

Service Differentiation adds a new competitive focus on OSS/BSS, says Frost & Sullivan

Singapore, March 1, 2010 – Traditional Communications Service Providers (CSPs) are actively competing with new entrants to capture and retain customer mindshare. At the core of today's changing communications marketplace, operators are constantly challenged to deliver new services and meet requirements from new business models.

In an aid to further understand the issues and latest developments within the OSS/BSS space in Asia Pacific, *Frost & Sullivan* along with *Stratecast*, is organising the **4th Annual OSS/BSS Asia Pacific Summit** (<http://www.frost-oss.com/>). The summit is scheduled to be held from **March 24 – 25, 2010** at **Resorts World Convention Centre, Sentosa, Singapore**.

Prominent industry thought leaders, along with *Frost & Sullivan* and *Stratecast* analysts, will convene to discuss multiple business and operations issues facing CSPs today. Conference sessions will feature case studies involving operators from several countries. The conference will also discuss what the industry still needs to meet the demands of market change in this unprecedented era of business evolution.

Structured to look into the essential OSS/BSS functions and business processes, the summit will discuss implications of new business models, importance of convergent charging, and show why policy management with real-time charging can provide customer control and better match-up of service plans to network capacity. Sessions will also address customer service assurance issues through customer case studies, why data security is more important now than ever before, and bring forward the continued importance of managed services relative to the new service environment.

“User device evolution and network infrastructure improvements continue to be two very critical business drivers in the changing customer services landscape. Enabled by these advances, service offers with real-time components and interactive user control is quickly becoming the norm,” said Karl Whitelock, *Stratecast* senior consulting analyst OSS/BSS global competitive strategies. Karl further adds that market differentiation comes to organizations that can align the necessary OSS and BSS functions to meet today's changing market dynamics.

A noteworthy highlight at the summit will be the keynote address by Malcolm Rodrigues, General Manager for Nucleus Connect, who will share the progress-to-date regarding Singapore's Next Gen National Broadband Network (NBN) Business Model, since its appointment by the Singapore Infocomm Development Authority (IDA).

Alongside these highly relevant issues, the *Frost & Sullivan - Stratecast OSS BSS* analyst team will share their perspective and insights on the conference's main subjects and provide an interactive audience participation workshop held in the afternoon of Thursday, March 25, 2010. This will be available to all attendees as part of the regular conference registration.

Join speakers from Oracle Communications, Reliance Communications, Telekom Malaysia, Telecom Fiji, Clarity, Amdocs, Guardium, TRUE Internet, Accanto Systems, Volubill and senior Frost & Sullivan/Stratecast analysts as they share their success and challenges and provide perspective on some of the most critical business and operations issues faced by the industry at large.

All attending delegates will receive a complimentary copy of the 2010 Stratecast/Telecom Asia magazine survey results.

Oracle Communications is the strategic sponsor for the summit while, Clarity and Tech Mahindra are the gold sponsors. INTEC and Nuance are the breakfast briefing sponsors and Accanto Systems, Amdocs, Fujitsu, Guardium, and Volubill are the partner sponsors. Exhibitors at the summit are AranTech, Fastwire, and VOIPFUTURE.

The official newswire is PR Newswire. Official TV Partner is The Telecom Channel, official publications are Billing & OSS, Telecom Asia and Wireless Asia. Media partners for the summit include BillingViews, China Newswire, China Tech News, GreenChinaTech, Developing Telecoms, TelecomWatch and OSS News Review. Global Revenue Assurance Professional Association (GRAPA) is the supporting association for this summit.

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Stratecast assists clients in achieving their growth objectives by providing critical, objective and accurate strategic insight on the global communications industry. As a division of Frost & Sullivan, Stratecast's strategic consulting and analysis services complement Frost & Sullivan's Market Engineering and Growth Partnership services. Stratecast's product line includes subscription-based recurring analysis programs focused on Business Communication Services (BCS), Consumer Communication Services (CCS), Communications Infrastructure and Convergence (CIC), OSS and BSS Global Competitive Strategies (OSSCS), and our weekly opinion editorial, Stratecast Perspectives and Insight for Executives (SPIE). Custom consulting engagements are also available.

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