

Companies to align their OSS BSS functions to meet changing market dynamics, says Frost & Sullivan

Singapore, March 24, 2010 – To understand the issues and latest developments within the Operations Support System (OSS) and Billing Support System (BSS) space in Asia Pacific, *Frost & Sullivan* along with *Stratecast*, today opened the **4th Annual OSS BSS Asia Pacific Summit** (<http://www.frost-oss.com/>). The 2-day summit is held at the **Resorts World Convention Centre, Sentosa, Singapore**.

Malcolm Rodrigues, General Manager for *Nucleus Connect* presented the keynote address titled, *Role and Progress to Date in Singapore's Next Gen NBN Business Model*.

He detailed *Nucleus Connect*'s role in the new business model, while discussing the challenges and issues that the company had to overcome in making the first-of-its-kind concept a business reality.

Following the keynote, topics such as *Managed Services – industry challenges in a global slowdown*, *Convergent Charging*, *Customer Management*, *Smarter Investment* and many more decision-influencing issues will be addressed by senior players from *Reliance Communications*, *Convergys*, *Clarity* and *Amdocs* and other industry market leaders.

Aside from these single speaker presentations, the day will progress to include panel discussions on *New Generation Technologies*, *Customer Experience* and *Monetizing Capex, Increasing the Average Revenue per User (ARPU)*, moderated by *Stratecast* senior analysts.

Another highlight of the summit will be the presentation by Karl Whitelock who is the senior consulting analyst for OSS BSS global competitive strategies, from *Stratecast*, titled *Market Trends and Business Issues: Key Research Results*. This presentation will outline the critical market drivers within the industry and illustrate the relevance of these drivers in creating the current trends and interests within the OSS BSS operating space.

Karl says, "In a bid to stay competitive and relevant to the consumer market, service offers with real-time components and interactive user control is quickly becoming the norm. User device evolution and network infrastructure improvements continue to be two very critical business drivers in the changing customer services landscape."

Karl will also share some the results from the annual joint *Stratecast* and *Telecom Asia* magazine reader survey that was a key aid in identifying the present drivers within the market. Karl will also host an interactive analyst workshop on Day 2,

March 25, 2010. This workshop is open for participation to all conference delegates.

The line up of speakers from Guardium, Volubill, Accanto Systems and Redknee will continue the action-packed agenda on the second day.

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

For complete details on the summit visit, <http://www.frost-oss.com/>

To receive presentation slides from the summit OR for sponsorship / media partnership opportunities for the 2011 OSS BSS Asia Pacific Summit email, neethiya.sadagopal@frost.com

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