The Infozech Bulletin

A monthly Newsletter brought to you by Infozech

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news

editor's note

Friends,

This month the Infozech news bulletin talks about the company's successful partnership with SUN Microsystems on the OSS/J initiative that would benefit the industry in more than one ways.

We bring to you a talk with Gurtaj Padda, CEO, Tulip Mobile, an MVNO in Denmark.

This bulletin also talks about the partnership between Infozech and Broadsoft to provide the industry with an integrated VoIP solution that they have together integrated and deployed for a Mexican VoIP service Provider.

We would like to thank you for the feedback to the September 2005 Infozech Bulletin and look forward to your suggestions on how we can improve it's content and design.

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Infozech to partner with Sun on the OSS/J initiative

IT leader Sun, which has been driving the OSS/J initiative across the globe and in India, will now be working with Infozech to develop systems in the new environment.

Recognizing the fact that existing operating systems cannot meet the demands of telecom service providers, global bodies, such as the Telemanagement Forum (TM Forum) and IT leaders such as Sun have been actively addressing the issue and have unleashed several initiatives in this sphere.

TM Forum, a group of major industry players including service providers, network equipment suppliers, software solution suppliers and customers of communications services has unveiled a framework for creating a New Generation Operations Support System (NGOSS). The initiative will deliver a set of guidelines and specifications for the telecom industry to build software in a more structured way. The NGOSS is also expected to provide a blue print for scalable and flexible infrastructure required by service providers for deploying new services rapidly.

In line with this development, several telecom operators and Service Providers are moving to the NGOSS and the OSS through Java (OSS/J) for implementing it. It is an acknowledged fact today that OSS/J greatly reduces TCO and decreases TTM significantly.

Infozech-Broadsoft tie up for integrated VoIP solution

Infozech has tied up with US-based BroadSoft, a VoIP application software specialist. Infozech has integrated its offerings with BroadSoft's flagship BroadWorks® platform, enabling the company to provide an end-to-end infrastructure for a VoIP services provider in Mexico.

Infozech's solution is a blended, feature-rich offering that provides scalability, redundancy, interoperability and the ability to introduce new and innovative services in real time. The Mexican telco is being provided with various modules that cover mediation, customer management, order entry, credit control and payments and accounting. An independent interface for the telcos's subscribers will allow them to make online payments and access other Web self care options.

"The customer is benefiting from Infozech's rapid response time which translates into a 50 percent faster deployment capability than competition," commented Ankur Lal, CEO Infozech Software Inc.

Speaking about the benefits of the partnership, Mr. Scott Wharton, Vice President of marketing for BroadSoft said: "The integration of BroadWorks and Infozech's Billing and Settlement server has created a sound value proposition for established service providers to satisfy their convergent pre-paid as well as postpaid billing needs for their suite of broadband VoIP services."

The Benefits Bandwagon!

The Infozech-BroadSoft integrated solutions offering is expected to deliver the following benefits to the Mexican telco:

- BroadSoft's state-of-the-art, global standards compliant VoIP applications software will further reduce deployment time
- It will enable the telco to cut time-to-market for its solutions
- Rapid response will also lead to a decrease in deployment costs
- The solution will help the telco increase its revenues and improve Return on Investments (RoI)
- Using the BroadWorks' VoIP platform's open client interface, the telco will be able to deliver best of breed services without the need for large customizations
- BroadSoft's interoperable platform, coupled with Infozech's highly reliable, scalable, platform agnostic and secure products, will arm the telco with the flexibility to add new and innovative services rapidly and easily.

infozech
Convergent Billing & Settlement Solutions

"Basically what Infozech has done is provided us with a solution which offers worldwide roaming to our customers. I do believe the solution is very effective."

—**Gurtaj Singh Padda, CEO,** Tulip Mobile, Denmark

Tulip, a European start-up has recently entered into a partnership with Infozech to launch a revolutionary, out-of-the-box solution for the global telecom market. Here we speak to Mr Gurtaj Padda, about the company's relationship with Infozech and its success strategy for the markets it is targeting.

What has been the goal of Tulip and what is the market it is addressing?

Our objective was to launch an MVNO in the Nordics to start with and then expand into other regions in Europe and North America. What we really want to do and are achieving is the next level of convergence in terms of merging simple telephony with mobile telephony. We are the only company that is going to launch convergent billing—that is one bill, one top up, one user ID, etc. What it means is that you can use the same set of phone numbers anywhere in the world.

As a start up how would you rate your chances?

Since we are a startup, I cannot say we have a market share as yet. Let's just say we have a value proposition, which is on par with what is being offered by large or very large telcos and in some areas far ahead of them. We are well funded as of now and funded for the next two-and-a-half years to move forward. However, it's time to see how the market accepts radical new ideas and advances in technology which will move seamlessly into their lives without expecting them to make changes in current behavior.

Currently, there is no competition in our position. There is no one offering what we are. Our value proposition is way ahead of the market. We are in a unique position.
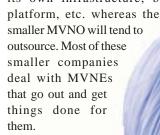
What are the trends defining the MVNO space?

The trends are quite fragmented in terms of how people are behaving or how the market is behaving. It depends on the regulatory environment that differs from country to country or continent to continent. This is what is driving the MVNO segment. In the market today you have these so-called rate plan based MVNOs which are very small companies with say 500-5000 users. These companies can outsource their entire operations to people. Then there are the very large MVNOs, or the full MVNOs. We are somewhat closer to the large MVNOs, where we own 80-90 percent of our infrastructure and lease out capacity from larger players.

MVNO strategies depend on which country you are in or which region you are operating out of.

From small to large MVNOs, which organizations do you think represent a bigger business opportunity for telecom solutions companies such as Infozech?

The fact is that a large MVNO will do everything itself. It will have its own infrastructure, billing platform, etc. whereas the smaller MVNO will tend to outsource. Most of these smaller companies deal with MVNEs that go out and get things done for them.

What is the target market for your services?

Tulip has a solution today that can be applied to a single user or multiple users. Our solution can scale from one to thousands of users. Our approach is very different from the mar-

ket. We have a very good product that can be moulded to the needs of virtually every segment. From school kids, to SMEs to large enterprises, we are relevant for everyone.

How would you describe your relationship with Infozech?

We found Infozech to be a very good partner for us. We found the company as aggressive as us. Infozech, in fact, has taken things one step ahead of our needs. It is very perceptive about our requirements and has been planning very well for us. Infozech has been advising us about the right steps to take. The company has been very helpful, a fact that has been greatly appreciated.

Why did you decide to partner with the company?

We needed a partner who could be flexible in terms of how to structure the deal. Do you want to do a revenue share or a direct buyout? We found Infozech to be very flexible in this matter. What we have found is that larger and growing companies typically have one set business model which they cannot tailor to the needs of partners.

What would you say have been Infozech's key differentiators in a me-too market?

As I mentioned, we found Infozech to be very flexible in terms of its approach. In terms of technology, almost everybody has a similar offering. Basically, their differentiator lay in the way they handled the relationship. It also lay in their ability to work in constrained environments and under time pressure to deliver the goods and services on time. These are the factors that can make or break a company and I feel Infozech has the attributes today to make it.

I would say that Infozech has the right attitude to go out there and get the work done. They know how to do business, which will help them greatly in the future. Basically when you get going, you have to know and understand the MVNO market. Companies targeting this market can succeed only if they keep their costs down. They have to work on building a long-term relationship rather than a 'sell and get out' relationship. That I think is what differentiates Infozech from the others.

What is the solution that Infozech has provided Tulip?

Infozech has provided us with a converged billing solution, where its offerings have been integrated with the TMS (mobile billing) system we have procured from another third party solutions provider. With this integration, Tulip will be able to generate a single bill and create a single point of interface with subscribers. Furthermore, Infozech has provided us with a content management system, an authentication and accounting system for international mobile calls, the i-Voice system for handling IP calls, eBill for real-time rating of IP calls and a complete customer self-care system.

They have also deployed for us iCAS (Inter Carrier Access Settlement) application, which will be primarily be used for reconciliation of bills and CDRs.

> "We are the only company that is going to launch convergent billing— that is one bill, one top up, one user ID, etc. What it means is that you can use the same set of phone numbers anywhere in the world."

Infozech has provided us with the flexibility wherein we can have only SIP customers without interfacing with the TMS. Basically, our subscribers can opt for only SIP services rather then mobile services if they want to.

How has the Infozech solution benefited the company and its customers?

Basically what Infozech has done is provided us with a solution which offers worldwide roaming to our buyers. I do believe the solution is very effective. We have got a good system from Infozech.

Regarding the customers, it is too early to tell yet. Once we launch our service this month and in November of this year, we will observe the customer experience and check out the feedback. However, I am confident we will not face a problem once we launch.

What do you think is the role a company like Infozech can play in the wireless value chain?

Infozech can play a vital role in terms of being a company that can offer tailor-made solutions to MVNO players. It is one company that can work on commercial terms which are not available in the market. Infozech is very flexible and sensitive to customer needs. That I think is their role and contribution. Owing to these advantages, Infozech has an edge in the existing marketplace.

It is a company that is ready to enter into a long term relationship with an MVNO to introduce new, innovative products and services.

(Continued from page 4)

• Unlimited rating criteria
• Simultaneous rating of unlimited number of services
• Cloning and versioning of rate plans and products
• Powerful business reporting and auditing tools
• Pre-built integration connectivity with industry leading ERP, CRM and mediation applications

i-Rater's all encompassing benefits > >

i-Rater extends the legacy billing solution and seamlessly integrates with the existing BSS/OSS infrastructure of the service provider/carrier. It can easily create service bundles to obtain maximum market traction and blends new services with existing services to encourage usage. Using the product, customers can improve revenue generation through the ability to support complex rating models and introduce new services at a rapid pace. While rating existing voice products, i-Rater also has the capability to dynamically reconfigure rating of services during the product lifecycle. It helps improve customer retention with personalized rate plans and can lower TCO through reduced transaction based licensing costs and commodity system infrastructure.

A comprehensive rating solution for wireline, wireless and IP services, i-Rater has been making waves in the global markets based on its path-breaking price/performance record on the Sun Solaris platform.

i-Rater, Infozech's award winning product from the Infozech portfolio has been setting benchmarks in terms of performance. The product has caught the eye of the telecom service providers community owing to the fact that it performs almost 50 times better than competing products and exponentially cuts Total Cost of Ownership. i-Rater's ability to handle over 250 million transactions per hour on a medium range Sun Fire Server showcases its sizzling performance. Here's what it really does:

i-Rater
Ranking among the
fastest rating engines
in the world

The product >>

i-Rater is a flexible, rule-based rating engine that allows service providers to price Next Generation communications services and complex business transactions and develop innovative products and launch them within the shortest period of time. The product provides a comprehensive rating for wireline (local, long distance and international), wireless (GSM, 2.5G, 3G and Wi-Fi) and IP (DSL, cable, IP-VPN and VoIP) services. i-Rater enables higher margin revenue streams by making it easy to introduce innovative and desirable services to the market quickly.

What it can do >>

i-Rater can take as input, any type of event/transaction and its charging parameters (in the form of rate plans/charge plans), process them and produce the record of the processed event as output. i-Rater can rate events either in a pre-paid or post paid scenario and be used as a credit monitoring application for post-paid customers.

It prices the services based on a multi-dimensional matrix of rating parameters—duration, air-time, value of transaction, per transaction instance, volume of data transferred and Quality of Service. Customers can easily integrate the product with their existing legacy, post-paid or pre-paid systems, in order to enhance their rating capabilities.

It's focus >>

i-Rater is targeted at Next Gen providers of content, wireless, wireline and IP services and organizations offering Web-enabled customer self care.

It's key features >>

i-Rater offers customers the following features:

- Proprietary In Memory Database technology for a high performance index
- Real-time processor, suited to all network environments and applications
- Rules-based, service and network independence capabilities that give customers the flexibility to develop complex and convergent pricing schemes
- Compatibility with multiple platforms, including the Windows, Linux, Solaris and other environments
- Real-time, high performance rating with extreme flexibility