

Pipeline

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Management World Orlando: Insights and Expectations

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Here in North America, the leaves are changing colors, the pumpkin patches are hanging their signs, and the evenings are starting to cool. That must mean that it's time, again, for the TM Forum's Americas show: Management World Orlando.

This show sports a change of venue, but promises to bring back to the table some of the same interesting conversation and exploration that we have come to expect from Management World events. We'll have a full post-show review in our December issue but wanted to take a look now at what we can expect from the event.

We asked a few of the exhibiting companies what they thought of some of the changes we're seeing in Management World, and here's what they had to say:



Pipeline: What do you think of the venue change from Dallas to Orlando?

Intec: If the attendance statistics released to date by TM Forum are accurate, the venue change appears to be very positive. I expect that locating the event in Florida should improve attendance from Central and South America.

Conceptwave: We hope that the venue change will increase the participation from the NA and CALA region. ConceptWave solutions are in production with several incumbent CSPs in CALA.

NetCracker: The venue change is a very positive development. As Management World grows and attracts participants from South America, Orlando's location and modern facilities will contribute to making the event even more successful.

Pipeline: What made last year's Management World Americas show effective?

Intec: Management World by its nature draws a very technical audience. It provides a good forum to meet with partners along the entire value chain to discuss developments in the industry – both business and technical – and the formulation of solutions that address those developments. We also met with a number of important customers and prospects.

NetCracker: Targeted marketing, right messages, close engagement with customers and prospects, made for a successful show last year.



Pipeline: What about the event does your company hope to see improved upon this year?

Intec: While the sessions were good, think there is still room for improvement there. The new location should also improve the flow through the exhibit floor and the conference as a whole.

Conceptwave: Larger CSP participation.

NetCracker: We expect to see a greater presence of service providers from South America. The conference agenda will also be covering a broader range of topics. We

also expect to see more in-depth discussion on topics.

Pipeline: What do you think of the TMForum's expansion of focus in recent years, moving to include more content companies, advertising companies, etc.?

NetCracker: It is a logical evolution for TMF. As service providers begin to deliver rich-media and diversified content over a converged network, it is only natural that advertising and content companies attend TMF events. Service providers are evolving new business models that incorporate advertising-based revenues, syndicated services, and aggregators of content. New and traditional players in this new ecosystem will find it beneficial to attend events such as TMF.

Intec: It follows the current evolution within the industry. Most telecoms are starting to look more like media companies, which broadens the scope of discussion.



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The Expo:

Here's a look at some of the specific plans a few OSS/BSS companies have, going into the 2008 Management World Orlando:

ConceptWave

ConceptWave will be exhibiting at partner booths (HP, Aricent and Subex). In addition, ConceptWave will have an executive briefing room for pre-arranged appointments and product demonstration.

Nakina

Nakina Systems will be in booth #128 displaying their management software, and showing how it's helping network operations teams efficiently deploy, manage, and secure their next generation networks. Also on the agenda is an address by Jay

Borden (CEO of Nakina Systems and formerly the founder and CEO of Granite Systems) entitled ***The Death of Innovation: The Looming Destruction of the Telecommunications Software Industry*** (TO 3) on Tuesday, November 21st at 4pm. As Borden sees it, recent trends are threatening to stifle innovation in key areas of the supply chain. As a result, incumbent service providers risk becoming low-value transport pipes vulnerable to more nimble innovators like Google. Is telecom software innovation doomed? What can the industry do to reverse the trend?

TTI Telecom

TTI Telecom will be displaying its latest approaches to customer-centric service management. More specifically, the team at TTI Telecom will be involved in the Harmony Catalyst, phase 3. Phase 3 of the Harmony Catalyst project will pick up where the project left off in the last TMW showcase, and will focus primarily on Customer Experience management and SLA monitoring across several enterprise and telecommunication domains. TTI Telecom's contribution includes customer and service impact analysis with its ServiceImpact, part of Netrac Service Management product line.

Sigma Systems

Sigma Systems will be at Management World Orlando to discuss the business and technical implications of targeted advertising for service providers. In Forumville, Sigma will demonstrate its proof-of-concept implementation of an integrated targeted advertising solution and prove the applicability and inter-operation of multiple industry standards/specifications including TMF IPDR and OSS/J, SCTE 130 and CableLabs Tru2Way. Visit Sigma at booth #306 to learn more.

TierOne OSS

TierOne OSS Technologies (booth #210) will be making a number of key announcements at this year's Management World Orlando event. Following the company's recent success in securing "Verizon Testing Partner" certification, TierOne will be announcing new product and solution offerings and demonstrating how its access management and network synchronization solutions have helped a large North American Tier 1 wireless carrier reduce costs and improve operational efficiency and responsiveness.

Comptel

With the appointment of Brad Niven to vice president, North America, Comptel will be taking advantage of Management World Orlando to update customers and prospects on its plans for expansion in the North and Latin America regions, and highlighting its solutions and experience in the areas of WiMAX, carrier ethernet, and managed services, among others. At its booth, #213, Comptel will be demonstrating dynamic OSS solutions and sharing recent customer success stories.

In addition, Comptel is participating in a new TMF Catalyst project with TeliaSonera, Vitria Technologies, and Tribold. One of the key areas for discussion at this year's event in Orlando will be how Communications Service Providers make the transition

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from legacy to NextGen. This catalyst looks at the practicalities of that transition and will generate best practices using PLM, Active Catalog, and BPM as well as demonstrate the critical need for visibility, agility, and flexibility throughout the period of transition.

Intec

Intec will be showcasing Intec Total Service Mediation (TSM) and its Intec Roaming solution. TSM is a way for CSPs to address the complex requirements of next generation services, which demand a continuous and multi-directional flow of data between the network and the back office. CSPs need a framework of mediation modules to support these requirements. Intec TSM is a unified platform for delivering services and managing the resultant revenue. It attempts to enable operators to maximize efficiency, improve the quality of service delivery, and minimize cost by harnessing the power of an integrated framework.

The Intec Roaming solution addresses the guidelines of GSMA's NDTRDE around Tap/Rap processing. Intec Roaming claims to allow carriers to react faster to industry changes, achieve better business control over key roaming functions, and reduce costs.

NetCracker

NetCracker will be exhibiting its Fulfillment and Provisioning OSS solutions. NetCracker states that it has the largest number of successful OSS transformation projects on hand, and will be bringing its customer stories and a range of solutions to the Management World.

NetCracker's customers are undergoing business and technology transformation to address the challenges and opportunities offered by content-rich services. They are exploring new advertising-based revenue models and transforming their business and operations support systems to enable service syndication. NetCracker is attempting to assist service providers to profitably participate and monetize the new ecosystem involving Over the Top providers (OTT), Content aggregators, distributors, and creators. NetCracker will demonstrate its content and service syndication capabilities over network and IT infrastructure.

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