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How CSPs can generate profits from their data

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A complete system is a complete nonsense

There has been a lot of talk about offering complete systems to handle the back office IT of CSPs. A single supplier with a one-stop shop is touted as the ideal solution in terms of cost and deployment efficiency but, to me, that seems yet another layer of marketing spiel that does little to help communicate the complex messages of OSS/BSS vendors. It is, as usual, a question of emphasis and degree.

I don't think anyone is really suggesting that if they buy enough companies and assemble enough developers, they will come up a dictionary-accurate complete system for the entire back office in-a-box. Nobody does that and nobody expects that.

Telecoms, in particular, is a fragmented and fast-moving industry and that means completeness is an unreachable goal. Even if the back office in-a-box complete system could be created, it would be almost impossible to sell it – apart from to a greenfield CSP that had absolutely no reservations about trusting a solitary supplier with all its systems. Even then, that brand new market entrant would rapidly find that it needed something new and different to address a subset of its market and would find its system incomplete. Here comes an adjunct to completeness.

When Bhaskar Gorti, the general manager of Oracle Communications, speaks about his recent US$3bn acquisition spree, he talks about assembling 'the most complete' portfolio. You'll notice he doesn't mention a complete portfolio – simply a system composed of a series of software programmes that addresses parts of the CSP back office comprehensively.

Oracle would prefer it if you bought several of your comprehensive systems from it, but is perfectly happy to package up comprehensive, process-specific systems that you can fit into your existing architecture. You can take one or you can take them all.

The idea of completeness here is that CSPs can streamline their architecture and purchasing by buying these modular sets of solutions that address processes within the back office. It's up to you how far you want to go with a single vendor but the understanding is that you're unlikely to go all the way. Even if you did, something would change necessitating bringing in another system or service from another provider.

To suggest completeness means anything more than this is a complete nonsense.

Enjoy the magazine!

George Malim

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Oracle to buy Tekelec for policy control, signalling and data management

Bhaskar Gorti: Oracle to provide most complete solution

Oracle has entered into an agreement to acquire Tekelec, a provider of network signalling, policy control and subscriber data management solutions for communications networks.

By combining Tekelec with capabilities from Oracle Communications and Acme Packet, the session border control specialist – which Oracle is also in the process of acquiring for US$2.1 billion, Oracle expects to provide a complete communications offering that will enable service providers to engage with customers, improve operations, control network resources and deploy innovative communications services.

Terms of the agreement were not disclosed but Tekelec was taken private by Siris Capital for US$780 million in Nov 2011. Since then, the Nasdaq market has risen by about 20% so a price of around $1 billion seems a fair estimate.

"As connected devices and applications become ubiquitous, intelligent network and service control technologies are required to enable service providers to efficiently deploy all-IP networks, and deliver and monetise innovative communication services," said Bhaskar Gorti, senior vice president and general manager, Oracle Communications. "The combination of Oracle and Tekelec will provide service providers with the most complete solution to manage their businesses across customer engagement, business and network operations, service delivery and end user applications."

Ron de Lange, president and CEO, Tekelec, added: "In an increasingly mobile and social world, customer experience is about optimising network performance and personalising services based on what engages, moves and inspires people. Together with Oracle, we expect to accelerate the pace of service innovation by helping service providers transform the way they manage and monetise the explosive growth in signaling and data traffic on their networks."

The policy control and management market has seen a lot of acqusition activity recently. OSS/BSS vendor Amdocs acquired Bridgewater Systems in 2011 and network equipment vendor Cisco Systems acquired policy specialist Broadhop this January, indicating that vendors across the telecoms sector see policy as central to their propositions.

Analysts see the acquisitions of Tekelec and Acme Packet extending Oracle's telecoms offerings. "This acquisition further extends Oracle's move into the heart of telecoms networks," said Dana Cooperson, principal analyst at Ovum. "Tekelec will extend Oracle Communications' network control capabilities, which it also bolstered with its February announcement to acquire Acme Packet. Tekelec also focuses on extending its service control solutions, adding policy control and subscriber data management to its list of capabilities."

Cooperson expects other vendors to make acquisition moves of their own in these technologies. "Expect Oracle's telecom-focused competitors – Alcatel-Lucent, Huawei, Ericsson – and it's IT-focused competitors – HP, SAP, SAS Institute – to do more strategic soul-searching and, as their financial situation allows, to pursue acquisitions of their own," she added.

JDSU pays US$85m cash for Arieso

Shirin Dehghan: This makes perfect sense

Test and measurement specialist JDSU has paid US$85m in cash to acquire Arieso, the network optimisation software provider.

JDSU will integrate Arieso's products with complementary solutions such as PacketPortal, JDSU's open software platform, providing end-to-end visibility across mobile networks. JDSU claims the Arieso products will enhance the value of PacketPortal by enabling it to capture network intelligence beyond the edge, creating a competitive advantage for mobile network operators and equipment manufacturers seeking a more cost-effective way to improve mobile service and reduce churn.

JDSU is already making the AriesoGEO and Arieso ACP products available to its customers.

David Heard, president of communications test and measurement at JDSU, explained the rationale for the purchase: "With small cells growing at great pace and the fact it's a het net now, our customers were demanding end-to-end network visibility. Our Packet Portal product gives us visbility to the edges of the network [from the core] and Arieso has been working from the subscriber end to the edge. This gives us the visibility of what's going on end-to-end."

Shirin Dehghan, the CEO of Arieso, who will continue to lead the Arieso business line within JDSU, added: "This is exciting for us and makes perfect sense," she said. "We're an independent vendor, we're neutral and this makes us uniquely positioned in the market. The motivation for the acquisition is that we now have much greater support around the world."

Heard added that the fit between the two companies was obvious: "We're done – the acquisition was that quick. Shirin will continue to drive the company in RAN optimisation and the SON space and she will have a global channel and resources to help her do that. For us, the attraction is the passion of the Arieso team and the end-to-end solution we can now offer. It's a natural fit."

Syniverse identifies US$17 billion transient roamer market

Syniverse has uncovered the value of a significant segment of mobile end users who are willing to go to great lengths for connectivity when they leave home beyond those options enabled by their home mobile service providers.

According to analyses of Syniverse and third-party data, transient roamers – those who seek alternatives to traditional mobile roaming – spent more than US$17 billion dollars in 2012 on alternative connectivity options while travelling – including purchase of local SIM cards at their destinations and paying for Wi-Fi at hotels, in flight or on other public hotspots.

"Transient roamers represent a significant portion of the mobile ecosystem, and their requirements for consistent, high-quality connectivity are growing exponentially," Syniverse president and CEO Jeff Gordon said. "This segment provides an opportunity for myriad mobile service providers to enable seamless connectivity across the ecosystem, managing end-user experiences in real-time and solidifying each provider's place in the value chain."

Jeff Gordon: CSPs missing out

Syniverse calculated the transient roamer potential based on expert insights into average roaming volumes, end-user roaming habits, and third-party travel and roaming reports. ⊕

Subex survey says wholesale carriers lost US$6.12 billion to fraud in 2012

The results of an in-depth global survey to understand the impact of fraud on the wholesale carrier industry has been published by Subex, a provider of business support systems (BSS) for communications service providers (CSPs).

The wholesale carrier market is estimated to be worth around $170 billion and the survey results indicate that carriers are estimated to have lost US$6.12 billion to fraud last year alone.

The survey was based on detailed responses from 195 participants from some of the world's largest carriers from across North America, Europe, South America, Asia-Pacific, the Middle East and Africa. It highlights some of the key problems facing carriers today as a result of fraud and identifies the various types of fraud that are presently plaguing the industry. The report also reflects on some of the key reasons behind the increase in fraud in the global carrier market over the last two to three years.

The report identifies the most prevalent types of fraud in the wholesale carrier market, with False Answer Fraud being the highest at 55.71%. A large volume of fraud is related to immediate partners, which includes New Operators – Credit Risk (51.4%), False Disputes (30.7%), Blending HQ Routes (31.4%) and Long Firm (7.1%). This indicates carriers will perhaps benefit from more stringent due diligence both during partner on-boarding as well as on an ongoing basis. The survey also shows that internal fraud is on the rise, with approximately 13% of carriers reporting losses due to internal fraud.

The survey reveals that the industry is opening its eyes to the growing issue of fraud, with 77% of respondents reporting that pressure on margins has resulted in an increase in awareness or focus on fraud.

There is still much work to be done, however, and only 35% of wholesale carriers have dedicated fraud management teams, with an even lower 25% of wholesale carriers collaborating via dedicated fraud forums. While nearly 80% of wholesale carriers use in-house developed tools for fraud detection, more than two thirds of them report a lack of automation and timely availability of data as hindering their fight against fraud.

Vinod Kumar, chief operating officer of Subex, said:, "Sitting on the fence is no more an option because carriers will see fraud continue unabated and eat into margins which are already under pressure. The aim of this report is to increase awareness within carriers and help them prepare in their fight against fraud." ⊕

NEWS IN BRIEF

MATRIXX Software strikes global reseller agreement with Sicap

MATRIXX Software has entered a global reseller agreement with Sicap, a provider of software solutions to mobile operators.

Under the deal, Sicap will offer the MATRIXX Charging Engine, a real-time Online Charging System (OCS), to its global customer base with a specific focus on updating systems to meet the challenges of massive smartphone penetration and the surge in prepaid mobile data usage. The MATRIXX Charging Engine provides new, patented technology specifically designed to help operators handle emerging challenges such as session growth, chatty applications, concurrent sessions and pricing complexity.

"We are impressed by the performance advantage that the MATRIXX Charging Engine offers our customers," said Thomas Vontz, chief operating officer at Sicap. "The mobile operators we work with expect us to keep them ahead of the market and their competition, and our partnership with MATRIXX Software does that."

The Now Factory and Voipfuture partner

The Now Factory, a provider of customer experience solutions for the telecoms industry, and Voipfuture, a pioneer in the delivery of voice quality monitoring for IP networks, have formed a new strategic partnership, creating a best-of-breed solution that enables CSPs to manage the customer experience across their existing and next-generation networks. Under the partnership, The Now Factory will integrate Voipfuture's VoIP service assurance technology as part of its Vantage product.

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T-Mobile Czech Republic deploys Ontology network inventory migration

T-Mobile Czech Republic, the largest mobile operator in the Czech Republic has deployed a system from semantic search specialist Ontology to collect, align and consolidate transmission network data from multiple existing information sources ready to migrate into an interim database and ultimately into the operator's Amdocs OSS network inventory management (NIM) system.

Using its semantic search capability, Ontology has collected the often conflicting and inaccurate disparate network data from a vast number of complex spreadsheets and other information sources by inferring, matching, merging

and aligning the data to provide a highly accurate consolidated interim database. This staging database enables the migration of the unified data into the Amdocs OSS NIM system.

"One of the main benefits of using Ontology's solution is the flexibility to deal with the on-going changes in the source data," said Pavel Stamenov, head of the Access Network Configuration Department at T-Mobile CZ. "The solution allows our users to work with the transmission planning spread sheets uninterrupted, with zero or minimum downtime prior its final migration to the network inventory system."

Ontology Systems' CEO and founder, Benedict Enweani, added: "We are delighted that T-Mobile chose Ontology for this strategic project. Migration of transmission network data represents a significant challenge for mobile operators. Ontology's semantic search capability is perfectly suited to lowering the risks, cost

Benedict Enweani: limit data migration complexity

and time normally associated with complex data migrations"

Türk Telecom deploys Nakina network integrity system

Nakina Systems, a provider of carrier grade management and network integrity solutions, has announced that, along with partner, Alcatel-Lucent, it's NI-Collector product has been customised and deployed for Türk Telekom's IP-MPLS network. NI-Collector is in service in Türk Telekom's live network.

Nakina's NI-Collector provides discovery of all physical, logical and services within the IP/MPLS network. The reconciliation engine distributes and corrects this information against key OSS systems within Türk Telekom's management domain, helping streamline service delivery

and identifying process errors.

Sabri Alyakut of Türk Telekom said: "Achieving this milestone is critical to Türk Telekom's commitment to its' customers for accuracy and prompt service delivery. Nakina's NI-Collector is an important part of our overall OSS architecture ensuring the actual network configuration is properly reflected in other key OSS systems. The reconciliation process is still going on in cooperation [between] Türk Telekom, Alcatel Lucent and Nakina. This stage is extremely important to gain the real output of the project to satisfy the business requirements and achieve the business

goals. We are now moving on to further deployments and expanding the footprint of this solution across other deployed technologies."

Mary O'Neill, CEO of Nakina, added: "We have enjoyed working with another prestigious tier one service provider like Türk Telekom along with our partner, Alcatel-Lucent to deliver customer value and acceptance. The success of the project has shown us the value in partnerships and how working closely with customers is key."

NEWS IN BRIEF

E-Plus selects Comarch for performance management

E-Plus Group, the third largest mobile operator in Germany, has decided to deploy Comarch's Next Generation Performance Management system.

Replacing the previous, silo-based IT landscape with the new system will also enable E-Plus to better correlate network events, which is a key element of providing a comprehensive view of network performance. Together with the previously deployed Comarch Next Generation Network Planning, E-Plus will be able to identify the necessity for network upgrades, plan them, set them up and as a result, ensure better customer experience.

The Performance Management platform will be implemented using a managed services model and thus will be hosted in the Comarch Data Centre. Comarch takes end-to-end responsibility for the project, with KPIs defined in the ITIL and time-to-market areas, and will also provide integrations and upgrades, as well as define KPIs and deliver reports. The system is delivered in partnership with Mycom.

Paltel live with full i-conX routing

Specialist inter-carrier billing and routing optimisation solutions vendor i-conX solutions has announced that Palestinian national and international incumbent Paltel is the latest customer to enter live use with its full Routing Optimisation solution.

Paltel, an i-conX customer since 2009, originally implemented the i-conX interconnect billing solution before upgrading the solution to cover commercial LCR management.With this latest project, Paltel has now fully upgraded to the Routing Optimisation solution, which delivers total routing plan optimisation based on a balance of cost, quality and capacity factors.

"With the successful deployment of the i-conX system, Paltel now gains full control of its international routing to achieve enhanced cost base and margin control," said Abdul Majeed Melhem, general manager of Paltel.

Amdocs launches order-to-activation managed services offering

Amdocs has launched an order-to-activation managed service offering to reduce service providers' order-to-activation costs, while improving the ordering process and fallout management for customers.

This value process operation (VPO) offering – a combination of technology, services and operations with a structured methodology – aligns disparate systems and automates manual processes, streamlining the process from order capture to service activation. Utilising a holistic, automated, end-to-end approach that includes business processes, operations, automation tools and a

success-based key performance indicator (KPI) business model, Amdocs' order-to-activation service provides an enhanced customer experience by minimising order errors and enabling successful fulfillment and activation for service provider offerings such as connectivity services, broadband, TV, voice and bundles for residential and business customers.

"With the growing complexity and volume of today's orders, service providers face increased cost pressures and the need to optimise the mission-critical order handling process," said Rebecca Prudhomme, vice

president of product and solutions marketing at Amdocs. "Amdocs has accumulated vast experience in providing solutions for service providers' ordering processes, activating some 500,000 devices a day. Service providers are increasingly turning to Amdocs for a VPO combination of products, services and operations capabilities in the ordering domain, as well as our three decades of industry experience."

Rebecca Prudhomme: Optimise order handling

CSG International launches cloud-based wholesale billing management

CSG International has announced availability of its Wholesale Billing Management Solution (WBMS) as a cloud-based offering.

WBMS is a pivotal component of CSG International's BSS suite, supporting wholesale partner trading, routing, billing, settlement, roaming, and other contract and quality management capabilities. CSG

Alam Gill: BSS growing in importance

International's wholesale solutions are used by over 300 Communications Service Providers (CSPs) across the globe, making it the most widely deployed wholesale billing suite.

As a key component of CSG's newly announced managed services programme, WBMS in the cloud frees CSPs to focus on their highest-leverage activities, including securing and serving a growing set of diverse partners, while leveraging CSG's heritage and expertise in operating revenue-generating billing applications to manage the wholesale billing process.

"CSG's cloud-based offering allows us to apply our deep expertise in maximising the wholesale revenue stream while reducing the technical complexity and expense for our clients," said Alam Gill, senior vice president of managed services at CSG International. "The fast-growing dominance of IP-based content and services creates opportunities for new revenue streams through extended relationships to other operators and content partners. A CSP's BSS, including billing fundamentals, is growing in importance as it must cost-effectively and efficiently support the wholesale management process."

NEWS IN BRIEF

Astellia integrates Digital Route mediation into Nova 4G monitoring

Astellia and DigitalRoute have jointly announced that Astellia is integrating DigitalRoute's MediationZone platform into its real-time Nova monitoring solution. MediationZone will allow processing and flexible management of petabytes of data.

DigitalRoute's MediationZone provides strong processing and aggregation capabilities that support Nova's multi-dimensional data manipulation – network elements, cells, groups of subscribers, handsets, mobile applications and services. MediationZone is a telecoms certified product giving instant data availability for real-time monitoring. Nova is a reliable and linearly scalable solution designed for networks of all sizes. Finally, based on the easy configurable

MediationZone platform, Nova can quickly feed third party Northbound Interfaces.

Julien Lecoeuvre, chief technology officer at Astellia, said: "Astellia was looking for the best mediation technology provider to offer mobile operators the most efficient troubleshooting and analytics capabilities. With DigitalRoute, our Nova solution is built on solid and highly reliable foundations to help operators manage their increasingly complex networks."

Jan Karlsson, chief executive officer of DigitalRoute, added: "MediationZone has repeatedly demonstrated its ability to both reduce the overall data load and to increase the processing efficiency. We are delighted to support Astellia in providing a valuable new monitoring solution to the telecoms industry."

Netadmin Systems releases version 8.6

Netadmin Systems, a provider of OSS systems, has launched a new version of its NETadmin system. With a major facelift, version 8.6 includes a new graphical user interface to enable increased usability and efficiency.

"With this release our customers will get a new graphical user interface that will increase usability and efficiency when working in the system" said Stefan Asplund, vice president of products and strategy at Netadmin Systems. "The new release also allows the system owners to slimline the GUI to suit their specific needs and hide unused menus and pages. This will increase the simplicity for the end-users who no longer have to worry about the functionality of unused parts of the system."

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VanillaPlus Hot List: April/May 2013

The Hot List below shows the companies informing us of recent contract wins or product deployments.
If your contract is not listed here email the details to us now marked "Hot List" <**editorial@vanillaplus.com**>

Vendor(s)	Client Country	Product/Service	Awarded
Acision	Turkcell, Turkey	Deployment of Acision Message Plus personalised messaging platform	2.13
Aito Technologies	Tele2, Sweden	Aito Customer Experience Analytics deployed for monitoring, management and reporting of customer experience and SLAs	2.13
Amdocs	P&T LUX GSM, Luxembourg	Amdocs CES selected to support quad play operations as part of BSS modernisation programme	2.13
Amdocs	Mobiltel, Bulgaria	Five-year managed services engagement to support data centre, disaster recovery and BSS operations across mobile, broadband and IPTV services	2.13
Anite	Deutsche Telekom, Germany	Three-year extension of SAS wireless device interoperability test solutions deal	2.13
Astellia	Unitel, Angola	Probe-based monitoring solutions to optimise 2G,3G and 4G quality of service and quality of experience	3.13
Cerillion	Gibtelecom, Gibraltar	Convergent CRM and billing systems deployed for fixed, mobile and broadband networks including integrated network inventory system	2.13
Cisco Systems	Vodafone, Netherlands	Broadband Network Gateway (BNG) Service Manager selected to deliver improved enterprise customer experience via policy control	2.13
Comarch	E-Plus Group, Germany	Deployment of Comarch Next Generation Performance Management system to replace siloed IT landscape	3.13
Comarch	Kabel Deutschland, Germany	Optimisation of network and service management processes at Germany's largest cable provider	2.13
Evolving Systems	Globe Telecom, Philippines	Deployment of Evolving Dynamic SIM Allocation to manage SIM inventory more efficiently	2.13
i-conX Solutions	Paltel, Palestine	Deployment of inter-carrier billing and routing optimisation at Palestinian national carrier	3.13
MACH	Skype, Russia	Direct operator billing to enable purcahse of Skype Credit in Russia via mobile payment	2.13
Mycom	Vodafone, India	NIMS PrOptima performance management deployed to manage 2G and 3G mobile RAN, circuit and packet core and value-added services for 150 million subscribers	2.13
NetCracker Technology	Andorra Telecom, Andorra	Selection of NetCracker as the single supplier of its business and operations support systems	2.13
NetCracker Technology with NEC	KDDI, Japan	Deployment of NEC-NetCracker asset and resource optimisation systems at Japanese CSP	3.13
NetCracker Technology	Swisscom, Switzerland	Long-term software maintenance agreement to support Swisscom's IP Service Fulfillment system	2.13
Ontology	T-Mobile, Czech Republic	Ontology semantic search deployed to collect, align and consolidate transmission network data	3.13
Oracle	LG U+, South Korea	Upgrades to Oracle Communications Network Resource Management, Unified Inventory Management and Network Integrity systems	2.13
Sandvine	TDS Telecommunications, USA	Network Policy Control expansion order from US Incumbent Local Exchange Operator	3.13
Subex	Almadar, Libya	Provision of ROC Revenue Assurance and Fraud Management solutions	3.13
Tecnotree	MTN Group, pan-Africa	Provision of BSS and value-added services across 16 networks in Africa and the Middle East	2.13
Tecnotree	Telenor, Norway	Delivery of Tecnotree Agility Call Completion and voicemail solutions to streamline subscribers' voice experience	3.13

MACH launches fast-track versions of fraud and revenue systems

Joseph George: CSPs crying our for revenue protection

MACH has announced new fast-track versions of its Fraud Management (FAME) and Revenue Assurance (Cashback) that can be rolled out in weeks, not months. This new deployment timescale, only available with Rapid-FAME and Rapid-Cashback, enables telecoms network operators to significantly reduce revenue leakage in just eight to ten weeks, while they also benefit from lower upfront capital expenditure and a faster return on investment.

Network operators worldwide have become increasingly vigilant for revenue leakage in recent years. According to Juniper Research, losses from fraud and billing inaccuracies could reach as high as US$296 billion by 2016, or 23% of total operator revenues. However, large scale fraud management and revenue assurance implementations often come at a high cost, with project risk and uncertain return on investment (ROI). With increasing constraints on resources, operators are seeking a less complex approach to revenue protection.

In contrast, MACH's Rapid-FAME and Rapid-CASHBACK solutions specifically target the top 25 to 30% of revenue leakage in any network. By monitoring only two or three operator data feeds, rather than all of them, the primary sources of revenue leakage can be identified and stopped quickly. For example, an operator's roaming data specifically could be monitored to combat roaming fraud, or

a particular switch data analysed to prevent domestic fraud.

Joseph George, director of revenue protection and interconnect at MACH, commented: "Our customers were crying out for revenue protection solutions that were simple to configure and fast to implement. Using our Rapid-FAME and Rapid-Cashback solutions at a comparatively small capital expense, operator staff can now quickly demonstrate to senior management the business value that fraud protection and revenue assurance solutions can bring. With a proven ROI, a robust business case can then be made for the deployment of full revenue protection. We also aim to give our customers flexibility in how they deploy these platforms: whether via a licensed software model or as a cloud-based, managed service."

Telco Exec launches new careers service with a human face backed by leading telecoms titles

Jason Bandy: Combine the best job board technology with impartial recruitment advice

A new recruitment and careers advice service for telecommunication industry executives is being unveiled today, and will be formally launched in May at Management World in Nice, France. The new Telco Exec service (www.telcoexec.com) is designed for the busy telecoms executive who expects a personal service.

Telco Exec operates as a Recruitment Club. Once approved, candidates can search the Telco Exec jobs database and apply for positions worldwide. Candidates can also receive personalised job alerts. Membership of Telco Exec offers significant additional benefits, among them the opportunity to talk with Telco Exec's independent support team and a panel of third party recruitment experts and coaches. By joining the select community users will be kept up to date with telecoms jobs, and Telco Exec's support team will provide insight, advice and key introductions to allow members to accelerate their careers.

The new Telco Exec service is the brainchild of Jason Bandy, who brings 20 years' experience of executive search and

selection in the Business & Operations Support Service (BSS & OSS) and Machine-to-Machine (M2M) communication sectors. He has previously held leadership posts with Glotel Plc, Kineticom and Identify Group.

"Telco Exec's simple concept to combine the best job board technology with impartial recruitment advisors is unique, powerful and extremely valuable to both candidate and employer," said Bandy, the managing director of Telco Exec. "Our ability to match candidates to the ideal job and to introduce the best talent to employers by listening, understanding and supporting both parties is helped enormously by our independence. Our employees are not rewarded by commissions or bonuses; they are there to help and provide impartial advice."

Telco Exec members will receive a one-year free subscription to VanillaPlus and M2M Now digital editions and free access to VanillaPlus and M2M Now webinars, reports and white papers in addition to all the features of the Telco Exec service.

"Employers are looking for quick and economical access to the best talent. Our understanding of the candidate pool, our unique service offering and personal touch

will reduce costs, save time and improve the likelihood of successful long-term matches being made. The VanillaPlus and M2M Now audience is the ideal forum for us to operate within," Bandy added.

Cathryn Barnard, Telco Exec's head of Candidate Services, said: "An individual's knowledge, uniqueness and personal motivations can't be understood fully by machine. While existing job boards and social media giants target the masses, Telco Exec serves a select group of dedicated, high-achieving telecoms professionals who require something extra when it comes to finding and securing exciting career opportunities."

Speaking at the launch, Jeremy Cowan, editorial director and publisher of VanillaPlus and M2M Now, said: "We quickly saw that in Telco Exec we have partners who understand the needs of our tens of thousands of readers worldwide. We look forward to adding the support of our two leading global telecoms publications to a radically different range of recruitment services. Telco Exec's in-depth experience of BSS, OSS and M2M are now allied to a determination to bring personal service to telecoms recruitment."

BSS expert Dr Ralf Guckert is new CTO of Orga Systems

Dr Ralf Guckert: Rejoins Kroh at Orga Systems

Dr Ralf Guckert has been appointed as a managing director and CTO of Orga Systems GmbH. Guckert, a BSS expert, will take over responsibility for the technology area and the further expansion of Orga's portfolio of real-time based products for the telecoms and energy industries as well as M2M applications in industries such as automotive.

"More and more industries demand complex integrated solutions for intuitive customer management and, at the same time, billing of the convergent services in real-time," said Wolfgang Kroh, the CEO of Orga Systems. "For almost 20 years, Orga Systems has been developing high performance and scalable products offering solutions for this need. In the context of digitally networked life, we will continue the targeted expansion of our leadership position. This is why Ralf [with his] scientific background, his experience and his customer orientation is the ideal person to

raise the attractiveness of our offers for traditional and new industries and to implement them more quickly."

Guckert started his career at the former LHS Group – which was also led by Kroh. This was followed by worldwide responsibility for the development and implementation of product strategies for charging, billing and customer care at international corporations such Nokia Siemens Networks and Ericsson. Most recently, Guckert was responsible at Ericsson Group for the area of Business Support System Solutions.

Wall joins MDS to head international sales

Kevin Wall: Looking for regional partners

Managed BSS solutions provider MDS has appointed former Nokia Siemens Networks executive Kevin Wall as executive vice president of sales.

Wall brings 26 years of experience in international sales management across broadband cable, IT and telecoms markets.

Building on his most recent successes in senior roles within global sales teams at Convergys and Nokia Siemens Networks to develop their respective charging and billing operations. Wall will be working on an international scale to develop MDS' global customers and partners.

Wall also holds responsibility for increasing MDS' focus on adjacent market opportunities, such as the fast growing segment of consumptive service-based charging and billing being driven by the IT sector.

Wall comments: "A laser-like focus on developing new customers and regional partner networks will be critical to the way we develop MDS over the next two to three years. We will be agile and responsive to the market in bringing our vast managed service BSS experience to rapidly developing segments such as the B2B and Mobile Virtual Network Operator (MVNO) markets. MDS is an exciting, successful company with forward-thinking propositions to maximise on the convergence and cloud opportunity, and I look forward to ensuring that the company gains the commercial successes it is targeting".

BIG DATA ANALYTICS

How CSPs can generate profits from their data

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IVR upgrade stimulates self-service uptake for Irish CSP

Speech recognition technologies have been off the radar a bit as the market focus has changed towards smartphone and web-based self-care applications. While the marketing might have altered, the reality has been that IVR (interactive voice response) is widely used at CSPs of all types. Here, George Malim explores how eircom, the Irish former incumbent operator, and its mobile operations Meteor and e-mobile, has upgraded its system

In spite of the hype surrounding web-based self-care, a vast proportion of users still prefer to communicate with their CSP using voice channels. The issue, and the root of dissatisfaction, has been the process of call handling and the perceived poor performance of IVR systems. Nevertheless, IVR hasn't gone away and CSPs are looking to systems to enable the cost effective customer care they need to provide.

"IVR in telecoms is still really strong," says Damian Kelly, vice president of sales and marketing at Speechstorm, a provider of IVR-based customer care applications. "We've recently deployed a hybrid system at eircom, meteor and e-mobile across three brands. That's a complete self-service IVR deployment in 12 weeks."

Deployment flexibility is certainly one of the negatives associated with IVR. "You could take six weeks to specify, change and re-test an element of an IVR menu," acknowledges Kelly. "It's the investigation that will kill you."

eircom was attracted to that flexibility – especially given the dynamic nature of telecoms service provision. Being able to change menus and messages on the fly delivers critical advantages in terms of deflecting call centre interactions and keeping customers informed.

eircom provides a comprehensive range of advanced voice, data and internet services within Ireland across the group, including at e-mobile and Meteor, its mobile operations. ▶

> "Speechstorm allows us to see very clearly how we're performing, especially around self-service and [call] deflection,"

"eircom has had speech recognition in place for about ten years but, as with most speech recognition, it had received quite mixed feedback from its users," explains John Lush, self service channel manager at eircom and Meteor. "Initially there were some quite high profile issues but over time they were managed and we got good results driving self-service and call deflection from agents."

When Lush joined the CSP 18 months ago, a plan was in place to bring the separate IVR platforms of Meteor and eircom together. "Meteor was on a DTMF (dual tone multi frequency signalling) IVR solution and the plans was to move speech across to one platform by just lifting and shifting using a combination of Genesys and some custom built IVR solutions," he adds. "Having delved further into IVR performance, there was a huge problem with our NPS (net promoter score) feedback which was dominated by really negative responses about IVR. A lot of that related to the recognition engine but we decided to get rid of speech recognition and move everything to DTMF. As part of that we identified the need for a more flexible system."

Lush had already been in discussions with Speechstorm, about the custom built elements of the original plan. "We decided to use the Speechstorm 3 framework," he says. "We had to persuade the rest of the business – particularly the technology department to adopt this approach."

However, Lush was able to make the case and the CSP has enjoyed two key benefits. "We've seen a 20% uplift in the use of self-service since the deployment," he says, "and we've seen a small but steady increase in the average NPS score for the IVR of about 0.5% – we're happy with that."

The numbers don't tell the whole story, though. Lush's team has found the system simple to use and make changes to. "The way we've been able to steadily make changes to the system since deployment has made a huge difference to our operations," he adds. "I can simply log on to make a new menu option – I've done it already this morning and that has added huge flexibility."

Lush also highlights the enhanced level of reporting the system provides. "Speechstorm allows us to see very clearly how we're performing, especially around self-service and [call] deflection," he says. "Another example is the customer journey reporting module that we've just introduced. It allows us to manage the customer experience from a process point of view and see where the largest proportion of our customers are going."

The reservations of the technology department have also been allayed. "We just run a series of workshops with the business stakeholders that don't really need technical insight," he adds. "We listen to them, make the changes, test them, sign off and deploy with no real involvement from technology and no need to document the changes because they're all held in the Speechstorm graphical user interface."

IVR in this type of deployment is becoming a means by which CSPs can rapidly alter their self-service menus as their propositions and business models change and respond almost immediately to service affecting issues. The fact this can be done with extremely light input from technical departments and therefore engages business personnel in the process only makes things simpler.

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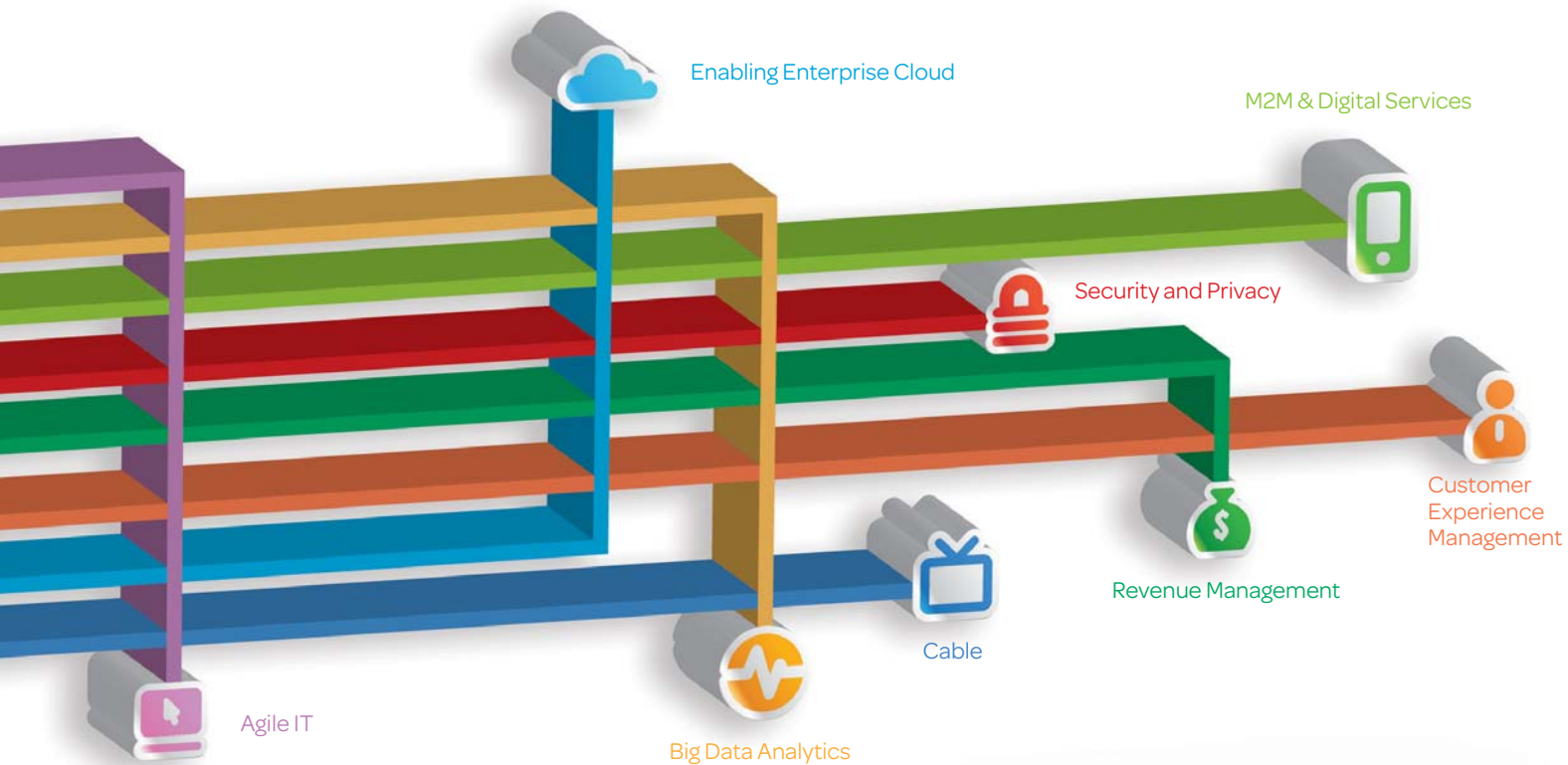### CONFERENCE AND EXPO

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Organiser: CTIA
www.ctia2013.com

Network Security
22-23 May, 2013
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Organiser: Informa Telecoms & Media
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– Cards and Payments 2013
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How big data is ruining my listening pleasure

Big data could make life better and then worse again, fears Nick Booth

The author,
Nick Booth,
is a contributor to VanillaPlus and a technology journalist

This youngish looking man gets on a London bound express train and starts shouting into his Blackberry. He had to be a barrister as nobody else wears thick pin stripe suits at his age. I was upset at first but I came round because, unusually for a train carriage exhibitionist, he had an interesting story to tell. He seemed to be making a series of phone calls to different agencies to tell them the result of a court room conflict he'd just taken part in.

he gist of the story was that a young gentleman had been in Kingston Crown Court after causing grievous bodily harm to a man in Wimbledon. The boisterous brief seemed to be reporting good news to someone in his office. The story was that, in spite of the defendant's previous convictions, the young man had managed to avoid a jail sentence. In fact, later calls would suggest the news was a brilliant coup.

In his next call, which seemed to be to some sort of court room results service, the lawyer gave details of the sentence passed by the judge, and it did sound like a lovely surprise for the offender and his brief. The person on the other must have said as much, as the barrister responded with the words "I know! Good result!" So delighted was the barrister that he couldn't resist sharing the news with what sounded like a loved one, judging by the domestic nature of some of the next high volume phone conversation.

By now I was desperate for more details and moved to a seat nearer. The full facts had not emerged yet, but it was surely only a matter of time before the narrative would confirm all my prejudices.

But sadly, I never did get to hear the details. There were no more bulletins on the state of British justice. Before I could get my Galaxy out and start recording, the phone calls were over.

For this brutal curtailment of my listening pleasure, we have to thank the members of the big data industry.

In the old days, that barrister would have had to make repeated calls to each of his destinations, because as the train moved across mobile phone cells, the call would drop out. Forced to regurgitate the details, the barrister – many of whom are frustrated actors and natural performers – would undoubtedly embellish the story and add extra little details with each retelling. By the end of the train journey, he would have probably narrated at least twenty different accounts of the court case, and described the terrible events of that night in a variety of colourful ways. Although not as often as I would have retold the story, in every pub, party, park, canteen queue or changing room I found myself chatting in for the rest of my life.

Not in tomorrow's boringly efficient big data world. These days, mobile phones rarely drop out, even as a train speeds them across multiple small cells. Sadly for eavesdroppers like myself, that information is much more efficiently exchanged between the handset user and the network. The diaspora of different information silos, in clashing file formats and the lack of infrastructure would normally guarantee multiple losses of service.

But no more. Thanks to the efforts of pioneering data base experts, those drop outs are becoming less frequent. Worse still, there are loads of these so-called solution providers, all attacking the big data problem on different levels.

Companies like Vertica, SybaseIQ and InfoBright are working on the traditional columnar database. The likes of VoltDB, BigMemory and Redis are taking the in-memory approach to number crunching by throwing masses more processing power at the problem. Distributed key-value stores are working to improve the user experience on another level, while Lucene, Solr and ElasticSearch are using search to make sure information continuity is maintained on the mobile. Not to mention those spoilsports in the open source Hadoop camp.

Rotters, the lot of them. By cutting off the supply of second hand court case reports, they are potentially ruining my enjoyment.

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TALKING HEADS

CSPs are learning to play to their strengths says Redknee chief

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IT'S TIME TO SPEND LESS AND MAKE MORE

Welcome to Nice and this year's Management World 2013. It's great to be back to the city after a break of two years and the Northern Europeans among us will certainly hoping to relish the sunshine that the event has seen in previous years. Regular visitors will also be delighted that the city has finally completed its tram network.

The business climate looks to be stronger too. The event's organisers, TM Forum, have decided to focus this year's event on big data analytics and customer experience management. From my perspective, those are the two key issues that go straight to the heart of the challenges the CSP sector is facing.

Getting both right will enable CSPs to protect themselves as competition intensifies still further. They'll use big data to identify who to attract as subscribers and who to allow to churn away. Critically, they'll do this in automated way and use all the insights that lie within unmaximised big data to become more and more operationally efficient. Fundamental given the investment burdens they face with 4G roll-out.

Customer experience management is the other foundation CSPs need to get right in order to attract and retain customers. The industry is talking about interesting new metrics such as Net Promoter Scores – and that retail-style maturity is just what the industry needs as it seeks to make a name for itself as the provider of customer service in the digital economy.

Of course, an efficient operation and happy customers take care of the largest issue CSPs face – increasing profits. If your costs are controlled, you'll spend less and, if your customers are happy, they'll spend more. There's a neat symmetry to that and, as we return to the Acropolis, a venue that itself has gone through a forklift upgrade in recent years, Management World should provide stimulating insights and fascinating examples for the industry to follow.

I hope you enjoy the show and this guide.

George Malim

CONTENTS

Big data analytics and customer experience to be key themes for Management World 2013

The TM Forum's Management World exhibition returns to the Acropolis Convention Centre in Nice, France on 13-16 May, 2013 after two years in Dublin, Ireland. Aside from welcoming the sunshine and missing the Guinness, visitors to this year's event are set to notice a renewed focus by the Forum on CEM and big data. Here, VanillaPlus previews the event

France Telecom Orange CEO delegate **Gervais Pellisier** to give keynote speech

Event organiser, TM Forum says its goal for this year's conference and exhibition is to help companies navigate the storm of customer information, and manage the data in a cost-effective, efficient and secure way. To achieve that, Management World 2013 will offer a variety of customer experience management-focused sessions, demonstrations, exhibitions, workshops and other training courses to help service providers learn how to capitalise on big data analytics to better serve and retain customers, and find new sources of revenue.

The event will feature two Forums focused on using big data analytics to improve customer experience management (CEM). Highlights of each will include presentations by industry experts from: China ▶

Innovation opportunities abound as CSPs learn to play to their strengths

Lucas Skoczkowski is chief executive officer of Redknee, the provider of real-time converged billing and customer care systems that has recently acquired the BSS business unit of network equipment vendor Nokia Siemens Networks. Here, he tells VanillaPlus that after several years of concern over the threat posed by over-the-top service providers and third parties in the digital value chain, CSPs are identifying profitable new roles for themselves. By focusing on their capabilities in customer experience and care and on their ability to charge for and support services, they can achieve success.

VanillaPlus: How is the continued rise in uptake of data services forcing CSPs to assess their operations and businesses differently?

Lucas Skoczkowski: The rise in data services is affecting CSPs in several ways. Most prominently is the challenge to provide a better customer care experience for data subscribers - whereby customers are requiring more visibility of their usage and spend. We're beginning to see CSPs take advantage of that need among subscribers by making more care channels available through applications for the iPhone or Android and greatly improving their online self-care offering, by making it mobile friendly. We're also seeing some CSPs starting to integrate their care system on the back end and leveraging real-time systems, and therefore enabling their subscribers to utilise the self-care channels to have access to the latest information. For example, if a post-paid subscriber receives a text from the CSP warning that they are about to exceed their monthly plan and offering them an upgrade to a better package, the subscriber will be able to check their usage and see any changes reflected in real-time. This emphasises the need for CSPs to greatly improve the care channels they offer to subscribers and to integrate these care channels with the back end billing and charging systems in real-time to ensure the latest information is available.

From a tariff and offering perspective, CSPs are continuing to determine how to generate the maximum revenue out of the data they are delivering over their networks. The ability to intelligently package a new

service or offering in a way that encourages frequent use of data is becoming more important. An example of this is roaming. Historically subscribers did not want to use data services when roaming because they were worried about the cost, but if CSPs focus on upselling and packaging roaming, subscribers will be more receptive and it unlocks additional revenue for the CSP.

Finally, the drive to have additional data services is complicating the wholesale revenue chain. CSPs have to think of new systems, models and capabilities to enable them to partner with over-the-top (OTT) providers. The value chain becomes more complicated when it comes to dividing up the revenue and making agreements because there are many different parties involved. CSPs need to simplify the process to be able to sign up more partners, deliver more data and different types of services, all of which require an intelligent billing system that enable services to be set up fast and revenue to be settled quickly with the partners.

The more innovative CSPs are looking ahead and making it easier for new partners to integrate with them. They are putting new billing systems in place to enable new revenue settlement, invoices and multi-party revenue agreements quickly. Overall the focus on data services is driving CSPs to make investment in their BSS/OSS and care infrastructure to support this capability.

VP: What do CSPs need in order to capture their slice of the growing cloud services opportunity?

LS: CSPs have some great technical capabilities in place that enable them to compete in the cloud ▶

Lucas Skoczkowski: chief executive officer of Redknee

> Another trend that is developing quickly is the investment around social media that CSPs are making

market. Fundamentally to offer cloud services, CSPs have to wholesale cloud services provided by others or run these solutions themselves. CSPs are looking at both models and are setting up partnerships with software vendors and application providers to provide new services and in some cases to host and operate cloud services on their behalf.

CSPs need to have partnerships to keep up with the pace of the innovative cloud applications and services that are launching to the market and at the scale that is required. Gartner has predicted that there will be annual growth rate of over 16% in new cloud applications and services launching to the market in the next four years, and CSP's will need to partner to deliver this market demand. We believe that the role of the CSP is to make it as easy as possible for software and application developers and providers to partner with them. CSPs can focus on billing on behalf of those application providers and can deliver innovative policy management in the network to provide differentiated quality of service for the different applications. CSPs have the necessary capabilities to package and manage real-time billing and customer care and in many cases are actually better positioned than non-telco cloud providers. For example, a CSP in Europe will be able to provide a better quality of service to a European customer than a cloud service provider in the US.

CSPs have the ability with some of these partnerships to leverage their investments and capabilities in billing and customer care and combine it with the applications available to offer great services, especially to the consumer market. For the enterprise market, CSPs have the experience of delivering a combination of network and IT services such as Microsoft Office 365 and configuration and management services. They can readily put together a good packaged offer of IT and communications services and targeting these at the SMB and corporate markets.

VP: How are CSPs refining their approaches to customer experience so they can meet the expectations of consumers? What systems and technology do they need to achieve this efficiently?

LS: A lot of CSP requirements centre on the systems that enable partnerships and new business models. A great set of self-care tools is a clear requirement. What we have seen in a number of markets is the power users or early adopters that start out using online self-care to access customer care, but as smartphone penetration has increased the expectation has passed on to rest of the consumer market very quickly. Now it is mainstream and some CSPs have some catching up to do.

eBay and Amazon have released applications that have been good at providing the purchasing and care

experience on the devices. CSPs are investing more and more in these kinds of systems but it's not just about having a good looking front end on the smartphone, it's about connecting it in real-time to the back office and enabling the customer to have access to a full range of customer care from the device in the same way they would if they phoned a customer care agent. This is a really prevalent trend that we are seeing and it will continue to develop over the next few years.

Another trend that is developing quickly is the investment around social media that CSPs are making. People expect to be able to use social media tools as a way to engage with the service provider. Some CSPs are starting to use Twitter as a channel where tickets or issues can be raised from the mobile phone and a response will be provided by a customer care agent through the same social media channel. Redknee is working with Microsoft on leveraging the social media plug-in capabilities of the latest release of the Microsoft Dynamics CRM framework to be able to proactively search in social media for customer comments. We can segment more and more of the online customer experience within social media and actively engage through back office systems and tools in a very effective way. Though our recent acquisition of the Nokia Siemens Networks (NSN) Business Support Systems (BSS) unit we have rolled out our share@once product, which provides a full self-care portal within Facebook and is able to link a user's Facebook profile, their key friends on Facebook, and the social media interaction with the CSP. We have been able to move the self-care experience from the mobile to social media where consumers are spending more of their online time. As well as customer care, CSPs are able to effectively utilise this transition for marketing new packages, promotions and new services to subscribers.

VP: The challenge isn't all about new business models and new revenue opportunities. How are CSPs addressing the need to continue to improve their operational effectiveness?

LS: It differs from operator to operator but we see a couple of important approaches. We are seeing more and more operators trending towards integrated systems with well-defined interfaces and open APIs to make integration with partners straightforward.

Companies like Redknee are offering pre-integrated, end-to-end solutions across the back office to address most of the systems in a single solution and with a common product roadmap. The trend we are seeing is equally applicable in the smaller and larger CSPs. It makes operational sense to have a small number of vendors addressing their IT architecture.

Another aspect is the increase in outsourcing of back office systems. We're seeing that specifically in CSPs

that are taking advantage of cloud-based systems. We have launched a cloud-based Software as a Service (SaaS) converged billing and customer care solution for the US market and CIOs are willing to make use of cloud systems in parts of the back office – especially those who are themselves offering cloud-based solutions to customers.

VP: CSPs are seen as having been left behind by OTT players and other organisations in the digital economy. However, they seem to have become more confident about their role as enablers of the digital value chain in the last year or so. What will it take for CSPs to catch up and maximise their opportunities?

LS: It's an interesting business to be in when you take a step back and consider how rapid the pace of change has been over the last ten years. I think perhaps we went through the initial period of those changes with questions about whether there was a role for CSPs. CSPs are now focused on identifying where they can add value. They are tending away from competing directly with OTT providers by offering some services and identifying where they can play and add value.
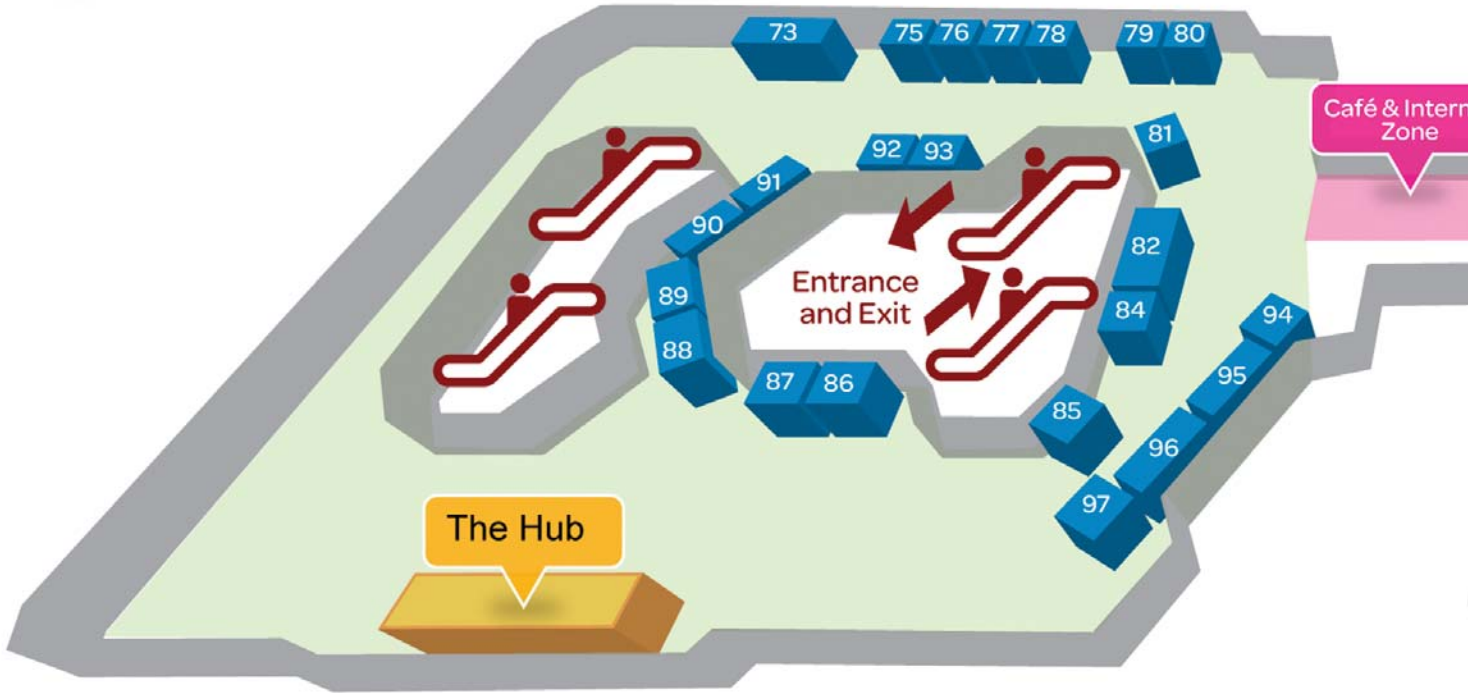
What is it they can bring to the table that others can't? CSP's are focusing on customer service and partnerships. There are really interesting and exciting things happening in the market. In the US, for example, CSP's are actively addressing the M2M market by establishing partnerships with automotive manufacturers and in other verticals to innovate and make use of the data network and their location and billing capabilities.

Mobile operators are really bringing innovation into their business. In some cases, this innovation is turning into solid revenue streams. Back office systems need to be there to enable that platform for innovation to allow services to launch successfully and quickly and fail just as fast if things don't work out.

I'm sure we'll see a similar level of change in the next decade but we are noticing a lot more confidence and innovation among CSPs.
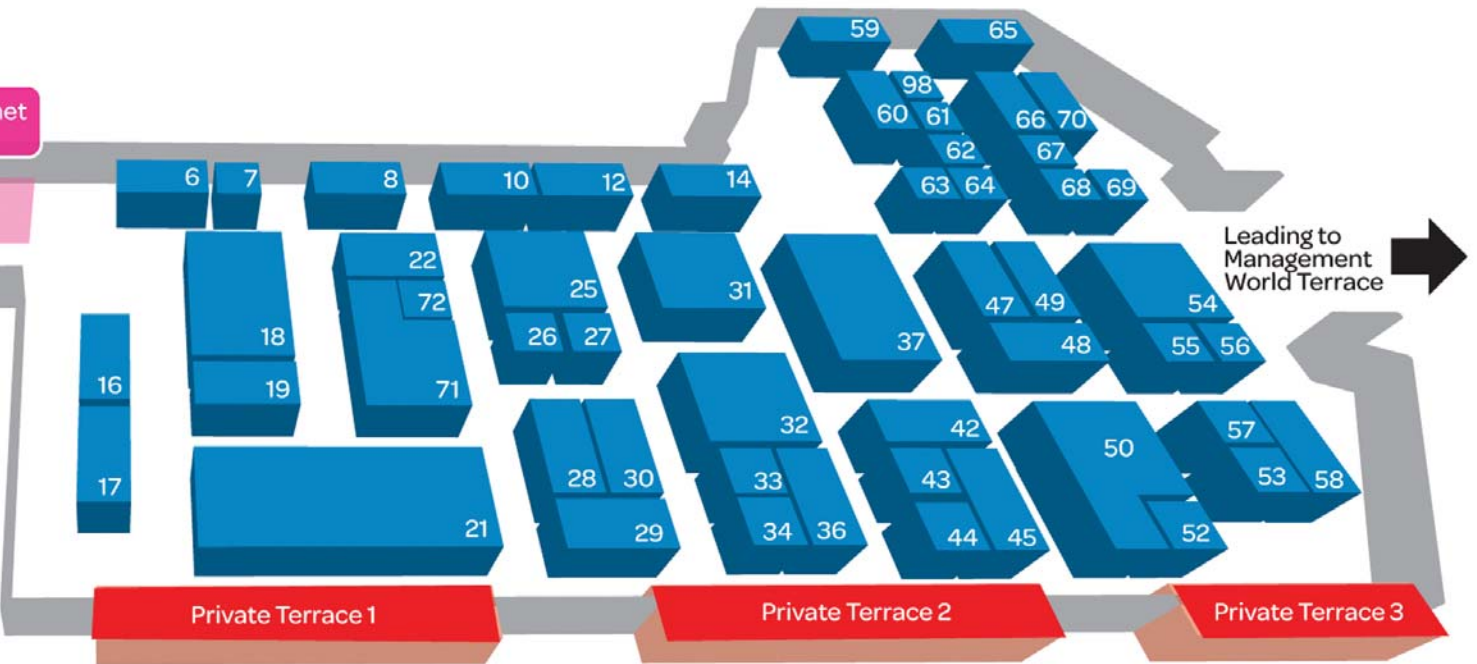
It's an interesting business to be in when you take a step back and consider how rapid the pace of change has been over the last ten years

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21	Huawei Technologies Ltd	48	FNT GmbH
22	Mycom Int. Inc.	49	Redknee Inc.
25	Ericsson Inc	50	Comarch S.A
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Six months vs. six days:
Next-generation mobile order management

Time is money. That sounds like a cliché, but it's also the truth when it comes to summing up why mobile CSPs are getting serious about slashing the lead time for developing and launching services, writes Robert Emery

The author, **Robert Emery,** is vice president of customer solutions and product management at ConceptWave which is now part of Ericsson

Mobile CSPs typically require six months to develop and launch a service. That means two financial quarters before a new service starts driving revenue and helping the CSP attract and retain customers. If the new service is a response to a rival's offering, the CSP is at a competitive disadvantage for up to half a year.

The competitive disadvantage can be even worse if the launch needs to occur before the holiday shopping season but doesn't happen until January. If postpaid dominates the market, that delay means the rival has locked up a bunch of customers who would have to be willing to pay a hefty termination fee to take advantage of the new service when it finally launches.

The good news is that operators now have the ability to slash lead times to less than one week. Next-generation mobile order management systems enable nearly immediate time to revenue and the ability to respond right away to changing market conditions. That's the kind of nimble operator that third parties want to partner with and Wall Street wants to invest in. For operators that target younger demographics such as twenty-somethings, the ability to launch a service that capitalises on a new fad is critical for staying relevant in those customers' eyes.

CSPs' enterprise customers also benefit because the new mobile order management systems enable them to launch services quickly and provision devices immediately for individuals, employee groups or the entire company. For example, an insurance company could push out a new sales tool app to its agents' tablets and smartphones, a travel-concierge app to C-level executives and a calendaring app to all employees. This flexibility helps the CSP attract and retain enterprises, government agencies and other coveted types of customers.

For operators, the first step is to scrap their traditional order management process and replace it with a catalogue-driven model, with a set of components that can be quickly assembled to produce new product offerings, including all of the related technical and third-party requirements. This architecture is the foundation for next-generation mobile order management systems.

The mobile order management solution also works with the CSP's other OSS/BSS platforms to collect information about the network capabilities and then coordinate that infrastructure to provision the new service or device. This automation makes it easier for CSPs to provide the kinds of self-service options that consumers increasingly prefer. That also helps the CSP's bottom line because when it's fast and easy for customers to sign up for a service or change its settings, contact centre overhead costs are significantly lower.

The catalogue-driven model also gives the CSPs' enterprise customers – or even MVNOs and partners – the option of providing their users with self-service portals for provisioning apps and new devices. That's attractive to enterprises because self-service frees their IT staff to focus on revenue-generating projects and other tasks.

These benefits aren't hypothetical. One real-world example is a Tier 1 North American CSP that deployed a centralised catalogue that now drives all order processes. This CSP's next-generation mobile order management system also features a common set of business rules and a single database that streamlines operations to the point that customers can get access to new services quickly.

This infrastructure also enables new services to launch with minimal impact to downstream systems. Meanwhile, the CSP's customer operations staff can work more efficiently because the new system lets multiple order operations be conducted from a single screen.

That's just one example of how savvy CSPs are slashing launch times and improving both their competitive position and revenue opportunities in the process. Will your company be next? If not, it's a safe bet that one or more of your rivals will.

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TM Forum chairman
Keith Willetts:
CSPs need to cut
through the
complexity of big
data

"In today's
connected and
complex world,
businesses are only
as good as their last
miserable moment,"

Mobile Communications, Google Enterprise, ING Bank, KPN, Orange Group, Phillips, SingTel Optus, Telefónica Digital, Telefónica UK and others.

With a CEM workshop sponsored by Oracle entitled: 'Using Data Analytics to Deliver 1-to-1 Customer Engagement Management' and three days filled with thought-leading sessions on CEM and big data analytics, attendees can take away plenty of insight on two of the hottest industry topics, including:

- Embracing customer centricity across the business – what works and what doesn't?
- Harnessing data, customer feedback and insight from multiple channels
- Deciding what to measure and what matters to the customer's experience
- Measuring and assuring customer experience across multiple touch points
- Delivering self-care and customer loyalty programs that pay for themselves
- Combining data and policy management to improve customer experience
- Understanding and complying with local data privacy and security issues

In addition, the following Catalysts, TM Forum's rapid technology innovation projects featured inside The Hub at the event, demonstrate new, cutting-edge CEM and data analytics work by TM Forum and its members:

- Converged Network Operations Improving Customer Experience
- Measuring the Touch Points of the Customer Lifecycle
- Quantifying Customer Experience through Performance and Probe Measurement

"In today's connected and complex world, businesses are only as good as their last miserable moment," said Keith Willetts, chairman, TM Forum. "Today's service providers have access to a vast amount of valuable customer information, but they need to cut through the complexity of big data, and analyse the data quickly and efficiently to extract real business value often in real time. Our Management World 2013 conference is a must-attend event for any business looking to learn how to cut through the noise and understand their customers so they can treat them right and turn a profit."

"We are structuring the conference to be a meeting point between all types of players in the digital economy and helping these players partner together, not only for mutual benefit but also to help the digital world move faster so everyone can benefit," adds Willetts. "A lot of the focus at Management World this year is on the shift from first-generation consumer digital services where service quality, security and so on can be on a best efforts basis, to a complex environment where consumers and business alike will rely on SLAs from their providers."

The Keynote Speakers

This year, TM Forum has assembled a wide range of keynote speakers from across the telecoms landscape and from within the adjacent industries that are increasingly partnering or working more closely with CSPs. They include:

Gervais Pellissier, the chief executive officer delegate of France Telecom-Orange

Ben Verwaayen, the former CEO and director of vendor Alcatel-Lucent and former chief executive of British Telecom

Stephen Shurrock, the chief executive of new business ventures at Telefónica Digital

Michael Harte, a group executive and CIO at Commonwealth Bank

Neil Ward, the general manager of global business operations at Skype

Steve Mills, the chief information officer at Rackspace

Dr. Hans Wijayasuriya, a director and group chief executive at Dialog Axiata Plc Sri Lanka and chief executive of Axiata Digital Services

Hany Fam, president of Strategic Alliances at MasterCard Europe

Bhaskar Gorti, the senior vice president and general manager or Oracle's Communications Global Business Unit Oracle

Eric Klinker, the chief executive of BitTorrent

Pascal Viginier, the Group CIO of France Telecom-Orange

Bob De Haven, the General Manager of Worldwide Communications & Media at Microsoft

Andrew Feinberg, the president and chief executive of NetCracker

Vinay Vaidya, the vice president and chief medical information officer of Phoenix Children's Hospital

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accelerate business. anywhere.

We're CSG, and we excel at delivering revenue and customer management solutions to progressive CSP clients around the globe. Clients just like you. Our unparalleled set of business support solutions and services can help you launch new services, strengthen customer relationships, optimise revenue and stay competitive in today's transforming environments. Simply put, our solutions and services can help you accelerate business *anywhere.*

Visit us at TM Forum Management World in the Expo Hall at Stand 17

CSg
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accelerate business. anywhere.

AsiaInfo-Linkage
Booth 45

AsiaInfo-Linkage is a leading provider of high-quality software solutions and IT services to the telecommunications industry. Headquartered in Beijing, the company has offices throughout China, a joint venture in Singapore to support customers across Asia, and a recently opened EMEA regional headquarters in Cambridge, UK. The company employs more than 11,000 professionals worldwide, of which approximately 8,500 are highly skilled engineers and research and development professionals. AsiaInfo-Linkage's systems serve more than 890 million customers daily.

With almost 20 years of deep industry knowhow, AsiaInfo-Linkage provides a full suite of BSS/OSS solutions, branded Veris, and associated professional services. The Veris Business Support Systems include billing, customer relationship management and business intelligence solutions. In China, AsiaInfo-Linkage has more than 50% market share in billing, CRM and business intelligence through the company's longstanding partnerships with China Mobile, China Unicom and China Telecom.

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www.asiainfo-linkage.com

Astellia

Astellia provides E2E mobile network monitoring and optimisation solutions, presenting CSPs with a clear, independent insight into their network performance and a real-time visibility of the QoE of their subscribers. Astellia's passive probe-based monitoring solution covers 2G, 3G and 4G technologies from radio access to the core network. Astellia delivers real business value by providing intelligence through a powerful product portfolio. This translates in unique capabilities of identifying, correlating, analysing, reporting and troubleshooting issues which greatly contribute to a better user experience. In parallel, Astellia offers a wide range of services such as network performance audits, telecoms training and technical assistance.

Astellia actively works with more than 180 worldwide CSPs and employs 230 collaborators, of which 80% are telecoms engineers, to develop innovative solutions that match the fast paced telecommunications environment. Headquartered in France, Astellia has offices in Paris, New-York, Reston, Singapore, Beirut, Rio de Janeiro, Prague, Saint Petersburg, Pretoria and New Delhi.

www.astellia.com

Comarch
Booth 50

Comarch is a global supplier of IT products and services for the telecommunications industry that has been present in the market since 1993. Comarch provides solutions in the areas of BSS/OSS, M2M and Cloud Service platforms, as well as a range of Managed Services. Comarch's uniqueness lies not only in the compliance of its products with industry standards, but also in their flexibility and high competences of its engineers. Having completed projects for over 50 CSPs, Comarch has accumulated a lot of experience in the fields of designing, implementing, and integrating IT solutions. Customers include Vodafone, T-Mobile, O2, E-Plus, MTS or KPN.

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telecoms.comarch.com

CSG International
Stand 17

CSG International is a business support solutions and services company serving the majority of the top 100 global communications service providers, including leaders in fixed, mobile and next-generation networks such as AT&T, Comcast, DISH Network, France Telecom, MasterCard, Orange, T-Mobile, Telefónica, Time Warner Cable, Vodafone, Vivo and Verizon. With over 30 years of experience and expertise in voice, video, data and content services, CSG International offers a broad portfolio of licensed and Software-as-a-Service (SaaS)-based products and solutions that help clients compete more effectively, improve business operations and deliver a more impactful customer experience across a variety of touch points.

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www.csgi.com

Edge Technologies
Booth 86

Edge Technologies' develops data visualisation and information integration solutions for service providers, government agencies and enterprises. Edge's patented OSS/BSS Integration Platform facilitates faster, more complete data integration, user-centric visualisations, and easy, secure information sharing using COTS-based integrations from top software vendors. Edge provides secure, multi-tenant, Single-Sign-On access to proxied web content seamlessly integrated with a variety of backend data sources. Edge's Cyber Security and Situational Awareness solutions are currently in use by numerous government agencies.

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Steve Harwood, director of business development.
www.edge-technologies.com

Ericsson
Booth 25

Ericsson is a provider of communications technology and services. We are enabling the networked society with efficient real-time solutions that allow us all to study, work and live our lives more freely, in sustainable societies around the world. Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries.

Today 40% of the world's mobile traffic goes through Ericsson networks and we support customers' networks servicing more than 2.5 billion subscriptions. We are more than 110,000 people working with customers in more than 180 countries. Join us at Management World Booth 25 as we discuss how OSS/BSS is enabling the Networked Society through topics such as cloud management, connected devices, service enablement, m-commerce, analytics, diagnostics and more. We will share our experience helping service providers to unlock new business opportunities, drive efficiency, enable innovation, and deliver a superior customer experience.

www.ericsson.com/oss-bss

Guavus
Agora Meeting Room 13

Founded in February 2006, Guavus has been built from the ground up to unlock the value of operational, sensor and network-generated big data to reduce the economic and technology risk associated with deploying a traditional business intelligence solution. Guavus's big data analytics solutions, which are based on pioneering patent-pending technology for network operations, marketing, monetisation and customer care, enable more timely and intelligent decision making. The company's suite of decisioning applications contains contextually-aware insights that trigger business processes at the exact moment of need and includes the sophisticated SevenFlow solution, which transforms massive volumes of unstructured data into compact and usable data sets, making them functional for multiple applications. Global Tier-1 CSPs utilise Guavus big data analytics solutions to control costs, maximize profits and deliver an enhanced end-to-end customer experience.

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Exhibitor Showcase

MDS
Booth 30

MDS provides agile, scalable and assured managed revenue and customer management solutions for telecoms and IT service providers to profitably grow revenue and effectively serve the most complex customer bases, in particular the business and virtual network operator markets.

MDS empowers service providers to monetise, price, launch and bill any product and service, rapidly, accurately and at a low total cost of ownership, helping providers to better understand and enhance the experience of their customers. Headquartered in the UK, MDS managed BSS solutions support millions of subscribers with customers including BT, Gogo, Telefónica UK, and Vodafone

www.mdscem.com

Redknee
Booth 49

Redknee supports communication service providers (CSPs) with a complete portfolio of monetisation and subscriber management solutions for mobile network operators, MVNE/Os, and service providers across the world. Redknee enables CSPs to monetise and optimise the subscriber experience across the entire customer lifecycle. From activation to provisioning, to providing a 360 degree view of the customers' usage, preferences, and integration with third party social media sites, to empowering customers with self-care tools and the ability to pay for services on the go, Redknee provides the industry's most comprehensive real-time converged billing, charging, customer care and payments solution. Redknee's highly scalable and flexible solution enables CSPs to monetize third party relationships and content, support resellers and dealers and launch multi-country operations quickly, effectively and with a low total cost of ownership. Available on-premise, cloud-based and as a Software-as-a-Service offering, Redknee provides a complete monetization and subscriber management solution to more than 200 service providers, including some of the largest Tier 1 operators in the world.

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Siemens Convergence Creators
Booth 54

Siemens Convergence Creators is the global communication technology partner for the digital age. We combine groundbreaking innovation and decades of experience to provide intelligent solutions to a variety of industries, bridging the gap between technology, processes, and services. By seizing new opportunities from converging communication and designing solutions, we improve efficiency and grow revenue for our customers. We engineer opportunities that turn visions into reality.

Siemens Convergence Creators GmbH, headquartered in Vienna, provides its customers with turnkey solutions and services in the fields of communication networks, service and customer management, public safety and security, multimedia infotainment, as well as space technology. In fiscal 2011, Siemens Convergence Creators had about 2000 employees at 19 locations in nine countries: Austria, China, Croatia, Czech Republic, Germany, Hungary, India, Romania and Slovakia. The company supplies more than 70 countries with communication and media products and solutions.

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Tektronix Communications
Private Terrace 3

Tektronix Communications is uniquely positioned as the communications industry's first Telecommunications Intelligence Provider (TIP) offering both service assurance and monitoring and network intelligence solutions that uniquely cover all four dimensions of the service provider's environment: subscriber behaviour, the services and applications they consume, the network environments they occupy and the technologies that enable them. Our comprehensive set of assurance, intelligence and test solutions and services support a range of architectures and applications such as LTE, HSPA, 3G, IMS, mobile broadband, VoIP, video and triple play. Tektronix Communications is headquartered in Plano, Texas.

Stand contact: **Neal Fulman**
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Tibco Software
Booth 77

Tibco Software is a provider of infrastructure software for companies to use on-premise or as part of cloud computing environments. Tibco provides companies the two-second advantage – the ability to capture the right information, at the right time, and act on it preemptively for a competitive advantage. Tibco Spotfire is the company's enterprise-class in-memory analytics platform that enables users to instantly visualise data so they can discover actionable insights. Spotfire's intuitive dashboards and highly interactive analytic apps provide an astonishingly fast and flexible environment for all users within an enterprise to quickly uncover trends, patterns, outliers, and unanticipated relationships hidden in data.

To learn how Spotfire drives users from insight to action with industry-leading capabilities such as dimension-free data exploration, data mashup, and contextual collaboration.

www.spotfire.tibco.com

Trendium
Booth 70

Trendium is a provider of real-time intelligence for customer experience assurance and asset monetisation of fixed and 4G/LTE mobile broadband networks and services. Our portfolio delivers unparalleled scalability at a fraction of the cost, complexity, and equipment footprint, and enables a significant increase in personnel productivity. Our solutions provide Communications Service Providers with the unprecedented ability to proactively and rapidly identify, isolate, and resolve the network and service performance issues that have the biggest impact on the customer experience, and identify and capture the short-lived asset monetisation opportunities related to subscribers, services, and the network. Our portfolio is built on ServicePATH, a real-time, carrier-grade collection, mediation, correlation and analysis, policy and alarm management platform that has been deployed for many years and has proven to scale in the largest network in North America. Trendium, led by a group of industry veterans, is headquartered in Boulder, Colorado.

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