

# Pipeline

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## December NewsWatch

by Alana Grelyak

Welcome to December! Our last NewsWatch of 2008 contains a plethora of information, because yours truly had the opportunity to have first-hand discussions with many vendors in Orlando last month. We've also included news from outside the world of Orlando, so whether you were there or you weren't, after reading this month's NewsWatch, you should be filled in on everything we think you need to know. Enjoy!

Sprint Nextel's financial future isn't looking any better after all this time. The company reported on November 7 the loss of 1.3 million more customers and a rather large sum of \$326 million. The company has now begun offering a voluntary buyout to its employees, who have until December 3 to accept the package and go on their merry ways. Clearly, the company is trying to minimize its workforce in the face of more impending financial troubles. As of publishing, Sprint hasn't yet announced any planned layoffs, but they seem likely to arise after setting a deadline for employees to gracefully bow out. Sprint Nextel's stocks have, probably like their employees' morale, also fallen.

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In the wild world of acquisitions, Amdocs has announced its agreement to acquire Changing Worlds Ltd., a privately-held provider of personalization and intelligent portal solutions for mobile service providers. Amdocs is of the opinion that the acquisition will make it easier for customers to navigate the Internet on their phones. Amdocs has plans to expand the technology to mobile, PC, and television. "Personalization is a cornerstone of Amdocs' strategy to offer Customer Experience Systems and ChangingWorlds is a recognized global expert in this area," said Dov Baharav, chief executive officer of Amdocs Management Limited. "ChangingWorlds' dynamic portal offerings surpass the traditional 'one-size-fits-all' approach, and no single vendor can match its range and sophistication of personalization services." The deal cost Amdocs around \$60 million, with later considerations to be paid if certain performance metrics are reached. The deal should close on or before December 31, the end of Amdocs' fiscal quarter.



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Telcordia has some exciting news in that it has been chosen by the U.S. Army Communications-Electronics Research, Development, and Engineering Center to lead the Network Management portion of its Tactical Information Technologies for Assured Networks (TITAN) Advanced Technology Objective. The contract lasts for four-years (likely the time it'll take for everyone to memorize the name of the project) and have Telcordia focusing on generating network management policies from mission specifications, integrated fault and information assurance correlation, automated response to diagnosed network faults and information assurance problems, among other things. "On the battlefield, communications can mean life or death," said Ritu Chadha, Chief Scientist and TITAN Program Manager, Advanced Technology Solutions, Telcordia. "Self-healing, ad hoc mobile networks are designed to ensure secure, reliable communications even under the most extreme conditions, including nodes constantly on the move or destroyed in battle. By leading the TITAN project, Telcordia is not only helping ensure that U.S. troops can stay connected under any conditions, but also developing next-generation technologies that one day can be used to improve the reliability of consumer and enterprise networks." Telcordia, I salute you.

Congratulations to Tekelec, which was named one of "America's 200 Best Small Companies" by Forbes magazine recently. "The Tekelec team has worked diligently

to build a company that is based on operational excellence and innovation," said Frank Plastina, president and chief executive officer, Tekelec. "I am pleased to see Tekelec employees be recognized for their ongoing efforts to deliver value to our customers and our shareholders."

Global Capacity, a telecommunications industry logistics company, has announced that it has closed financially on a deal to acquire Vanco Direct USA LLC for \$15 million USD. The formal transfer is still awaiting approval by state and federal regulators, expected within the next 90 days.

And now for some Management World Orlando news...

NetCracker and NEC held a press conference at TM Forum Orlando to discuss NEC's recent acquisition of the smaller company. NEC stressed NetCracker's importance in its own growth, stating that the acquisition of NetCracker completes NEC's portfolio, making it a total end-to-end solution for its customers, as well as expanding its geographical reach. NEC also stated that it is committed to providing support to ensure NetCracker's success and both were pleased to announce their 11<sup>th</sup> customer win with Videotron, a Quebecor Media Company. "Together, NetCracker and NEC provide the best in business support software and infrastructure innovation across a global footprint," said Dr. Botaro Hirosaki, NEC's Senior Executive Vice President and Member of the Board in the official press release. "NetCracker adds important solutions at the Service layer to complement NEC's extensive portfolio of mobile, wireline, and IT infrastructure products."



Sigma Systems announced at the show that they are partnering with BroadSoft, Inc. a provider of VoIP application software, in order to provide provisioning and fulfillment solutions to telecom and cable operators for hosted business and residential VoIP services. "By bringing our solutions together, BroadSoft and Sigma offer telecom service providers and MSOs an end-to-end fulfillment solution for hosted business and residential voice," said Gary Gibbs, vice president of Business Development for Sigma Systems. "BroadSoft customers who want rapid service creation and quicker deployments can now rely on Sigma's global VoIP solutions experience, which has been proven at over 20 service providers." Sigma also took

part in a TMForum Content Encounter, where they played a role in a demonstration exploring how service providers can extend their business model for interactive video entertainment services to include advanced advertising. "It is an exciting time to be a solutions provider in the service provider industry right now. The demand and creativity driving new services is forcing operators to rethink the way they transform and manage their service fulfillment processes," said Tim Spencer, president and COO of Sigma Systems. "At Sigma we are dedicated to helping service providers be as innovative as possible, whether it is enabling new communications and advanced video services, or pioneering new revenue-generating solutions, such as advanced advertising."

While not releasing anything specifically at the show, Openet was very pleased to say that the show was going very well for them and were also happy to tell us that in the fourth quarter they launched a new version of their underlying framework product under the title FusionWorks 5.0. The update improves upon previous versions of the software and has additional features such as unified logging, which gathers data from multiple places into one, easy to understand package; statistics reporting; and OA&M, which allows users access to performance data.

Juniper Networks, a high-performance networking company, did not officially man a booth, but they were part of a catalyst with Telstra on the first multi-site carrier field implementation of the TM Forum's IPsphere framework. Built on a solution powered by Juniper Networks and partner Net One Systems, the field implementation in Sydney and Melbourne will be showcased as part of the TM Forum's IPsphere worldwide field trial. "Telstra's innovative multi-site deployment demonstrates an unquestionable commitment to the IPsphere framework," said Todd Shimizu, director of technical marketing, Juniper Networks. "The delivery of this working implementation underscores the importance of standards-based service frameworks to service providers' evolving business models and Telstra has made a significant move forward here."

Amdocs was pleased to announce their selection by China Mobile's subsidiary Guangdong Mobile, which Amdocs feels is a very significant win for them, particularly because this is the first time Guangdong Mobile has selected a commercial-off-the-shelf OSS product to manage its network inventory requirements.

Intec is pleased that their interconnect billing and settlements solution is being deployed by Nextel Mexico. "To effectively expand into the domestic wholesale market, we needed a robust solution to support our growth while efficiently managing complexities in the marketplace. Intec provides us with a complete solution that is unique in its depth of functionality, from collection, rating, and management, to a dashboard of managerial reports," commented Maria Eugenia Ayala Porras, Vice President of Revenue Assurance for Nextel Mexico. "It will deliver the critical cost controls Nextel Mexico requires for this important part of our business."

Celona, a business-centric application data migration solutions company, has several announcements that it's proud to share. First, Celona has recently appointed a new CMO in the likes of Matt Hooper. Hooper was previously the EVP

Marketing for Colibria and has also worked prior to that at Elata and Qualcomm. Celona is also expanding its operations into Australia and New Zealand, and is also announcing the unveiling of its latest version of Celona Evolve 3, an application data migration platform. Celona makes the assertion that Evolve is proven to directly lower costs, risk and time-to-value, while minimizing disruption for application data migrations. A useful feature seems to be the "Dynamic data transfer," which requires no off-line time, allowing the data to be available throughout the migration. "Traditional ETL and scripted methods were not designed to manage the complexity and nature of business applications in today's business environments. Celona Evolve is designed to deliver faster business results and remove the headache that IT departments have when managing application data migration projects in a changing business environment. Through our customer deployments we can deliver migration results up to 75% faster than traditional data migration approaches," said Matt Hooper, the brand new CMO.

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