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Mr. Samer Salameh, CEO, Alfa

MYCOM to Launch its New Convergent OSS Service Assurance Software Solution

MYCOM

powerful analytical capabilities and unparalleled performance allows NIMS-PrOptima to

MYCOM, a leading global provider of best-in-class OSS Service Assurance software solutions and innovative ICT professional services to the telecom industry, launched its new convergent NIMS-PrOptima Performance Management software solution for the North American market at TM Forum's Management World Americas event in Orlando, Florida, back in December 2009.

correlate information from the various domains thereby enabling the service provider to view and optimize the performance of the network on a near real time basis and ensure the best service level to the clients.

NIMS-PrOptima is a cost effective solution that manages the network and services horizontally across the organisation, rather than the old fashioned silo approach. This solution helps carriers to improve profitability while offering the best quality of service to subscribers. Network resource optimization can result in significant savings in network infrastructure investments. The automation offered can double the productivity of the operational teams and the feature-rich functionality makes

it possible to replace legacy systems as part of a wider network transformation, which results in significant OPEX and CAPEX savings. The unique technology enables very quick support and optimization of new applications and services, enabling the operators to drive voice and data ARPU through differentiated service offerings.

Richard Hessler, President, MYCOM North America Inc. commented, "From our North American headquarters in Atlanta, Georgia, we have been successfully delivering a range of specialized telecommunication network engineering and consulting solutions to North American carriers since 2000, and now have over 200 staff in five offices. MYCOM has had outstanding growth in revenues and profits in both 2008 and 2009. Around the world, our NIMS-PrOptima Service Assurance software has

been widely acclaimed to be the market technology leading Performance Management solution. Today more than 500,000 network cells and 200 million subscribers are being managed daily on a near real-time basis with our performance management solutions. Carriers in North America are increasingly focusing on network quality and convergence and we wish to underscore this outstanding event with the launch of an extensive campaign to serve our customers in North America with their network Performance Management needs."

Nik Willetts, VP Communications, TM Forum, commented, "As a long-standing TM Forum member and participant in our industry-leading collaborative programs, we're very pleased that MYCOM has chosen Management World America as the launch venue for NIMS-PrOptima."

Ericsson Reconfirms its Interest to be Part of the Growth in Iraqi Telecom Industry



Ericsson, the world leading provider of telecom services and equipment, participated in the two-day Iraq Telecoms Conference as a major sponsor, held recently in

London. The conference focused on integrating business and technology in Iraq to highlight the huge business potential and opportunities for broadband in the country. It also tackled the topic of foreign investment in the telecommunications sector and the opportunities in the country for a stable investment environment. This year the conference gathered all the Iraqi telecommunications stakeholders such as service providers, vendors, regulators and government representatives who actively participated and contributed to lively and open debates.

Amongst the critical topics discussed at this year's event were the main achievements of the Iraqi Communication and Media Commission (CMC) in developing regulatory rules and procedures according to international standards.

Fuelled by the continuously improving security and the many opportunities for growth in penetration rates and broadband connectivity, the forum demonstrated optimism for the future of Iraq's telcos. For instance, there is more than 60% mobile penetration, but less than 5% fixed-line penetration.

According to Tarek Saadi, Head of Northern Middle East region, Ericsson Market Unit Middle East, the core benefit of the event was the creation of networking opportunities and reconfirming Ericsson's interest in growing its business in Iraq. "Ericsson in Iraq is gaining good momentum, and with all these changes in the market, we aim to maintain our position for mobile networks and be part of the growth in the Iraqi telecom industry."

The event discussed how Iraq is still at the mobile penetration phase but opportunities exist for broadband penetration and the associated benefits that it brings.