

Pipeline

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OSS NewsWatch July 2008

by Alana Grelyak

July is a fine month. It's sunny, warm, and generally bright. Of course, there are thunder storms, too. Much like July, this month's NewsWatch has sunny spots and a few stormy items. Apple has chosen to make the new iPhone more accessible and Starbucks settled its issues with T-Mobile, but poor Yahoo is still looking for a suitor after snubbing Microsoft's initial proposal. As usual, Pipeline is here to inform you about what we think you'd like to know. Read on for some interesting information and enjoy the rest of this beautiful summer month. Here's your NewsWatch for July.

First of all, New Paradigm Resources Group (NPRG) and Pipeline have announced the winners of the *Communications Innovators Awards*®, recognizing service providers that implement cutting-edge solutions and demonstrate forward-thinking innovation. The recipients, honored by NPRG and Pipeline during NXTComm 2008, are Business Only Broadband, Greenfield Communications, Inc., and Optimum Lightpath. You can read all about it in a special article in this issue.



Since we've been following the dance between Yahoo and Microsoft in prior releases of this article, it seems only fitting to continue the update. It looks like Microsoft has turned its nose up at Yahoo's attempts to revive Microsoft's interest in buying out the company for \$33 per share. Yahoo shareholders have become more and

more unsettled after shareholder Carl Icahn began insisting that Yahoo accept Microsoft's offer, which Yahoo initially refused. Yahoo's new plan is to minimize the damage to its shares (which have continued falling after Yahoo's refusal of Microsoft's attempts at a takeover) by using Google's ad technology in the hopes of boosting annual cash flow to \$450 million in just the first year, a proposed \$250 million increase. Shareholders and the public alike will find out more about the direction Yahoo will take at its annual meeting on August 1.

Starbucks Corp. and AT&T have settled a lawsuit filed by T-Mobile for breach of contract and unfair competition. Originally, T-Mobile and Starbucks had a WiFi partnership that is coming to a close and being replaced by a new partnership between AT&T and Starbucks. All three parties signed a contract agreeing to specific terms regarding the transition of services, but when AT&T and Starbucks began offering free Wi-Fi, T-Mobile alleged that the service offer violated the exclusive contract between Starbucks and T-Mobile and was in breach of the contract signed by all three. T-Mobile sought damages for unfair competition and a breach of contract. Settlement terms have remained undisclosed, although I hope they involved a round of free honey lattes.



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Verizon Communications is now offering unlimited wireless calling to its small business customers who subscribe to Verizon's unlimited wireline long distance service. The wireless calling includes unlimited calls within Verizon's network and also to any five landline numbers. Customers can add on unlimited minutes to out-of-network cell phones by paying a monthly fee. This seems to be just another step in the competitive world of unlimited services, which we've seen quite a bit of recently after Verizon (and then AT&T, Sprint Nextel, and T-Mobile) began offering a \$99 unlimited service to non-business clients in February of this year. We can only dream that the wildfire of unlimited services catches on in other industries like spa services and coffee houses.

Also from Verizon, customers can expect to see reduced rates on bundled services that do not require a landline phone plan. Cellular customers can choose from FiOS TV, a 3Mbps DSL connection, or FiOS fiber-optic plan. Giving customers the freedom to avoid the landline phone connection in their bundled rate plan is just

another step towards what may be the eventual and inevitable death of the landline phone. This may be a self-serving push coming from Verizon, who has also just announced that they will be acquiring Alltel Corporation in a cash merger. Alltel's coverage includes 57 primarily rural markets that Verizon Wireless currently does not serve, which will make Verizon's cellular network even larger than it already is.

Apple has unveiled a 3G version of the iPhone that is faster and cheaper, ultimately making it available to many more people than the higher-priced original model. The new model can download data 2.8-times faster than the original and includes a very intriguing GPS feature, among other new features. With a more accessible price point, iPhone will be able to better compete with BlackBerry and similar devices, say analysts. The new phone will be available starting at \$199 USD July 11.

Clarity, a provider of Unified Operational Support Systems, has been chosen to provide its Unified OSS to Western Power, Australia's only dedicated transmission and distribution business. "We wanted one solution that was as reliable as possible. Clarity's Unified OSS made more sense to us than integrating numerous systems that performed the same function and Clarity will allow the design and operation of the multi vendor network on a single platform. As a Government owned corporation, it is essential that we implemented a complete, scalable solution supported by excellent processes and implementation that would mitigate risk. The people at Clarity proved themselves and their solution worthy of the contract," commented David Ireland Communications Design and Implementation Manager at Western Power.

OnAir, a company that offers services that enable passengers to use their portable devices on airplanes, has chosen Highdeal to manage Mobile OnAir, a mobile telephony offer aimed at airline companies. Highdeal Transactive is used to calculate the percentages and manage the commission owed to airline companies, as well as for the billing of Internet Service installations, WebMail, and WebChat services offered by OnAir. The partnership includes Bull, an integrator of convergence technologies, which will be creating the information systems. "We are extremely pleased with Bull's services and Highdeal's ability to adapt to our unique and fast evolving context," said Jean-Damien Beaud, Director of OnAir's Information Systems. "Our mobile telephony offer is at the crossroads of the telecommunications and aeronautics industries. We were quickly convinced by the different features of the Highdeal Transactive software solution as its functional coverage corresponds to our needs, particularly when calculating interconnection costs and bill-cross-referencing which are an essential part of our business," he concluded.

Amdocs has announced that its product support operations has achieved the "Rated Outstanding" certification from the Service and Support Professionals Association (SSPA). "Amdocs underwent comprehensive and rigorous audits of its product support operations," said Stephen Smith, executive director at SSPA. "The 'Rated Outstanding' certification acknowledges Amdocs' commitment to provide the people, processes and technologies that help customers get the most from their product investment." Congratulations to Amdocs.

Oracle has announced the next release of the Oracle ® Software Configuration Manager, which collects and integrates detailed system configuration information

and integrates with an array of related Oracle products. The new product is available for download immediately. Oracle has also garnered an award from the SSPA, which has named Oracle Customer Services with the "Best Embedded Product Support" award.

Telcordia has been selected by the Defense Advanced Research Projects Agency (DARPA) to help lead a team in the Dynamic Multi-Terabit Core Optical Networks (CORONET) program, which is meant to develop protocols, algorithms, networks architectures and control and management capabilities to support highly dynamic multi-terabit, core optical networks that support both IP and wavelength services. The CORONET program was created to enable an increase in the performance and security of the U.S. global inter-networking infrastructure, with an ultimate goal to advance the global networks of the Department of Defense.

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