

## IBM ouvre un centre d'expertise télécoms à Austin USA pour aider les opérateurs mobiles à faire face à la croissance des usages au moyen de solution d'analyse en temps réel et de gestion dynamique des réseaux

**MOBILE WORLD CONGRESS, Barcelone, Espagne - 15 févr. 2011:** IBM ouvre un centre d'expertise télécoms à Austin USA pour aider les opérateurs mobiles à faire face à la croissance des usages au moyen de solution d'analyse en temps réel et de gestion dynamique des réseaux

L'adoption des smartphones, tablettes et de l'internet mobile accroît les exigences de services et de bandes passantes pour les opérateurs mobiles. Ceux ci sont amenés à réfléchir à la façon d'allouer les capacités de leurs réseaux, de les adapter aux usages spécifiques comme l'envoi de SMS ou de vidéo.

Le nouveau centre "IBM Dynamic Service Control" associera les technologies et les services de conseil et d'intégration d'IBM aux solutions d'Openet pour doter les opérateurs de la possibilité de gérer, facturer et personnaliser les services des clients de façon dynamique. Basé à Austin, USA, ce centre travaillera en collaboration avec le centre d'IBM à Dublin, Ireland, dédié aux solutions d'analyse et d'optimisation des process des opérateurs télécoms en temps réel.

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

**MOBILE WORLD CONGRESS, Barcelona, Spain — February 15, 2011 — [IBM](#)** (NYSE: IBM) 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 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 the need to rethink 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.

#### About Openet

Openet is an innovative provider of Subscriber Optimization Software (SOS) to tier one communications and media service providers. To succeed, today’s operators must know their subscribers, deploy innovative business models and control the allocation of network resources. Openet's offerings are engineered to attract subscribers and provide an optimal experience, minimize the cost to serve them and maximize revenue—making the most of every subscriber. With customers across the globe, Openet is meeting the needs of operators worldwide such as Vodafone, Orange, AT&T and Verizon. For more information, please visit [www.openet.com](http://www.openet.com).

Visit IBM at Mobile World Congress, Barcelona, Spain, February 14-17, 2011: Hall 1 Stand 1C31.

#### About IBM

For more information on IBM's communications industry solutions, visit [www.ibm.com/telecom](http://www.ibm.com/telecom).

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