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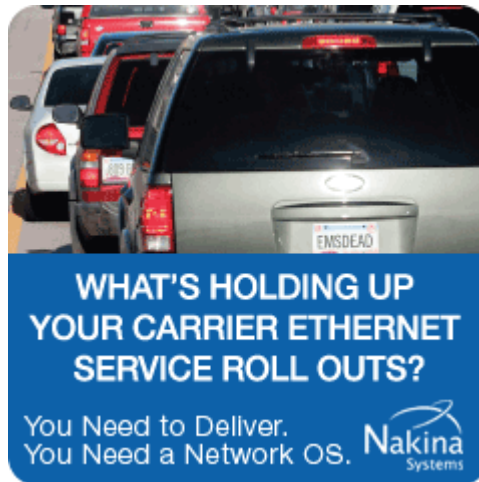
Knowledge Is Power

[www.pipelinepub.com](http://www.pipelinepub.com) Volume 5, Issue 4

## OSS NewsWatch for September, 2008

by Alana Grelyak

Can you believe that the summer is almost over? We certainly can't. These last few weeks of summer are often a busy time, as everyone tries to cram in everything they didn't finish before the fall hits us with holidays, school, and new responsibilities. The telecom world is no different. We have plenty of news for you that covers mergers and acquisitions, AT&T's decision to move its headquarters, and even a brand new and unexpected issue for Yahoo, Google, and Microsoft. We've done our best to cover what we think you need to know. Here's your NewsWatch for September.



Yahoo, Microsoft, and Google are being mentioned in the same paragraph again, though not for the takeover dispute we've been following each month. This time, it seems the three companies were issued notices by India's Supreme Court. Apparently, the companies are in hot water for allowing ads for "sex selection" services, which allow parents to select the gender of their unborn child. This goes against India's "Pre-conception and Pre-natal Diagnostic Techniques Act," which prohibits gender selection of unborn babies. India has wasted no time in making their dissatisfaction known with a public interest lawsuit against the companies. The claim was filed by Dr. Sabu Mathew George, who's looking to block access to the

sites that violate the Act and wants to sue for punitive and deterrent action. Similar ads are already banned on TV, on the radio, and in print within India. Within the Microsoft/Yahoo takeover issue, Carl Icahn has won himself a seat on the Yahoo board. The board is also being expanded from nine members to eleven. Other than that, at least at the time of our publishing, no major changes have occurred in the saga.

AT&T has decided to move its headquarters from San Antonio, Texas to downtown Dallas, Texas. The city of Dallas is clearly happy with the decision and is showing its support by offering AT&T a \$5 million grant. And in other good news for AT&T, Boeing has selected the company as the primary carrier for landline voice and data services. The contract is valid for 5 years and is estimated at more than \$400 million. Maybe AT&T can use that \$5 million grant to throw a celebration party...

In the ever-present fight for customer love, SPs are coming up with new ways of drawing attention to themselves. In Chicago, for instance, Comcast was recently running a promotion where customers could get a free Nintendo Wii if they signed up for a 2-year deal on the Preferred Plus or Premier Triple Play packages. Now Verizon is offering free high-definition DVR use for customers who switch to FiOS TV service. I, as a customer, look forward to seeing the next generation of customer temptations that come into play. Anyone else holding out for a Lamborghini?



Best Buy will be selling the Apple iPhone, the first retail chain to be able to do so, as of September 7 of this year. "The iPhone has changed the way people think about their mobile phones, and we are delighted to help more customers get their hands on this revolutionary product," said Brian J. Dunn, president and chief operating officer, Best Buy. "Our Best Buy Mobile employees have the training and expertise to deliver the best experience possible for our customers - from the initial purchase through the life of their iPhones." Don't get too excited, though; customers still need to sign a 2-year contract with AT&T. This just makes it more convenient for you to do it, and will probably give Best Buy a nice sales boost this Christmas season.

Subex has announced that its customer base has surpassed the 200 benchmark. "This is a great moment for us as it is an important indicator that Subex has become a trusted OSS and BSS supplier to telecommunications service providers around the world..." said Subash Menon, Founding Chairman and Managing Director and CEO of Subex Ltd.

Clarity has been awarded an extension on its OSS contract with Tier 1 SP PT Telkomunikasi Indonesia (PT Telkom) whereupon Clarity will provide support for PT Telkom's Metro-Ethernet services, providing NGN services like IPTV, VoIP, and Video on Demand. Indra Utoyo, Director of Information Technology at PT Telkom Indonesia, said "Clarity's solution ... support[s] Quality of Service provisioning for triple play (voice, video, and data) services that will run over a converged network. In addition, any network event or fault can be quickly identified, assessed immediately, and resolved promptly before any of our customer's Service Level Agreements are impacted...."

Amdocs has made efforts to get the word out that its presence in the OSS market is still growing. With its acquisition of Jacobs Rimell in April, and its prior acquisition of Cramer in 2006, Amdocs has invested significant time and assets into providing OSS applications to Tier 1 and Tier 2 service providers. Recently, Amdocs has provided the Amdocs Operations Support Systems to KPN, the largest SP in the Netherlands, for fulfillment of its broadband services. "KPN is one of the world's leading service providers that continue to work with Amdocs to design and deploy strategic OSS transformation initiatives," said Charles Born, vice president of corporate communications for Amdocs. "As service providers build and deploy new next generation networks, they need integrated OSS that can automate processes that span the customer order through to activation on the network. This automation reduces the long-term cost of ownership of the OSS and helps deliver a high-quality customer experience."

In the world of acquisitions, Nortel has acquired Pingtel, a designer of software-based unified communications solutions, which was owned by Bluesocket Inc. Pingtel already had an existing OEM relationship with Nortel. "This acquisition is another building block in Nortel's vision to be a software-centric company and the leading provider of unified communications solutions," said David Downing, General Manager, Enterprise and SMB Communications Systems, Nortel. "We believe that bringing Pingtel's critical R&D capabilities in-house will enable us to further develop software-based solutions that go beyond the boundaries of our previous OEM relationship. We expect that this will enable Nortel to accelerate the development of new IT-centric channels to market."

***If you have news you'd like to share with Pipeline, contact us at [editor@pipelinepub.com](mailto:editor@pipelinepub.com).***