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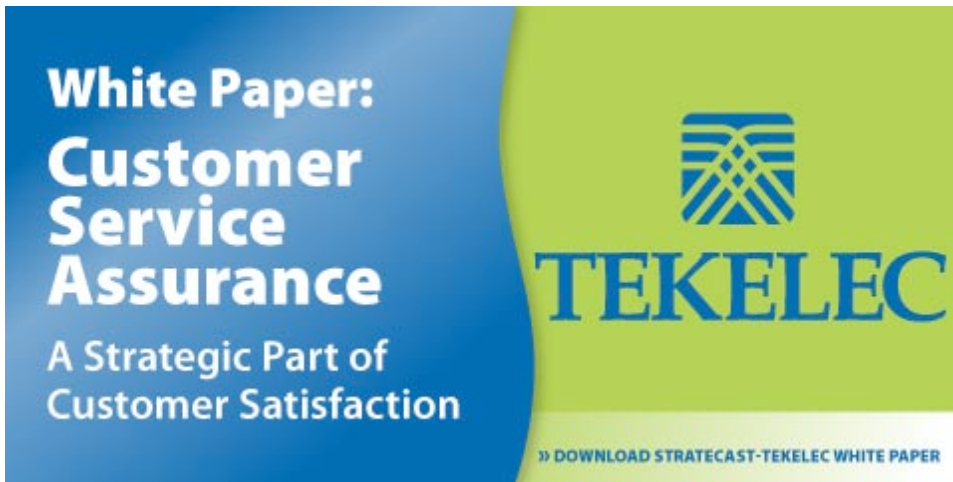
Knowledge Is Power

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## NewsWatch for August, 2009

By Alana Grelyak

It is already the end of summer here in Chicago, and as always, I'm tempted make exclamations about how time moves far too quickly. However, without the relentless onward march of the clock and the calendar, there'd be no news to report! There are plenty of timely news items for you to chew on this month. Nimbuzz is growing in popularity and makes one wonder about how service providers will adapt to the changes Nimbuzz and services like it are forcing upon them. Telcordia has a new product release that reflects today's importance of building revenues while decreasing churn. Qwest is speeding along on land while others are making high-speed communications available at sea. Those stories and more are available to you right now if you just keep on reading. Enjoy your August NewsWatch and the rest of the summer season.



**White Paper:**  
**Customer Service Assurance**  
A Strategic Part of Customer Satisfaction

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Nimbuzz has just announced a new client for Mac desktop computers, as well as an upgrade to the iPhone version that includes push technology. Users can now have messages sent to them even though the Nimbuzz software isn't visibly open on the device. The upgrade also allows users to share photos, music, and videos and even allows them to see each other's locations on a physical map, similar to Google's Latitude application. "We are delighted by the phenomenal reception Nimbuzz has received from iPhone users worldwide and are excited to welcome Mac users to the Nimbuzz community, which is growing at nearly 1 million new users per month," said Nimbuzz CEO Evert-Jaap Lugt. Nimbuzz is currently working on a version of its client for the Google Android system. As reported in a previous installment of NewsWatch, Nimbuzz doesn't seem to be getting too much backlash from service providers as of now, since the aggregator stresses how their service actually

brings more revenue to the SPs via data service usage. Now that the application is becoming far more widely spread, it still brings to mind questions of how this will be changing the way service providers' revenue models need to change for the future. And not only those, but what about the services that are being bypassed by Nimbuzz? For instance, AIM runs ads directly on users' screens in a constant stream. With AIM being one of the services that is now aggregated into Nimbuzz, users of AIM can still chat with all their AIM friends and be recognized with their AIM name, yet those ads are no longer reaching their intended targets. How long will it be before Nimbuzz and services like it change the models of not only wireless service providers but even those of chat and communications programs and the like? With an 848% growth in Nimbuzz downloads on iPhones and iPod Touch devices since the OS 3.0 update, we may be able to answer that question in the near, very near, future.

Telcordia has just announced the release of a new product that may increase CSP revenues while improving customer satisfaction. Telcordia Mobile ID, an advanced subscriber information management solution, allows CSPs and content providers to keep track of customer information in an accurate way. The solution allows CSPs to track usage patterns of their customers, type of device used, frequently used services, and other data points. By using said information, CSPs will be more able to offer value added services to their customers and opening themselves up to a far greater number of potential revenue sources. "A mobile phone number is one of the most powerful forms of identity that people possess," said Richard Jacowleff, President, Interconnection Solutions, Telcordia. "Accurately detailing a subscriber's mobile phone number is a powerful foundation to establishing a complete subscriber profile. CSPs and content providers can use Telcordia Mobile ID to develop and deliver behaviorally based services, such as mobile advertising, location-based applications and promotions, and service upgrades." He added, "Mobile ID can add between three and four percent to a CSP's or message aggregator's annual bottom line by eliminating routing-oriented revenue leakage." The product is another indicator of the importance of eliminating customer churn by increasing satisfaction, while upping the profits for providers in this particular time of economic need.



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Qwest is upping the ante on high-speed data services with its introduction of downstream connection speeds of 40 Mbps and upstream speeds of 20 Mbps as part of some subscription plans. These speeds, just about double from what they were on the downstream side, are some of the fastest available in the US. Packages for the new, faster speeds start from \$99.99 (for the first 12 months) for 40 Mbps downstream and 5 Mbps upstream, with 40 Mbps downstream and 20 Mbps upstream starting at \$109.99 a month (again, for the first 12 months.) The faster speeds are made possible by

Qwest's use of VDSL2 broadband technology and is an expansion of the RBOC's fiber-to-the-node (FTTN) deployment. The new speeds are currently being rolled out to qualifying customers in Denver, Salt Lake City, Minneapolis/St. Paul, and Tucson regions. Up to date, customers (and providers) have been more concerned about download speeds, but these days, things have changed and customers are looking to upload more of their own content. This may be the signal to other communications service providers that they're going to need to step up their data speeds with haste, because technology isn't going to wait, and neither are the customers.

According to a company called Cellcrypt, a mobile phone encryption service, mobile phone calls are about to have their security compromised unless the issue is taken more seriously. Ian Meakin of Cellcrypt told Pipeline that they are seeing voice hacking "more and more frequently, but by its very nature, this is an activity that can go undetected more often than not. What was most surprising about the revelations in the UK's Guardian newspaper [referring to a story about illegal phone tapping of celebrities, which came out July 9, 2009] is not that mobile hacking happened at all, but the scale of it with between one and three thousand important citizens and officials apparently targeted." So is this something that the general populace need concern themselves with? And are service providers going to need to take major steps to protect all of their customers from malicious spying? Meakin doesn't think so. He said, "Typically, attacks are carried out by paid professionals with a specific malicious purpose in mind, so the majority of the public will not be affected and will generally be safe from casual unsophisticated and untargeted attacks. However, with targeted attacks, it is not just celebrities who are at risk: it is also corporations, enterprises, and public officials." If this is the case, service providers may well need to look into protecting these types of customers from illegal hacking. But is it cost effective to protect just some of the customers, or would it be easier from a logistical standpoint to protect all of them? In either case, the very existence of a company like Cellcrypt points to the idea that at some time in the future, service providers will likely need to address the issue on a larger scale.



A case study was recently published regarding a demonstration conducted by Global Forte, a product and consulting company, and Redline Communications. The study involved providing high speed wireless connections between two ships that were up to 20 kilometers away from each other, both moving at speeds of up to 13 knots and using a system called "BATS" (Broadband Antenna Tracking System). BATS is integrated with Redline's 5.8 GHz AN-80i radio and a two-foot grid antenna and is agnostic as to frequency and broadband vendor radio equipment. The demonstration was able to successfully broadcast camera surveillance from one ship to another and allowed for Internet

protocol telephone communications. A distance of 44.3 kilometers was achieved. The demonstration took place in the Sea of Marmara, and is an indicator that even the nautical world will likely be just as connected and wired as land is currently. Perhaps service providers will find a new market on the high seas.

Comcast has further injected itself into the mobile world via the Apple App store. The cable giant just released a free mobile application for both the iPhone and iPod touch that allows customers to access Comcast services right from their mobile device. Customers will be able to access Comcast email, visual voice mail, real-time TV listings and even trailers for movies that are available On Demand. Customers will also be able to access their address books, forward home phone calls to the iPhone, and have the full functionality of the SmartZone Communications Center. While some of these features are available via any mobile Web-enabled device with a browser, the full functionality is available only for customers with an iPhone or iPod touch. Here we can see yet another example of one of the symbiotic relationships that Apple has created for itself with its ultra-popular mobile device: Apple becomes more useful for certain customers, and a communications service provider hops on the iPhone train to bring more features to its customers, making itself more valuable. It also ups customer expectation and raises the bar for other CSPs to follow suit.

Matt Bross is now the former CTO of British Telecom. He recently left his position, which he's held since November of 2002, though for what, no one yet knows. He's relocated back to the United States, where he's likely to have a whole new pasture to graze. Shortly before his decision to leave, BT decided to merge its Innovate Group with its Design group, a move that may or may not have played a part in Bross' decision to quit. It is rumored that BT does not plan to refill the CTO position.

In the world of customer wins, Amdocs was recently selected by T-Mobile UK for a four-year managed services agreement, through which Amdocs will be in charge of the maintenance and support of T-Mobile UK's billing, customer care, and ordering systems for 16.7 million subscribers. Another win for Amdocs comes in the form of Telenor Sweden, which has selected Amdocs' OSS suite of products for its wireline operations. Amdocs was already supporting the company's mobile operations. Also on the subject of customers, Oracle announced that over 140 communications service providers purchased the Oracle Communications applications in the last fiscal year. "Oracle's success in the last fiscal year demonstrates that communications service providers worldwide are focused on optimizing their IT systems and networks to lower costs and risk, and trust Oracle to help them meet those goals with scalable, integrated, standards-based solutions," said Bhaskar Gorti, senior vice president and general manager, Oracle Communications.

The NGN IMS Forum has announced that the 8<sup>th</sup> annual Plugfest will happen from October 5 through October 9<sup>th</sup> of 2009 and will focus on the interoperability for voice and multimedia applications, BSS/OSS and security. It will include participants like Comverse, HP, Mu Dynamics, Radvision, Tech Mahindra, and Tekelec, among others. "Plugfest 8 is a cooperative effort between our three technical working groups, including the Diameter/Control Plane, and BSS/OSS and Security Working Groups," said Michael Khalilian, Chairman and President of the NGN IMS Forum. "It will showcase the great progress that these groups have made in advancing NGN and IMS architectures."