

Pipeline looks at TMW-Dallas.

By Tim Young and Alana Grelyak, Pipeline.

BSS and OSS –oriented businesses need wait no longer; the TeleManagement World event is here once again, slated to be held from December 4-7 in Dallas, Texas. The event is one of many worldwide events backed by the TeleManagement Forum since 1988, and is geared toward helping industry professionals gain the tools and knowledge necessary to grow their companies in a time where telecom and entertainment industries must work together. The name inclusion of “Americas” also shows that the TMF is interested in involving not only the contiguous United States, but also Canada and the Latin American countries. This is also evidenced in the inclusion of a key-note speaker from Bell Canada and several sessions of the conference dedicated specifically to the Latin American market.

This year’s event will be larger than last year’s, attendees numbering in the eighteen-hundred to two-thousand range, versus last year’s fourteen-hundred. The show floor is sold out, so if your company doesn’t already have a booth reserved, don’t count on getting one now. While it’s no secret that TMW is intentionally ‘niche’ or ‘boutique’, some of the world’s leading telecommunications-centered companies will have booths where they can present their new ideas, share major announcements, and try to gain new customer support.

Conference Programming

The conference will be organized into five summits: Executive; Service Innovation & Market Development; Customers, Billing, & Monetization; Converged Operations; Systems & Software, each summit almost becoming its own mini-conference. People of all roles, including, though not limited to network managers, system architects, service developers, and those in marketing and sales, will find something of interest that will help strengthen their own armory of knowledge. For Instance, executives (CEO’s, CFO’s, strategic decision makers, etc.) can attend the Executive summit in order to gain a better understanding of customer relations, industry problem-solving, and how to better manage globally distributed environments. As a highlight, senior executives from AT&T, Level 3, Motorola, and others will discuss some of the challenges that they’ve faced with their own companies and some of the strategies that they’ve used to overcome those challenges. Executives should expect to come away with practical ideas for how to better their own strategies.

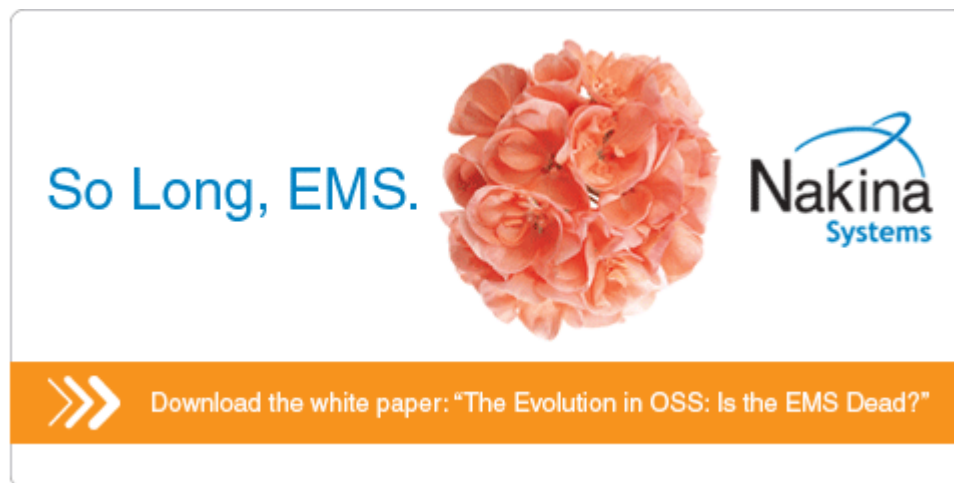
TMW will also feature several key-note speakers. Keith Cambron, President and CEO for AT&T Labs, will address the issues that arise in network management due to industry consolidation. Mark Lukasiewicz, Vice President of Digital Media for NBC News will discuss what he believes to be the keys to success in a world of combined services and media. Phil Dance, CIO for Technology, BT will speak on what BT is doing in order to ensure its success in a changing telecom world. Directly from the TMW staff, Keith Willetts, Chairman and CEO, TeleManagement Forum will give a speech entitled “Managing the Blue Ocean of Convergence,” discussing the telecommunications market from an often neglected business perspective.

Attendees will also have specific networking opportunities and the option to attend one of six different catalysts, where industry professional can work together to solve common industry-wide challenges.

The Exhibition:

The exhibition floor will showcase a variety of companies each of which will have the opportunity to present new innovations and make announcements. Pipeline contacted the companies that planned to have booths at the conference and put together a short list of what we thought you should be watching for.

*Axiom Systems will be using the conference to unveil their new AXIOSS active catalog product "that compliments the Service Fulfilment process and enables telcos to design and create new bundled services quickly and with little pull on technical resource." They will also be demonstrating their new Product and Service Assembly architecture. This is Axiom Systems' first US show (although not their first with TMW) and they hope to raise global awareness of their services and products in order to add value to their customers' businesses.



*Lucent doesn't plan to announce anything major but wants to focus its conference efforts on OSS/BSS network transformation and showcasing their latest OSS/BSS innovations, and on their involvement in the OSS Accelerating VoIP and IMS based Services Catalyst project. Lucent believes that it has a unique IMS-based approach to OSS/BSS network transformation that will hopefully be apparent during their presentations. Several of Lucent's staff members will be speaking at the conference.

*Motorola isn't being too straightforward on whether or not they will be unveiling anything new, but they will be presenting their "cost effective MultiFinder network and service management for complex, seamless mobility," that they feel sets them apart from other presenters at the show. They will have three demonstrations that will include Network and Service management for WiMax & IMS Networks, Real Time service assurance, and an overview of their NOC/SOC capabilities. This is not Motorola's first TMW show. They have many customer deals in process hope to use this conference as a means of meeting more of their customers.

*NetScout is finally ready to enter the OSS marketplace and will begin their new endeavors by attending their first ever TMW show. NetScout will be promoting their "extensive proven experience with detailed IP performance data" core competency, which underlies their customer-centric service assurance offering. Their sales cycles usually take six to twelve months, so they don't necessarily expect to walk away from the show with new customers, but they do hope to present themselves to a market which is new to them. Look for their formal announcement about entering the OSS market about a week before the TWM show.

And what do the exhibitors think?

In order to better provide a look at the event, we spoke to a few exhibitors, and this is what they had to say about the show:

Jim Frey of NetScout, who is using the event to announce their formal entry into the OSS space:

Q: Do you prefer niche shows like TMW to larger shows like GlobalComm?

A: *Yes and no. Niche events are great for addressing a focused audience, but big shows afford greater overall exposure. For example, we'll be at 3GSM World Congress in Feb because we have a very specific solution for GSM/UMTS operators which won't be as powerful at TMW.*



Business Operations Architects



Q: Do you expect to walk away from TMW Dallas having made any deals?

A: *No - that would be naive. Our sales cycle is typically 6-12 months.*

Martine Parsons of Axiom:

Q: Are you going to be making any major announcements at the show?

A: *We're unveiling our new AXIOSS Active Catalog product and we'll be demonstrating the new Product and Service Assembly architecture.*

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Q: Is this your first TMF show? If so, why did you decide to participate now? If no, what did you think of previous shows? Any hopes for improvements or continuations of previous positive aspects?

A: *This is our first US TMF show. We've exhibited at TMW Nice for the past 6 years. The US show isn't supposed to be as good in terms of attendance or profile at TMW Nice, but as Axiom Systems is now progressing to be a global organization, and much of our industry's marcomms comes out of the US, it's important that we now raise awareness in this region too.*

Adam Boone of Syndesis:

Q: What are you going to be showing that sets you apart from other presenters?

A: *Syndesis will be showing its Adaptive Resource Manager solution, which is unique in the industry for its ability to enable "live" network and service resource management. Other inventory management solutions are "off line" and require manual updating, auditing and integration. So they are often very inaccurate and difficult to use for automated processes such as flow-through provisioning. Syndesis' resource management technology is used at service providers around the world. This new offering is based on Syndesis solutions deployed in production at numerous service providers.*

Q: Do you expect to walk away from TMW Dallas having made any deals?

A: *Yes. We have indeed sourced a number of deals in the past from these and other shows.*

Michael Cabot of Visionael:

Q: Are you going to be making any major announcements at the show?

A: *Hopefully... we are awaiting customer approval to make a couple of major "win" announcements.*

Q: What are you going to be showing that sets you apart from other presenters?

A: *With our legacy in IP, we believe we have a unique solution for CSP's looking to automate service delivery... specifically around IP-Telephony, VoIP, and Planning & Rollout.*

Q: Do you prefer niche shows like TMW to larger shows like GlobalComm?

A: *There are advantages and disadvantages to both. The smaller events are more intimate and lend themselves to longer, more intimate conversations with customers... a quality over quantity approach. We have looked been attending events, such as the Broadband World Forum, where can talk about specific projects. Ideally, we need to be present at both.*

So the exhibitors view the event as positive and worthy of the time and money required to participate. With returnees viewing the event as a place where leads can be sourced and newcomers choosing the event as a platform for product launch, the event continues to be a

show to watch in the OSS field. We'll all be watching this years Americas event to see if that trend continues.

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