

# Pipeline

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## OSS NewsWatch

By Alana Grelyak

Welcome to OSS NewsWatch for August! What news do we have to impart to you this month? Plenty, as always. There are several tidbits that pertain directly to SPs and a few others that are just plain interesting, but don't take my word for it. Instead, read on to discover the news that we at Pipeline thought was as hot as the month of August. Enjoy!

Apple turned rotten with the launch of the new iPhone 3G when some server issues caused new customers to go home with unactivated phones, a major issue for Apple, who prides itself on customer satisfaction. iPhone 3G customers were turned away from AT&T and Apple stores, forced instead to activate their phones at home using iTunes at a later time. Buyers waited in stores for hours due to slow server issues and many were unable to activate their devices for quite awhile after purchase. Users upgrading from the original iPhone software to the new also had major issues when their phones crashed during the upgrade process. Clearly, Apple was unprepared for the massive rush in traffic that accompanied the launch of the hotly anticipated new device (they reportedly sold 1 million devices in the first weekend). This could be a major blow to the trust Apple fans had in the company. How will Apple make up for it? That remains to be seen. Perhaps it will be overlooked by those willing to recognize that even the most delicious apple can still conceal a worm...

Oracle has decided to take advantage of the iPhone craze by releasing the Oracle® Business Applications for iPhone. The first in a series of the free applications are already available at the Apple App Store and are geared toward busy executives who want to view the latest company financial trends, get alerts for sales performance and customer satisfaction issues, and various other tasks that are important to mobile executives. "Today's business executives and managers are highly mobile, and their information needs are too," said Ed Abbo, Oracle Senior Vice President of Application Development. "We're excited to build out applications on the iPhone platform to support these highly mobile customers."

Once again Carl Icahn is in the headlines, this time with his attempts to overthrow the entire board of Yahoo in order to accomplish his desire to have Yahoo partner with Microsoft. Icahn took negotiations into his own hands and has been working directly with Microsoft. He was able to get the mega company to offer a second deal

to Yahoo, this time for a guaranteed \$2.3 billion per year over five years on an exclusive contract. Being that Yahoo just made an \$800 million deal with Google for search ads, and in light of the fact that the Microsoft deal would remove the entire board of directors, including CEO Jerry Yang, Yahoo rejected the offer (insert sound of open palm slapping onto Microsoft's face). Icahn is now attempting to overthrow the current board of directors with a list of his own in a shareholder vote schedule for August 1. The drama continues...



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Amdocs, in collaboration with Yankee Group, has released a study that finds that while SPs are investing in improving the customer experience, they are challenged by the lack of a common view of customers and inconsistent business processes. The study, which was sponsored by Amdocs, revealed that while 70 percent of service providers believe that business processes have a direct impact on the customer experience, nearly one third do not have dedicated resources to manage their internal business processes or customer-focused key performance indicators to measure the customer experience. "The customer experience is arguably the last remaining differentiator between service providers," said Sheryl Kingstone, director at Yankee Group. "Service providers today see the value in investments to better their customer experience, but many lack the holistic vision necessary to determine what this experience needs to be and an effective strategy to address both systems and business processes to assure a successful, low-risk transformation."

AT&T, Verizon, and Qwest are now teaming up for the first time in order to try and thwart cable companies from taking home-phone subscribers. How? By launching Movearoo.com, a website that offers the recently relocated help with switching their phone service over to a carrier local to their new area. The catch? It doesn't show any options for cable providers. The telephone giants hope that this will dissuade customers from opting out of traditional telephone line contracts and into contracts with cable companies. The free service launched on July 9 of this year and will also help those looking to change their mailing address via the web, subscribe to newspapers and other services, set up gas and electric services, and various other little details that come with a move.

A new innovation in customer retention might be helpful to the land-line providers in Europe where a recent survey of 27,000 households in 27 countries presents evidence that increasing numbers of European households are forsaking the landline for cell phone service or VoIP. At this point, about a quarter have already given up the landline, with Finland being the leader (61% surveyed there have already cut their cords).

Witbe has developed and launched an automated FullHD monitoring solutions robot that evaluates the QoE of HDTV service. Its customers include Orange, Telefonica, Chunghwa, Hanaro, and Sonaecom. "Our close relation with our customers helped us to deliver one of the most advanced monitoring technologies in the world as an answer to the convergence challenge. It was possible thanks to the technological progress of the French operators for the past 4 years," said Jean Michel Planche, Chairman of Witbe. Mmm, robots....

Clarity has announced it has extended its contract with Globe Telecom, a network operator in the Philippines, to provide Unified OSS for the company's wireless business and its fixed line network subsidiary Innove Communications. "We aim to maintain our position as the leader in high quality convergent telecoms services in the Philippines and Clarity's Unified OSS gives us an integrated view of the technologies driving these. Having a Unified OSS is imperative to give us executive visibility across our networks and allows us to deliver a consistently high-quality experience to our more than 21 million customers," said Johann Antaran, Head of Wireless Network Operations at Globe.

Subex has announced the launch of its Cost Assurance Solution, a new offering from its Revenue Maximization set of solutions, that is targeted at all communication SPs with aims to help them protect and enhance margins. The solution plans to zero in on ways to reduce network costs like leased circuit costs, access costs, interconnections costs, etc. and will help SPs adopt leaner operating principles by automating invoice verification processes, resolving disputes quickly, and expediting internal and external audit compliance.

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