

IBM Launches New Center to Help Mobile Communications Industry Meet Growing Demand for Real-Time Customer Analytics and Dynamic Network Utilization

IBM

BARCELONA, Spain, - 15 Feb 2011: MOBILE WORLD CONGRESS -- IBM (NYSE: [IBM](#) [1]) today announced the creation of a new Center of Excellence for the communications industry. The center, which features Openet solutions, is designed to help service providers with new technologies to meet bandwidth demands and increasing customer service requirements driven by the growing use of smart phones, tablets, devices and the mobile Web.

With the expanding gap between increased network traffic volumes and data services revenues, the ability to provide the level of bandwidth customers need in real-time is becoming critical for mobile operators. Communications service providers are faced with rethinking how their bandwidth is allocated so they are able to offer customers the bandwidth required for a particular service precisely when they need it -- whether it is for a quick SMS text message or for a data-intensive video download. Openet's suite of proven solutions enables Communications Service Providers to control network traffic, monetize new and existing services and guarantee Quality of Experience for mobile device users.

The new IBM Dynamic Service Control Center of Excellence combines IBM technologies with the Openet platform to provide Communications service providers the ability to control, monetize, and personalize services for their subscribers. Openet provides mediation, rating and charging, balance, subscriber and policy management capabilities, along with analytics for all functions. For example, Openet's solutions can set usage thresholds based on time of day, subscriber plan, or data consumption to make sure that appropriate actions are carried out once those thresholds are reached. It then allows service providers to charge resulting usage against a pre- or post-paid account.

The Center expands IBM's leadership in analytics for the communications industry, recognizing the need for providers to test and adopt new intelligent service control technology. The center allows IBM clients to:

- Test new technology and proofs of concept in a "sandbox" environment
- Access a global pool of experienced subject matter experts in IBM and Openet technologies
- Access custom training tailored to Openet applications for intelligent service control
- Access and obtain support for other solutions including the IBM Cloud

Service Provider Platform and the Service Provider Delivery Environment (SPDE)

- Support in using real-time analytics from Openet as well as IBM business analytics optimization resources including IBM Netezza, Unica and Cognos software
- Integrate IBM and Openet solutions in their own environment

"The launch of IBM's Dynamic Service Control Center of Excellence based on the Openet platform demonstrates our commitment to deliver integrated joint solutions to our clients," said Niall Norton, CEO of Openet. "IBM has a proven track record in delivering solutions that enable new business models and services. IBM and Openet will help our clients differentiate their capabilities now and in the future, in an environment that simulates today's network challenges."

The new Center of Excellence will also allow clients to access IBM's global capabilities including the IBM Telecom Business Analytics and Optimization Center of Excellence based in Dublin, Ireland. IBM Global Business Services provides consulting, systems integration, and application management services around the Openet platform and applications.

"Communications service providers are looking for ways to differentiate themselves while efficiently managing the increasing demands on their networks," said Scott Stainken, general manager, IBM Global Telecommunications Industry. "Real-time service control is a powerful tool to differentiate the subscriber experience, allowing more customized services, while deep analytics allows providers to create more targeted customer interactions. IBM's technology expertise combined with Openet's platform gives providers powerful new insight to grow their business and speed the adoption of next generation solutions."

The new Telecom Center of Excellence is based in IBM's Telecom Solutions Lab in Austin, Texas.

Openet technology is optimized for IBM BladeCenter servers, supported by IBM solidDB Universal Cache in-memory database software and integrated with IBM analytics software.

IBM works with the top 1,000 communications service providers worldwide, including all 20 of the largest global providers.

[SOURCE](#) [2]

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