

Letter from the Editor

By **Tim Young**

"You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new."

-**Steve Jobs**

Now, Jobs is a guy who knows, as well as anyone, what the customer wants. As a company that anticipates and, in some cases, creates trends, Apple is as aware of the challenges of navigating the intimidating landscape of customer need (and customer want) as any company.

However, there are many customers who want to be able to change what they want on the fly, and want offerings that change as they do. For these customers, a personalized experience, driven by prediction and adjusted by customization, is the ideal solution to the dynamic environment of customer demand.

What are the underlying issues behind the idea of personalization? How can CSPs provide a personalized experience to their vast and diverse clientele in a cost-efficient manner?

That's what we're tackling in this issue of Pipeline.

We bring you word from our own editorial team on the promise of personalization and when we can expect to see it come to fruition. We also bring you wise



words from Sterling Commerce on how intelligent apps can create the very demand-driven landscape that users crave.

In addition, Sigma Systems provides us with insight on the liberation of the services that consumers demand and providers are in prime position to deliver.

How can CSPs provide a personalized experience to their vast and diverse clientele in a cost-efficient manner?

Also, we hear from Stuart Cochran, CTO of Evolving Systems, on how number choice can provide a tangible edge for CSPs looking to embrace a totally personalized experience.

Connectiva Systems explains how CSPs can leverage "deep customer insight" to deliver multichannel advertising that enriches the end-user experience while maximizing profits for the advertiser and the CSP, alike.

And, exploring the flipside of the customer experience, Ed Finegold relates a personal experience with a CSP who tries to make things right after getting things wrong.

All that, plus the latest in OSS/BSS news analysis.

Enjoy, and if there's any way we can customize and personalize our coverage for you, let us know by sending us an email at editor@pipelinepub.com.

Best,

Tim Young, Editor-in-Chief



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