

OSS/BSS in the Sunshine State

By Jesse Cryderman

On November 9, 2010, the OSS and BSS industry will descend upon Orlando, Florida for three days of debate on the future role of telcos. There will be speakers from around the world, with keynote addresses by experts in the market such as Maurício Cascão, CIO, TIM Brazil, and Mike Hill, VP of Enterprise Initiatives, IBM.

As many telcos have been sluggish to correlate rapidly increasing service needs with revenue growth, the theme for this year's conference unsurprisingly focuses on monetizing the explosion in data services:

“There will be over 100 speakers from around the world.”



“Beating the Revenue Crunch: Smart Pipes. Smart Services. Smart Business .”

This year TM Forum has separated the conference agenda into 5 streams:

- New Service and Business Model Summit
- Operational Excellence Summit
- Cloud Summit
- Customer Service Summit
- Defense Spotlight

But which sessions represent the best bang-for-your buck? We here at Pipeline have the inside line on maximizing your conference time.

ARRIVE AT TRUE NETWORK INTEGRITY WITH NAKINA — THE GOLD STANDARD

FIND OUT MORE ABOUT NAKINA'S NETWORK INTEGRITY SOLUTION >>

www.nakinasystems.com

Nakina Systems
Network Integrity

“Two case studies look at ways to streamline OSS/BSS consolidations.”

Must-See Summits

The conference agenda features programming for four separate summits each day. Although there are four summits during the conference, two look to be the most extensive and practical for the OSS/BSS professional: the New Service and Business Model Summit and the Operational Excellence Summit.

New Service and Business Model Summit

With a focus on diversifying revenue portfolios, the New Service and Business Model Summit offers up 13 events over three days ranging from discussions of new wireless data services, 4G networks and

mobile advertising to a Qwest case study examining a successful Product Information Management (PIM) implementation. All of the sessions are highly relevant for those looking to understand the evolving marketplace and seeking to find new ways to make a profit.

The first keynote on Tuesday by Voice Commerce CEO Nick Ogden profiles the development of alternative mobile payment solutions; in the case of Voice Commerce, this means voice biometrics. Today, mobile devices enable more services than ever before, and customers want more payment options, but how can they be simultaneously fast, convenient, and secure?

Later in the day, two researchers from the BT Group will discuss methods for creating new services with open APIs, and the TM Forum Framework will examine how to leverage the smart Telco pipe and opportunities that arise for OSS/BSS vendors.

On Wednesday the focus will be on deploying and charging for 4G/LTE wireless, service delivery development and new business models. The keynote on this second day is presented as a roundtable



Only at TM Forum's Management World

Find out more >>

tmforum
MANAGEMENT
WORLD 18-20 MAY 2010 NICE, FRANCE

and moderated by Jenny S. Huang from AT&T Labs. Put this one in your planner, as the topics include new services, new infrastructure technologies, new devices, crowd sourcing and application environments.

Thursday is a short day, but not short on content, with two “intensive debates” rounding out the summit. The first will tackle service provider innovation and the second will attempt to uncover the secrets of success for future mobile advertising.

Operational Excellence Summit

Presented with the tagline “Doing More with Less,” the Operational Excellence Summit takes a close look at the myriad ways to improve revenue management, data and department management, analytics and back office processes. As such, many of the speakers are from the OSS/BSS world and promise to reveal methods to achieve greater business agility, a buzzword that rings true in an industry that actually does move at nearly the speed of light.

The first pick for Tuesday is the revenue management session hosted by Sandip Patel of Time Warner and Sergio Pellizzai, founder of Nakina Systems. They will discuss strategies for optimizing network operations to drive down costs and improve margins. Earlier in the day, two case studies look at ways to streamline OSS/BSS consolidations, which should prove highly relevant, as companies change hands today more than ever.

Wednesday is primarily case studies concerning business transformation and development of better business intelligence. The last part of the day offers presentations that address energy efficiency and green solutions.

On Thursday the summit ends with two intensive debates. The first debate focuses on building managed services partnerships. The second tries to make a case for IT governance that includes greater

complexity at the CEO level, but you won’t find us there—the mobile advertising intensive looks much more interesting.

Keys to the Castle

While there are many keynote speakers this year at Management World, let’s be honest—not all of them are going to have the effect of a venti latte. But several speakers should be on your dance card.

The witty and insightful Matt Bross is sure to stimulate grey matter. He has a long and distinguished career in telecommunications, and brings considerable experience to the table as CTO of Huawei and former CTO of British Telecom.

Pascal Viginier, Chief Information Officer of leading French telco Orange Group, recently managed the preparation of the merger of Orange and T-Mobile in the UK, leading to Everything Everywhere, the leading mobile operator in the UK. His global perspective on IT, technology, and operational management is sure to be compelling.

And a potentially interesting addition to the roster comes from outside the telecommunications industry in Dan Burrier, Chief Innovation Officer of Ogilvy and Mather, NA. If his self-submitted bio is any indication, his time on the podium will be funny, informative, and memorable.

Catalysts and Debates

Two distinctive alternatives to roundtables, case studies and speeches will occur throughout the conference: Catalysts and Intensive Debates.

Catalysts will take place in “Forumville,” which is a collection of live demonstrations of real-world, implementable solutions. Aimed at optimizing business performance, the catalysts fall in six themed zones: Cloud Services, Operational Excellence, Revenue Management, Customer Experience,

New Service and Business Models, and Defense and Government. Our picks are the Catalysts in Operational Excellence, Revenue Management and New Services.

Whether or not the Intensive Debates will live up to their name remains to be seen, but the concept is intriguing—workshop-style sessions with an emphasis on interactive and peer-to-peer learning.

A Full Plate

Management World Americas 2010 conference is chock full of programming and presents a time-management challenge, which the TM Forum has addressed with an online application that allows attendees to create personalized agendas. Much like eating at a buffet in Vegas, the promise of a satisfying meal is only as far away as one's planning enables. But not all buffets—even those with piles of food—are good. For the OSS/BSS sector, Management World shows promise, but the proof will be in the pudding.