen topic in a targeted, multimedia fashion. It's an interesting move, as it could bring the feeling of a half-dozen co-located mini conferences under a unified umbrella.

And, of course, Catalyst demonstrations will be a part of the exhibit.

We're told that 15 Multi-Company Catalyst Demonstrations are scheduled to take place at Management World this year, "with 20 Service Providers and 40+ Vendors joining forces to show TM Forum-based solutions for timely management and IT challenges including managing cloud, customer experience, analytics, mCommerce, and



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delivering digital services.”

If you're not familiar with the Catalyst set up, each catalyst consists of a team of suppliers addressing real-world problems presented and defined by service providers, who act as “project champions”. Since the CSPs define the Catalyst topics, the problems tend to be practical, allowing for constructive cooperation by all participants.

The list of service providers taking part in these projects is longer and more geographically diverse than the run-down of keynote speakers. Participant CSPs include BT, Deutsche Telekom, Vodafone, Swisscom, Qwest, Telstra, China Telecom, China Unicom, ZAIN and a host of others. Vendors taking part include Cisco, Microsoft, IBM, Ericsson, Huawei, and Amdocs.

The demonstration at Management World is just one stop on a long road of research. Catalyst projects typically run 3-6 months in duration, which still enables service providers to have possible

solutions to their requirements in a much shorter period of time than a standard RFX and lab testing process.

Each Catalyst takes place as one of the larger themes within Forumville. The breakdown of themes and topics is as follows:

**1. Cloud Services** – Enabling the business of Cloud Services.

**Catalyst Projects:**

[Cloud Service Broker](#)

[Inter-Cloud Service Management](#)

[Service Model](#)

[IPsphere: Bringing Quality to the Cloud](#)

**2. Revenue Management and mCommerce** -

Addressing revenue management challenges and new business models in a complex and changing market

**Catalyst Projects:**

[Revenue Assurance Coverage Model](#)

[Developing a Scalable mCommerce Model](#)



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### 3. Customer Experience and Business

**Intelligence** - Proactively managing customers and revenue to increase satisfaction and the bottom line

**Catalyst Projects:**

[Standardizing Customer Experience Management](#)  
[Decision Analytics](#)

### 4. Digital Media - Profiting from Digital Media Services and New Business Models

**Catalyst Projects:**

[Dynamic Content Delivery](#)

### 5. Technology and Operations - Driving Operational and IT Excellence

**Catalyst Projects:**

[Driving the Costs out of IPTV](#)  
[Enterprise Identity Management](#)  
[Next Generation Data Migration](#)

[COMPASS - Catalog Data Driven Order Automation](#)

[Effective Sell of Advanced Network Services and Solutions](#)

### 6. Defense - Applying TM Forum Best Practices and Standards to meet Defense Needs

**Catalyst Project:**

[Defense Catalyst: Rapid Communications Deployment](#)

So, between the topics, the location, and the focus, Management World keeps our hopes alive for a strong event in the midst of an era of decline for trade shows. We will make the trip to Nice next month. Will you? Let us know what you think by contacting me at [editor@pipelinepub.com](mailto:editor@pipelinepub.com).