

Pipeline

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OSS NewsWatch for October, 2008

by Alana Grelyak

Here we are, in the last quarter of the year. And of course, we have plenty of news! And, as an added bonus for our readers, Pipeline is pleased to announce our new News Center, where you can get the most up-to-date information directly from the news releases themselves. Yes, they'll be sans the witty comments we know you've grown to appreciate, but never fear because you can still get those here in the NewsWatch column, where the news is as colorful as the leaves of October. Enjoy!



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AT&T is making it possible for its U-verse customers to watch their favorite TV programs in the room of their choosing. The Total Home DVR service, currently available in the Bay Area of San Francisco, gives subscribers the option to record shows via DVR in one room and watch them in any of up to eight other rooms. Programs can be started in a new room or even paused in one room and resumed in another, thereby making those pesky familial TV control arguments a thing of the past. Customers who have several can't-miss shows can also now record and playback up to four programs at the same time. The service runs through IP technology and customers have no need to switch out their current hardware. "While some other providers may claim to offer some form of whole home DVR,

AT&T U-verse Total Home DVR is the only one that truly lets you play back recorded programs from a single DVR on any connected TV in the house," said Jeff Weber, AT&T vice president of video products. Verizon is currently offering a similar service via their FiOS TV, but when contacted for clarification about its services, AT&T had this to say: "...[W]ith AT&T U-verse Total Home DVR, you can play back any recording – SD or HD – on any connected TV. Verizon FiOS Multi-Room DVR does not support HD playback, only SD. FiOS can only play back 2 recorded shows at once; U-verse Total Home DVR lets you play back up to 4 simultaneously. Other whole-home DVR services support two TVs, versus up to 8 connected TVs with U-verse TV." However, when asked for a comment, a Verizon representative stated that "AT&T is playing catch-up. We introduced a multi-room DVR for FiOS TV customers two years ago. Our multi-room DVR allows customers to use one DVR to record programming that can be watched on up to 7 TVs in the home. Customers also can subscribe to our Media Manager service that provides them the capability of streaming their personal photos and music from their PCs to their TVs. This soon will also include personal videos. We've led the industry in these types of applications, providing home entertainment experiences that are unmatched by other providers."



AT&T's service is available at no extra charge to U-verse subscribers and the company has mentioned plans to roll out the service to the rest of the country by the year's end. And whether customer choose Verizon or AT&T, a service like this may mean that cable companies that don't offer anything similar will have to come up with something that will allow them to compete or face losing customers who prefer the convenience of watching a show in any room at any time.

As though saving time wasn't enough of a reason to enjoy DVR services, NDS, a manufacture of DVR technology, has released the stats from a recent survey that says 79% of respondents felt that using a DVR has improved their relationship with their partner, while 81% of respondents felt that owning a DVR has improved family life by allowing more time for family bonding and less time for arguing over what to watch. Can it really be that simple? In light of said statistics, perhaps the cable

companies should offer family counseling services in order to keep up with competition...

It's a bird, it's a plane, nope, it's SUPERCOMM again! The brand name that stood for almost twenty years before making a split and then coming together again as NXTcomm has decided to return to its formerly famous moniker per a decision by co-owners the Telecommunications Industry Association (TIA) and the United States Telecom Association (USTelecom). "This change marks a new era for SUPERCOMM. We are re-establishing this event due to popular demand and structuring it to better serve today's 21st century communications providers and partners. Broadband and the applications and solutions enabled by it hold the key to the future of communications and we are well positioned to meet the needs of this marketplace," said event organizers in a joint statement. Will the name change return the event to its former glory after the split that occurred almost three-years ago broke it into smaller shows? While that still remains to be seen, we can probably expect that at least some of those poor lost souls left wandering the telecom landscape in search of the familiarity of an 18-year old brand name will inevitably find their way back. It will be awhile before we know for sure since the show doesn't occur until early June of 2009, but Pipeline will definitely keep an eye out for the answer as the date approaches.

It was recently announced the IPsphere, a non-profit organization dedicated to promoting the benefits of IP convergence, has joined the TM Forum. Effective immediately, IPsphere's work programs will be moved into the TM Forum. According to Martin Creaner, President and CTO, TM Forum "I'm very excited about IPsphere joining forces with the TM Forum. In this increasingly converged market, the work IPsphere is doing to produce specifications to enable pan-provider business solutions, complements the existing work of the TM Forum in relation to Service Delivery Platforms and Service Oriented Architecture. The closer alignment of these work efforts will deliver great benefits to our broad membership." Some details shared via a press conference reveal that the IPsphere program will be led by a seven-person steering committee, more than half of which is made up of service providers; all IPsphere member companies will become TM Forum members; and that testing of the new IPsphere program will be completed in October, with results available at the IPsphere focus area at TM Forum Orlando.

Alcatel-Lucent is facing some leadership changes. As of September 2nd, the company announced that Ben Verwaayen, a 56-year old Dutch national who was the former CEO of BT, has been selected as the new CEO of Alcatel-Lucent. Philippe Camus, formerly the co-CEO at European Aeronautic Defense and Space Company (EADS) has been selected as the company's non-executive Chairman starting on October 1st of 2008. A few days later, Cindy Christy, leader of the Americas region and a Lucent Technologies carry-over, resigned from her position. Alcatel-Lucent doesn't seem to have issues a formal press release on the issue.

Amdocs has been chosen to employ its Amdocs CES (Customer Experience Systems) for T-Mobile Croatia, the largest mobile provider in the country, in order to improve customer experience. Siemens IT Solutions and Services Croatia was the system integrator for the project, and Amdocs will be providing product support and maintenance.

Oracle has had a few items of good news to share. First, Korea Telecom Freetel (KTF) has deployed components of Oracle's Communications Service Delivery portfolio in order to launch some new services. KTF is also using Oracle TimesTen In-Memory Database and Oracle Real Application Clusters in order to develop an integrated subscriber and service authentication system for wired and wireless services. "Oracle has helped us establish our position as an innovator in the mobile industry in Korea and in the world. With our service delivery platform based on Oracle software, we are able to develop faster and easier data services for customers who want more than mobile services. We are moving toward our goal of becoming a communications leader in the digital age," said Byoung-Chol Choi, vice president, Korea Telecom Freetel.

Secondly, Oracle's Communications Converged Application Server, has been deployed by mobilkom austria group in Central and Eastern Europe. "The trend to converged multimedia services has set in motion a transformation, with the common denominator being open, Internet-based technologies as the underlying foundation. Using Oracle Communications Converged Application Server, mobilkom austria group is uniquely positioned to foster innovation in the emerging IMS market, thereby unleashing new revenue streams and improving our customer loyalty by providing a market-leading set of convergent, multimedia services," said Rainer Huber, senior service architect, mobilkom austria.

Telcordia has released a series of whitepapers on how CSPs can better deliver services to customers by building interactive customer relationships. According to Telcordia's white paper, "[To Win in an Interactive World, Get Personal](#)," CSPs need to develop an open business model that enables them to remain competitive, realize business growth and build interactive customer relationships in this interactive world. Telcordia believes CSPs need to start developing stronger relations with their customers now by transitioning to a more interactive business model and stop falling into the role of the enabler, which allows the Internet players to reap the rewards of the IP content and advertising explosion. Interested parties can view the whitepapers on Telcordia's website.

If you have news you'd like to share with Pipeline, contact us at editor@pipelinepub.com.