

Mycom: a leading provider of advanced OSS Service Assurance software solutions

MYCOM



Mycom International is a leading global provider of leading-edge OSS Service Assurance Software Solutions and innovative engineering services to the telecom industry. The group is experiencing impressive sustained high growth and has successfully delivered its solutions to leading telecom operators around the world. Telecom Review met with Mr. Mounir Ladki, General Manager, Products Business Unit, who told us more about Mycom, their products and services portfolio and their strategic growth in the Middle East region.

Can you give us a brief historical background of Mycom International?

Mycom is a leading provider of advanced OSS Service Assurance software solutions and engineering services to the telecom industry. We started operations around 10 years ago, and have grown to become a leading global organisation with offices in 10 countries covering EMEA, APAC and North America, and have executed multi-million dollar projects in more than 40 countries around the world.

We have been visionary in betting on the development of the 3G technology and the NGNs since the beginning of the decade, in a very uncertain and pessimistic environment. I myself, before joining Mycom, played an active role in the design, marketing and pre-sales of the 3G technology and other next generation technologies. This enabled us to pioneer the performance management of 3G networks, and achieve a leadership position today in the performance management and service assurance of advanced convergent telecom networks.

This, added to our unique triple expertise in software excellence, systems integration and networks engineering, is making us the partner of choice for leading Telecom operators such as Vodafone, O2, SFR, STC and Orange as they transform their business and networks.

What about your presence in the Middle East?

Although our initial focus was on Europe and the US, we are now considering the Middle East as a key strategic area for our future growth. That is why we have recently opened offices in Cyprus, and are currently finalizing a new setup in the region. We intend to develop much closer ties with the operators and the industry players in this region; we want to help them with our expertise and product offering as they expand, transform and roll out new technologies and services.

Mycom is pleased to have STC (Saudi Telecom) as one of its major accounts. We are actively working to build on this account – largest mobile operator in the ME – with new operators in the region. We have discussions underway with several operators in the region, and also in North Africa.

Who are your major partners? What are the benefits and leverage gained by Mycom from these partnerships?

Mycom collaborates with several leading OSS systems integrators like HP and Tata Consultancy Services, as well as major telecom equipment vendors like Huawei, Alcatel-Lucent and Nortel. In the case of the latter two our technology is an embedded component of their network operation and management platforms supporting GSM and UMTS networks.

These partnerships have enabled us to expand our geographical reach and grow the business far quicker than we would have been able to alone. In return our partners are able to provide their customers with a best-of-breed performance management system as part of an overall network or OSS solution. They also gain additional revenue through the delivery of certain integration and customisation services related to our products requested by the operator.

In the Middle East we work closely with Al Gihaz, a prominent local systems integrator in the Kingdom of Saudi Arabia, and are actively seeking other partners in the region.

Who are your major clients in the Middle East?

We are very proud to have STC as our existing client, but we have also made major proposals and continue to engage with many other operators in the region. Mycom is building on this and you will see us much more at regional conferences and exhibitions as well as working with other partners in different countries.

Can you tell us more about your advanced next generation OSS service assurance solutions and their advantages?

We offer a truly multi-vendor and multi-technology carrier grade platform that sits at the heart of the NOC and manages the performance of the entire network, from the radio access to the packet and circuit core, transmission and VAS platforms. Thanks to its unique, powerful analytical capabilities and unprecedented performance, it correlates information from the various domains enabling the operator to view and optimize the end-to-end network and service performance on a near real-time basis.

We introduce a new effective manner of managing the network and the services in a holistic horizontal way across the organisation, as opposed to the old silos based approach. Our solutions help operators improve their profitability while offering the best quality of service to their subscribers. For example, Network resources optimization can result in up to 20 to 25% savings in network infrastructure investments. The automation offered can double the productivity of the teams, and the rich feature set makes it possible to replace a large number of legacy systems, which results in significant Opex savings. Our unique technology enables very quick support and optimization of new applications and services, enabling the operators to increase their ARPU through differentiated services offering.

What can you tell us about Mycom's NIMS-PrOptima's telecom oriented design?

NIMS-PrOptima is designed jointly by telecoms, OSS and software experts in accordance with telecom operators business processes. It is based on addressing the real requirements of telecoms users, whether they are Operations, Engineering, Marketing or executives.



We have accumulated a massive expertise in modelling and managing the performance of telecom networks, and have gained valuable experience of the major vendors including Ericsson, Nokia, Nortel, Alcatel, Huawei, Siemens and Motorola. Today we have a library of more than 200 off-the-shelf Vendor Technology Interfaces, and can guarantee the shortest lead times for the delivery and upgrade of these Interfaces.

What does your services portfolio include?

Mycom delivers a wide range of engineering and professional services. On the engineering side we cover network planning, network design and network optimization either in turnkey or consultancy mode. On the professional services side, we undertake full OSS transformation projects, OSS solutions design, business process engineering, as well as implementation, customization and consultancy services around our products and solutions.

We have some active discussion with customers related to offering a fully managed Performance Management service where the operator will not in fact own the hardware and software solution but will look to Mycom to provide all reports and analyses as required by the customer.

How do you evaluate the MENA region in terms of telecommunication services, growth and innovation?

The MENA region is the fastest growing in terms of new end user services, the sector is showing clear signs of vitality with the de-regulation and the multiple new licenses being awarded in several countries. The deployment of 3.5G technology and the recent award of WiMAX licenses in some countries is a testament to this fact. We see many operators in the region starting large transformation initiatives, migrating their networks into all-IP architectures and rolling out innovative services. In addition, the expansion of Middle Eastern operators in other territories such as APAC or Africa is adding to the global picture.

Mycom demonstrated WiMAX Service Assurance at the WIMAX forum showcase in Taipei. What can you tell us about that?

WiMAX, and LTE (Long Term Evolution) in the future, will be the enablers of the true broadband mobile Internet experience, and will be the catalyst for a new economy revolving around mobile services such as Full HD TV, M-Education, M-Commerce and M-health.

One of the key success factors of WiMax resides in its ability to deliver simultaneously multiple high quality services to the end users combining multimedia, internet and voice. These multiple services will cross several domains through multiple networks implementing hybrid technologies before reaching the end user. Typically a service might be carried over WiMax, DSL, 3G, IP core and IMS. In order to effectively manage the quality of such a service, we have designed an advanced OSS service assurance solution that has the scalable architecture and

the embedded expertise enabling it to deliver the end-to-end view of the service performance across these various domains.

We are today an active contributor to the WiMAX ecosystem, and are utilizing our presence in Taiwan, one of the few WiMAX excellence centers in the world, to keep our leadership in this area. In addition, we have announced large WiMAX contracts in North America.

Where does the region stand today in terms of WIMAX deployment?

Well, the mobile subscribers in the Middle East and in particular in the gulf region generate one of the highest use rates in the world, and are driving the demand for new high-quality value-added multi-media services. This is why we expect to see acceleration in the deployment of broadband technologies in the region including WiMAX. Some of the operators such as Mena Telecom in Bahrain are leading the way, but we also expect many deployments to come in the next 20 to 30 months.

We believe that the wealth of experience we gained in modeling and managing telecom technologies such as GSM, UMTS, HSDPA, IP, ATM and IMS, coupled with our leading edge product offering and our deep understanding of the WiMax networks, ideally positions us to be the partner of choice for the management of WiMax performance and service quality of Middle Eastern operators.

Mycom has recently signed with Alcatel-Lucent for delivery of Performance Management for UMTS Access networks. What can you tell us about that?

Performance management is a key Service Assurance component of any UMTS network and helps operators to ensure that their radio networks operate with optimal efficiency at all times. Under the agreement Mycom has integrated NIMS-PrOptima into Alcatel-Lucent's UMTS Access technology to enable optimal delivery of UMTS, HSDPA and HSUPA solutions for their customers all over the world including Europe, South East Asia and Latin America.

What are the next big plans of Mycom in the region?

Breakout with new operators particularly where de-regulation offers new opportunity and network performance will be a key differentiator in the marketplace. We will work with each and everyone on a consultative basis to ensure best solution for their particular business needs and plans. We will also be aggressively looking for new partners in the region in new countries. 