Pipeline

Knowledge Is Power

Looking Forward to TMW Nice
by Tim Young and Claire Hara

The annual TeleManagement World show in Nice is approaching quickly. As is generally the case, OSS types around the globe are getting jazzed for several days of innovation, technology, and Mediterranean sunshine. Here at Pipeline, we thought we'd take a look at what the show will have in store for you, our readers, and the rest of the attendees.

The show seems to be shaping up to be one of the largest yet. It boasts over 75 hours of conference sessions in 6 different tracks, featuring 180 speakers.   The expo will include over 100 exhibitors and 20 hours of floor time. "We have attended TMW, both in Europe and the Americas, for a number of years," said Loughlin O'Nolan of Aran Technologies, "and we find that it is routinely a very beneficial event for us. In terms of networking, the size of the event and solid focus on this industry sector is unrivaled."

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Indeed, the focus is appealing for many companies. "Though there are a number of other telecom focused forums and events, we believe that none of them are as focused as TMF/TMW is on the service provider marketplace," said Venu Venugopal of CA. Comptel's Suard Oliver echoes this sentiment. "TMW-Nice is by far the most important and comprehensive OSS show in the world--- not just in Europe. It

brings together OSS software vendors, system integrators and operators from many parts of the world. This event is where new ideas are discussed and business relationships formed."

So what's in store for the show? "We've been focusing on convergence as a theme, which, of course, means a thousand different things," said Keith Willetts, TMF's Chairman and Founder. "We've been focusing on what operational impacts will more converged services throw at us. We've got some very interesting speakers, including Nicholas Negroponte who started this whole convergence theme back in the 90's with his book, *Being Digital.*"

The other keynotes promise to be solid, as well. Rory Sutherland, Vice Chairman of Ogilvy UK, will have some stirring words on how convergence will completely change advertising, billing, revenue assurance, and payment. Stefano Pileri, CTO of Telecom Italia, will talk about how SPs will continue to push the envelope in the range of services they offer. Bonnie Gray of UPC Broadband will talk about the effects of convergence on cable providers.

This is an era of great change, according to Willetts, and the show hopes to explore that. "We're entering the theater of not just connectivity services, but content and information services", he says. "What does that do to the operational/ service delivery piece? If web services aren't charged for, and are free at the point of use or paid for indirectly through advertising, does that mean that billing has become, or potentially will become, redundant inside a telecom operator, or does it just change the way that billing works? What does it mean for who is facing the customer and who is where in the value chain? What does it mean for traditional telecom services that have stopped at the little box in your hallway, but now go through the home gateway and into your TV set, or, the other way through the content aggregator to the content source? How do you manage all that to make sure the customer gets the service they pay for?" Great questions.

Some other features of the show include the Catalyst showcase, which features the collaborative efforts of some 30 vendors, 11 service provider sponsors, and hours of exhibition and exploration. There will also be TMForum training, Excellence Awards, cocktail receptions, and lots of other relevant programming.

In all, whether it is the keynote addresses or the expo floor, the conference programming or the sea air, TMW-Nice sounds like it will, yet again, be one of the strongest events on the OSS calendar.

Pipeline took a moment to ask some of the exhibitors about their plans for the show. This is what they had to say:

Axiom Systems:

Q: Why did your firm decide to attend TMW?

A: The TMW events have always offered a great mix of the kind of people, providers, and vendors that we are interested in meeting and hearing from.

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Q: Are there any definitive announcements planned for the event or products you plan to showcase at the expo?

A: Axiom Systems will be formally announcing the availability of the Axiom Active Catalog. The Active Catalog effectively breaks down all of the individual software protocols and services that currently exist within a service provider's network architecture into componentized building blocks. Each of these building blocks becomes a re-usable component that can automatically provision itself across the necessary systems to promote the rapid and easy creation of new services. The Active Catalog has the potential to significantly reduce a provider's operating costs by bridging the gap between marketing and IT departments and allow product designers, or even customers, to actually create and deliver new services in minutes.

Infovista:

Q: Why did your firm decide to attend TMW?

A: TMW Nice is the premier OSS industry event worldwide. As a global leader in service assurance solutions for CSPs and the number one provider of performance management solutions for IP-based services, this is the ideal venue for InfoVista to: Demonstrate our latest solutions and technology targeted specifically to TMW attendees and designed to enable them to increase the quality of services they deliver to their business and residential customers. Meet with existing customers as well as with strategic partners and complementary technology vendors. Meet with key industry analysts and members of the press. Uncover new business opportunities. Better understand the trends of the CSO market and align and adapt our strategies and development plans for future solutions accordingly

Q: If this is your first TMW show, why did you pick this year to begin taking part in the event? If not, what changes do you expect for this show over previous TMF events?

A: We expect TMW Nice 2007 to be the most well-attended, biggest TMW

conference yet. The topics are of keen interest around the globe and the value and criticality of these solutions to the OSS market cannot be understated. We are looking forward to a great event.

Progress Software:

Q: Do you have any specific expectations of the show?

A: Data integration issues are moving to the forefront of OSS/BSS implementation discussions and we're very interested in what the industry has to say about how they're managing working with the TMF Shared Information/Data model.

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you plan to showcase at the expo?**

A: Progress will be announcing Progress DataXtend Semantic Integrator, Version 8.2, at the show. Version 8.1 debuted at TMW in Dallas this past December. This year we are sponsoring the publication of a new book by a TeleManagement Forum Distinguished Fellow, John Reilly. The book is "Getting Started with the SID: A SID Modeler's Guide." Progress will be giving a copy of this useful guide to the SID to all registered conference attendees. And, as a special bonus, Progress is bundling a free copy of the new DataXtend SID Model Browser with each book.

LHS:

Q: Do you have any specific expectations of the show?

A: We hope that the show will attract many visitors from the Operator Community, particularly the "IT guys", as previous years the profile was more oriented towards "Network guys".

Q: Why did your firm decide to attend TMW?

A: With the convergence of BSS and OSS, or IT with Network, TMW is becoming more and more interesting for LHS. In addition, eTOM and NGOSS are now standards in the industry. This year with a dedicated "billing stream", LHS's attendance to TMW is mandatory.

Nexagent:

Q: Why did your firm decide to attend TMW?

A: It is the only show with a systems focus on network issues. It is not perfect for Nexagent, but is the best show possible for our ICT supply chain management message.

Q: Do you have any specific expectations of the show?

A: We use the Executive Appointment Service, and that typically connects us with

customers. Otherwise, our expectation is to have good conversations on the floor, which has been our experience.

CA:

Q: Do you have any specific expectations of the show?

A: Yes. As we are a sponsor, participant and session presenter at the event, we have a broad set of expectations. Primarily, the show is an opportunity for us to meet and discuss issues with our key telecom service provider customers in a relatively informal setting, and we expect all of our top-20 to 30 customers to be there. Secondly, it is a forum for us to reemphasize our commitment and solution strengths to the telecommunications marketplace and provide updates on new initiatives
and solution releases. From that perspective, we expect a broad, well qualified set of technology experts and decision makers from the service provider community to be there. Thirdly, we expect a number of thought provoking sessions and discussions in areas that are extremely relevant for us, like convergence of media/entertainment/telecom and OSS - BSS, where forums like TMF are instrumental in providing leadership on standardization, reference architectures, etc.

Comptel
Q: Do you have any specific expectations of the show?

A: Comptel has attended TMW-Nice for a number of years, so we feel pretty confident about what we can expect. For Comptel as a leading supplier of dynamic OSS solutions, TMW is a great opportunity to showcase our solutions and generate new sales leads.

Aircom International:

Q: Why did your firm decide to attend TMW?

A: AIRCOM International is focused on individual to individual (we call it i-2-i) communication, and although the TMW event isn't the biggest on the calendar, it is very in-depth and enables us to spend quality time with a highly targeted group of delegates.

Hewlett-Packard
Q: Do you have any specific expectations of the show?

A: The further progress on Prosspero which HP is heavily engaged in and meeting new prospects and customers to discuss their specific NG-OSS implementations and issues

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A: HP will be continuing to show our clients and prospects the solutions which they seek to enhance their OSS, specifically our own NG-OSS implementation, ISM (Integrated Service management) and its application to next generation networks, quality of service for IPTV and integrated service fulfillment for convergent networks. We will also be featuring two more of our key software components in industry-related context: our mediation solution, Internet Usage Manager (IUM), and from the newly acquired Mercury software portfolio, Business Availability Center, helping our customers to achieve better business technology optimization.

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