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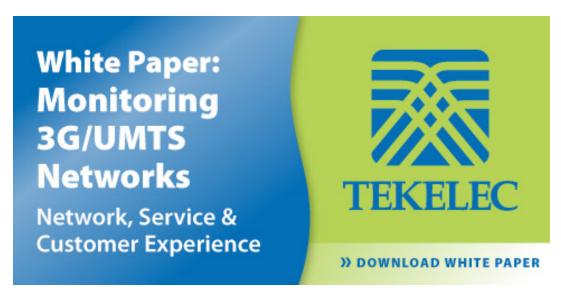
Knowledge Is Power

NewsWatch

By Alana Grelyak

Hello and welcome to your June NewsWatch. This month, we're taking a look at HP's further push into the OSS marketplace. There's some news on customer wins for and major releases and since it's almost summer here in North America, it seemed appropriate to daydream a bit about what it would be like if big companies helped out smaller companies. Maybe they'd share innovations or pass off ideas that they didn't want to the little guys that could really use the help. Actually, that's not a daydream at all. It's something that Nokia is really doing within the Finnish ICT sector and you can read about it below. We hope that you enjoy all the colors of summer and that Pipeline can help make the longest day of the year go just a little faster for you. Here's your news (with a slightly new look) for June, 2009.

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HP has pushed itself further into the OSS arena with the introduction of three new software solutions that were announced recently at Management World 2009 in Nice. According to the official release, these solutions are aimed at protecting the customer experience before it is disrupted, particularly in the case of high-value customers. Said services, "HP Service Quality Management," "HP TeMIP Service Console," and "HP Unified Correlation Analyzer," address specific processes in the customer experience management life cycle in the likely hopes of reducing any customer losses in today's extremely competitive environment. An occurrence like this points to two things going on in today's telecom world, the first being the absolute necessity of customer retention. With the economy in its present state, customers are looking to get the absolute max out of every penny spent. Bumps and

glitches in service are likely to send customers running to a new service provider at the drop of a hat and service providers, at present, simply cannot afford the cost of customer losses, hence, HP's release of not one, not two, but three solutions regarding customer experience. Secondly, the constant financial bleeding of various key players as well as smaller OSS companies, possibly leading to their eventual demises, will leave gaps in the marketplace that larger companies like HP are using their more considerable resources to step in and fill.

In an interesting spin on brotherly love, Nokia Siemens has partnered with Technopolis and Tekes, the Finnish Funding Agency for Technology and Innovation, to start recycling unused ideas that Nokia shelved in the past. The unused ideas will be given to selected Finnish ICT companies for "further development and exploitation," with said companies being matched to the idea that they can best develop into a functioning product or service. The project is operating under the moniker of Nokia Technopolis Innovation Mill. It will take place over the next three years and is being run in the hopes of generating new, internationally competitive businesses in the Finnish ICT sector. The idea will have around 4.5 Million Euros in public funding out of its total of 8 Million Euros. Some of the ideas that Nokia is willing to release are in the areas of environmental and energy-related solutions, location-based services, near field communication, mobile security, future internet services, and others. Nokia will choose roughly 100 ideas out of its thousands of shelved ideas for distribution. This type of innovation seems daring and kind all at the same time. It makes one wonder if there's anything in it for Nokia. Obviously, Nokia will be choosing ideas that it already deemed unfit for their own use, but what will Nokia gain from promoting competition in realms that they themselves are competitors within? Could this truly be a gesture of outstanding compassion for their smaller Finnish brethren or is there some ulterior motive? A more important question is what would it take to get other countries to adopt the same sort of tactics? Theoretically, bolstering competition and bankrolling smaller companies should get the economy rolling again, but would companies in the United States, for instance, with their capitalist tendencies, be willing to do the same thing? It's certainly an innovative notion and one that definitely needs to be watched closely for its future results. Maybe spreading the wealth will help Finland make a greater name for itself in the telecom arena and beyond.

Amdocs announced in Nice that their newest enhancement for the Amdocs CES Portfolio now makes it the first single catalog that offers support to both BSS and OSS systems. The system uses a single common data model but also features two integrated catalogs developed for the specific needs of two sets of users. The CES catalogue has given Amdocs quite a few major customer wins over the

last several months and this new enhancement may very well bring in several more. In the currently competitive environment, SPs are looking for every way possible to save steps, thereby saving costs, and with Amdocs announcing this as the "first" single catalog with a BSS/OSS offering, other companies may need to catch up in order to continue scoring customer wins in the current days of the lean operator.

In similar news, Subex has launched Rocware 2.0, a key component of its Revenue Operations Center (ROC), and yet another of the many recent software upgrades we've been seeing that are aimed at bettering customer experience while also enhancing the profitability and efficiency of CSPs' services. "The need for Rocware 2.0 arose from the fact that many of the existing business intelligence solutions focus on the strategic versus the operational and also tend to lack operational assurance functions to check the integrity and accuracy of the data they operate on. We felt there was a strong need for a solution that would help CSPs validate that their operations are working correctly and optimize their business through efficient utilization of existing resources to extract maximum revenue, across departments, groups and products – and hence Rocware 2.0.", said Mark Nicholson, Chief Technology Officer, Subex Ltd.

Africa is seeing significant growth recently in its use of cellular telephony and these changes are quite apparent, at least to Volubill, which managed to win three new customers from the continent. The news customers are situated in Kenya, Senegal, and Ghana, and bring Volubill's total of African SP customers up to 16. With Africa being one of the fastest growing telecom sectors, other B/OSS companies may do well if they start putting more of a focus on the African area. It seems to be filled with many opportunities and might be a good place for struggling companies to pick up some life-saving revenues, particularly in the rural areas where several parts of Eastern and Southern Africa have started up telecommunications projects that are geared towards connecting the rural areas into international networks.

As you probably know by now, there were two winners of the TM Forum Excellence Awards in Nice this year, NetCracker for the Best Practices Award – Supplier/System Integrator, and Chunghwa Telecom for the Best Practices Award – Service Provider. We followed up with each of them to hear what they had to say regarding the awards. NetCracker told us that "Winning the TM Forum Excellence Award is a great honor, and we were especially pleased to learn that we were chosen by the Forum's service provider members. The fact that we were chosen by our existing and prospective

customers has immense significance to us." As for Chunghwa Telecom, they told Pipeline a little bit about what led to winning the award by saying that they "initiated a 5-year NGOSS program in 2006 for BSS/OSS flexibility and OPEX saving and after 3 years of solid practice and realization, more than 70 BSS/OSS have been evolved towards NGOSS. Joe Chung-Hua Hu, Researcher for Chunghwa Telecom Labs said, 'To meet the challenges in the era of convergence, Chunghwa Telecom (CHT)is figuring out how to provide an open platform of service delivery in managing digital media and content services. The TMF SDF program defines the framework that supports and integrates all functions required for the lifecycle of a service delivered to a Customer, across all stakeholders in a Service Provider environment. Following the progress of SDF, CHT has stepped forward with a powerful vision via the advanced program to empower current OSS architecture towards the changing service market.'"