

Letter from the Editor

By *Tim Young*

"It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages." - *Henry Ford*

They've always been there. They've always been important. They contribute the revenue. They consume the service. Without them, we'd all be unemployed.

However, we didn't always hear nearly as much about the customer as we do now. It seems that every OSS/BSS vendor wants to emphasize how their product helps to optimize the end-user experience, and every CSP is more dedicated than ever to keeping customers.

And that's a positive step for many providers, who've perhaps forgotten, in the past, for whom they truly work. It just took a shaky economy and an endangered market-share to bring that priority into sharp focus.

Either way, it opens the door for a whole array of OSS/BSS responses to the needs of the end-user. And that's what we're focusing on in this issue of Pipeline. The customer experience.

We hear from a variety of leaders in the space who've been rethinking what it means to be customer focused. We have insight from firms like Comverse, Tekelec, Accanto, and InfoVista about different angles for improving customer experience. In addition, we have insight from Ed Finegold on the Microsoft-Convergys deal, and a look at some of the latest news in the space.

And, of course, I'd be remiss if I didn't mention that we want to hear from you, our end-user, on how we can continue to strive to make Pipeline your favorite source for the latest in OSS/BSS. Drop me a line at editor@pipelinepub.com.

Enjoy the issue.

Best,

Tim Young, Editor-in-Chief



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