

TELECOM **Review**

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Eng. Khalid Al Khatib, CEO of Mobily

Mobily: Expanding further
its 3.75G network

Internet Giants and Telcos:
Compete or partner?

LTE: Technological wonder at work

Nokia N97: Online as it happens



CommunicAsia 2009:
Asia's most established
ICT event

Mycom contributes to O2's No.1 J.D. Power Ranking in customer satisfaction

MYCOM

Mycom, a leading global provider of best-in-class OSS Service Assurance software solutions and innovative ICT professional services to the telecoms industry, congratulated leading UK operator, O2, on their No.1 ranking in the recent J.D. Power Customer Satisfaction Survey of UK Mobile and Fixed Broadband.

J.D. Power and Associates' latest customer satisfaction survey of UK Mobile and Fixed Broadband services ranked O2 ahead of all its rivals in the UK. The provider won high praise in the report for the performance and reliability of their network and services.

Contributing over the past 5 years to the success of O2's network performance has been Mycom's NIMS-PrOptima Performance Management software solution. Allowing full end-to-end performance management of the network, NIMS-PrOptima is deployed across O2's 2G, 3G, radio, packet core and soft switch networks. Delivered interfaces have ensured seamless synchronization with Nokia and Ericsson 2G & 3G equipment, facilitating and empowering O2 engineers to achieve very high standards in the quality, performance and reliability of their network.

Nigel Purdy, Head of Technology Engineering at O2 in the UK, said, "NIMS-PrOptima gives visibility of 2G and 3G performance covering both voice and data. As our network has grown Mycom's solution has proved to be scalable and has provided us with some simple yet intelligent reporting and analysis capabilities. This has helped us to monitor and manage the

significant growth we are now experiencing in 3G data traffic which has come from a number of propositions including Apple's iPhone."

Mycom's Mounir Ladki, General Manager, Product Business Unit, commented, "O2 has been a key customer of Mycom's since 2004. Since the initial delivery of NIMS-PrOptima, O2 has been able to collect, view and evaluate performance and configuration data in near real time so that they are able to optimize the performance of the network and guarantee best levels of service to their subscribers, in a background of the ever increasing roll out of new services." He went on to say, "O2 has been able to benefit from increased operational efficiencies and reduce costs while rapidly introducing new innovative services. We look forward to our continued relationship with O2 in the coming years."

PRIMERGY BX900 key to Fujitsu's global growth program



Fujitsu is inviting customers and partners in Lebanon to an exclusive preview of the world's most business dynamic IT that easily adapts to any requirement. The Dynamic Cube also known as the new PRIMERGY BX900 will be presented for the first time in Lebanon on June 23.

Fujitsu's new-generation PRIMERGY BX900 blade system, the key foundation stone in the company's global market growth is available to order immediately. It spearheads Fujitsu's global growth program to increase its market share for x86 servers, with a worldwide server sales goal of 500,000 units in 2010.

The PRIMERGY BX900 is built on four guiding principles. The first is a dynamic new power and cooling concept to reduce energy

costs. The second is to achieve improvements in operational performance, through dynamic virtualization. The third principle of the PRIMERGY BX900 concept is to deliver unmatched uptime, via dynamic high availability. Finally, guaranteed investment protection is accomplished through the fourth principle, new system architecture offering dynamic scalability.

Chandan Mehta, Product Manager for Fujitsu Technology Solutions in the Middle East, comments: "The four guiding principles of the PRIMERGY BX900 design ensure that it meets the needs of datacenter operations where achieving cost savings and increasing IT systems' agility are immediate concerns, and this is the case with almost every datacenter in the Middle East."

The PRIMERGY BX900 is a leader in terms of reduced energy consumption: it operates at new levels of power efficiency, and sets new standards thanks to Fujitsu's cooling and design concept, Cool-safe. As a direct result, by moving to a PRIMERGY BX900 server, customers can expect to reduce energy costs by thousands of Euros per chassis per year*.

Equipped with the latest Intel® Xeon® 5500 series processors, large memory capacities and state-of-the-art I/O performance, the PRIMERGY BX900 is designed to deliver industry-leading virtualization capabilities. These virtualization capabilities also make PRIMERGY BX900 an ideal solution for consolidation projects. In addition, this solution can automate IT operations, reducing time for the provisioning or exchanging of servers by up to 90 percent.

The PRIMERGY BX900 is backed by comprehensive support from Fujitsu's worldwide services organization, providing a one-stop shop for the full planning, design, implementation and management of complex IT infrastructures. Thanks to a global team of IT services professionals, Fujitsu delivers holistic IT solutions.