

## OVERHEARD

WATERCOOLER TALK FROM THE METASWITCH OFFICE



## GOOD CALL

### METASWITCH POINT OF VIEW | BY STEVE GLEAVE

#### RCS WITHOUT THE MESS

The OTT killer cometh... Or does it? As the hype settled on RCS (Rich Communications Suite), operators wondered if they really could exploit their sizeable IMS core investments by launching enriched services that promised to take communications and revenues to the next level. IMS is an awfully big building block to heave into place, and the delays in standardized RCS solutions and native client apps threatened to delay any future apps to the point of irrelevance.

But in the middle of a standing eight count, RCS-e has emerged as the new standard brought to you by the GSMA and backed by a growing swathe of major operators including Orange, DT, Vodafone, Telecom Italia and Telefónica. And who'd blame them? It promises an impressive pantheon of rich service functionality for voice, messaging and video, delivered via a network centric approach that will be fully interoperable in the carrier community and with the forthcoming RCS release 2. Its features promote the sharing of information during a call — extending the voice call, adding context and saving the user from having to launch additional handset applications.

This is the context for Metaswitch's acquisition of Colibria last month. It enables us to support the rich communications, IM, presence and network address book service aspirations of mobile operators internationally. This commitment to meeting RCS or RCS-e goals with flexibility extends our long-term heritage of supporting operators in their invariably unique transitions towards all-IP networks. What's interesting is that these capabilities are equally of interest to wireline operators who can leverage network address books and user presence into a broad range of complementary services.

In a similar vein to RCS, it's been two months since we launched our Thrutu service to critical acclaim and notable popularity. Our expectation that call durations would increase when Thrutu is in play has been proven by some initial usage studies. Tens of thousands of consumers have downloaded the free OTT version of the app, which can also be deployed as part of a branded operator suite of services. That's RCS, without the mess.

The beauty of this approach is that service providers are free to choose the architectures and business models that make most sense for them. Colibria gives us the tools to provide interworking between Thrutu and RCS or, of course, deliver a native RCS-e solution. This is fundamentally important to service providers who are looking for that 3rd wave of global solutions, following on from voice and text.

Extending calls, adding context, additional revenue streams? Make sense to you?

Thought so. Good call...

**Steve Gleave is Vice President of Marketing at Metaswitch Networks.**

# OVERHEARD

WATERCOOLER TALK FROM THE METASWITCH OFFICE



## ON METASWITCH METASWITCH NEWS

### **METASWITCH ACQUIRES COLIBRIA**

Last month Metaswitch acquired a leading independent provider of enhanced instant messaging, presence and network address book solutions. Colibria's all-IP, standards-based portfolio is being deployed by operators worldwide to deliver advanced messaging and content sharing capabilities. These services are designed to meet the modern lifestyle communication needs of a wide range of consumer and business users.

### **COMMPORTAL COMMUNICATOR DEBUTS AT TIA**

Metaswitch has used this month's TIA event to launch its latest evolution of CommPortal, enabling telcos to provide a high definition, telephony, conferencing and unified messaging experience, seamlessly integrated across all business platforms — desktop, desk phone and smartphone. The CommPortal Communicator service is delivered and managed from the telco's cloud.

As well as being simple to set-up for the user and telco, the tool is also fully customizable to the carrier's branding and functionality requirements.

CommPortal can also pull Facebook and Google personal contacts into its functionality. The tool supports HD voice quality and a host of rich calling features, making it ideal for targeting enterprise customers.

### **NEW APPOINTMENTS: KEY EXECUTIVES ADOPT NEW ROLES**

Acclaimed technology visionary Chris Mairs has taken up a new role as Chief Scientist at Metaswitch, with a global remit to harness the potential of the latest breakthroughs in networking and communications. The highly experienced and influential Martin Taylor becomes Chief Technology Officer with responsibility for long-term technology strategy, while Senior Vice President Simon Williams assumes control of Metaswitch Product Management and Product Marketing.

### **AND FORMER GOOGLE AND NETAPP EXECUTIVES JOIN BOARD**

Meanwhile, Metaswitch has appointed Bill Coughran, Google SVP of Engineering, and Jeff Allen, former NetApp CFO, as independent members of its board of directors. The pair bring expertise in scalable infrastructure, cloud computing technologies and high-growth technology strategy and finance.

### **METASWITCH SHOWCASES UPWARDLY MOBILE SOLUTIONS AT CTIA**

Metaswitch leveraged CTIA Wireless 2011 to showcase a complete suite of mobile applications that allow operators to strike back against the threat of Over The Top (OTT) competition. This suite is now complemented by Thrutu™, a unique in-call content sharing application that is being made available to service providers for the first time.

The Metaswitch suite of mobile applications brings the best of unified messaging and advanced call features to a subscriber's existing mobile number. Examples include granular call control, desktop application integration, softphone-twinning, mobile centrex and instant multi-party conferencing. This unique suite is now complemented and extended with Thrutu, a client/cloud application that promotes longer call times by creating an environment for single-click, impulsive sharing — seamlessly integrated with the call-in-progress screen.



## HANG UPS INDUSTRY DEBATE

How can independent telcos innovate a successful course through declining populations, a tough regulatory regime and other immovable obstacles? Rural telcos that don't change could face a bleak future, but how can 'being innovative' confront the most fundamental challenges this industry has ever seen? A debate featuring David Lowe, Innovation and Technology Manager at the National Telecommunications Cooperative Association (NTCA), and Metaswitch's Chris Carabello, Director of Market Development.

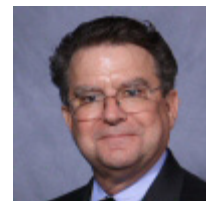
### Chris Carabello

It's true that things have never been tougher for small telcos and cooperatives, particularly in the US where new regulation may negatively impact financial contributions from USF and Intercarrier Compensation reform. On the flipside, these businesses have got an awful lot going for them. They are owned and operated by people who understand their customers intimately, and they have built powerful networks that fuel the economic engines of their communities. But they have to change. Inaction is not an alternative, and hope cannot be a strategy.



### David Lowe

I think these telcos are ready for change, and I've been very encouraged by some of the best practices I've already witnessed. Yes, populations are sparse for some of these telcos, and slowly declining too. Yes, we must quickly adapt service strategies to target customer-driven revenues and fill the funding gap caused by new regulation. But we are seeing telcos driving that change, while playing to the key strengths and commitments that they've always demonstrated. Our members have always been committed to listening to their communities and delivering the highest standards of customer service. They've never lost that focus, and never lost sight of the symbiotic relationship they have with those customers. We should all be looking forward to being creative and more innovative about how we adapt to the challenges we face.

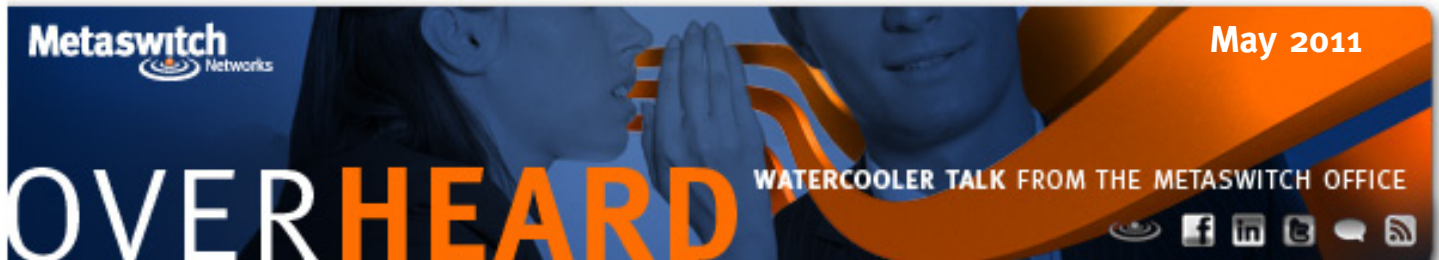


### CC

It really is time to be liberated in terms of thinking; the sky has got to be the limit. Telcos are so experienced at being confronted by their own geographic boundaries and other constraints that becoming free from them is going to be a struggle for some to comprehend and embrace. Time and time again we've seen how important it is to stay focused on innovation. To achieve that, I'd break it down into stages like 'how can we innovate the business model?', 'how can my organization innovate itself?', and of course 'how can I innovate my services?'

### DL

Certainly we need to drive more revenue-generating applications, and make them specific enough to the needs of the customers we serve that the demand will generate a good ROI. But operators have to speculate to accumulate, and find a way of investing in their own ideas. That can require some thinking outside of the box. Perhaps we just need to be more self-confident and grasp the opportunity to have



ideas like that and take them forward. But I agree with Chris that bringing focus and structure to that thinking is very beneficial.

**CC**

Operators that have been lone rangers for so long should explore how to hunt in packs. Pooling network, management and technical resources, and taking advantage of services that live in the cloud rather than being tied to a geographic network, enabling business models that stretch out of region.

Another way of looking at it is, if local populations and products can't sustain a business model, then there really is no other choice but to expand the base of revenue potential. The risk of doing nothing is just too great, while there are outstanding long term growth opportunities associated with adding hosted/cloud based services that build on voice and 'dumb pipe' connectivity. This is a great place to start, and many operators already have.

**DL**

Yes. In fact, what's really encouraging is that we've seen actual examples of closer collaboration between operators that break down those old geographic boundaries to mutual benefit. And we've also seen examples of operators going outside of traditional network services altogether.

**CC**

That's right - there really is a wonderful opportunity for operators to hit back at the nagging suspicion that they are 'just' a telephone company or 'just' a dumb pipe provider. I call it building 'around the pipe' with additional services that loyal, long-standing customers — as well as prospective subscribers — will value and appreciate. It doesn't devalue the importance of voice, but it does isolate it as just one of many applications that telcos can provide.

**DL**

Voice is the critical application, I agree. Customers aren't leaving voice behind, but we have seen enough evidence of customers leaving their local telephone companies. Surely that's because they are seeking different or better value — or at least they perceive another company as providing a better value. When we listen to these customers, they clearly value innovation. We need to value innovation at least as much.

**CC**

When AT&T offered more flexibility in their voice service, their approach was to ask customers if they wanted it wired or wireless. Not only did subscribers warm to the opportunity of managing their service plans like that, but 70% stuck with wireline voice. When SureWest went to market with a triple-play service, they added a great deal more richness to the voice features and 40% of their old customers came back to them. In this new world, maybe the result of innovation won't be so different to what operators currently strive for, or so different from what can easily be delivered today. It's the approach that's so revolutionary, and I'm very optimistic about seeing this revolution unfold.

# OVERHEARD

WATERCOOLER TALK FROM THE METASWITCH OFFICE



## NEWS DIGEST

Microsoft has reminded the world just how much cash its business generates with the \$8.5bn acquisition of Skype. Regardless of the 'little-on-the-high-side' price tag, or the questionable future success of this OTT trailblazer under Microsoft's tutelage, Ballmer and co will be pleased enough at having succeeded in keeping this valuable asset away from Google's clutches.

Location information has made front page news as Apple and Google have both had their wrists slapped over their data collection and storage practices. While Google is no stranger to accusations of 'Big Brother' behaviour, the news takes some more of the shine off Apple's brand, and leaves the company's trustworthiness looking bruised. It all goes to show how critical location data is, both to service providers and to users who are increasingly 'share aware' about their personal content.

Brazil looks set to complete its evolution into a global communications powerhouse, if President Dilma Rousseff has anything to do with it. Having announced that the country is close to creating another 100,000 hi-tech jobs as part of a \$12bn investment from component maker Foxconn, Senhora Presidente is also on track to connect 72% of all Brazilian households to broadband by 2014.

Meanwhile, European industry giants France Telecom/Orange and Deutsche Telekom have taken cost-cutting to a new level by combining their procurement activities in a bid to save nearly \$1bn over the next three years. The first task of the combined, jointly owned and operated project will be to split itself into two units, 250 miles apart.

In Asia, it's been a tale of telecom have's and have-not's with the news that India has passed 800,000,000 mobile subscribers, while in Georgia a hacksaw wielding 75-year old faces a prison sentence having inadvertently plunged 90% of Internet users into online darkness for nearly 12 hours.

In the UK, BT is paying the price for being first to market with its adventurous nationwide FTTx rollout, as regulators are poised to conciliate in a row about fair pricing for competitive access. And finally, unsurprisingly, even telecoms was sucked into the orbit of the Royal Wedding, as proud Brits called abroad in a frenzy to crow about 'that dress', each presumably using a William and Kate commemorative mobile phone (created by the monarchists at Alcatel).

## NOW AND THEN BIG NUMBERS

### FROM THE NEWS VAULTS: DRIVE TIME MEANS CELL TIME

Commuters using their cell phones on the move are eating into their radio listening time, according to a study conducted by Bridge Ratings. Drivers going for an hour or more per day now listen to the radio for just 26 minutes of the time, compared to 32 minutes in 2003. The study also found that people make longer calls while in their cars than outside them. With the average cell phone duration logged at 3 minutes 15 seconds, the average in-car call weighs in at 4 minutes 21 seconds.

"In a car, a lot of people just talk, talk, talk, because they have nothing else to do," claimed researcher Dave Van Dyke.

### SPEAKING EASY OR TALKING TOUGH?

# OVERHEARD

WATERCOOLER TALK FROM THE METASWITCH OFFICE



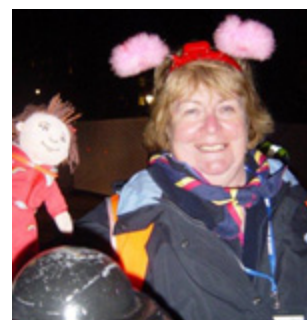
Mobile phone users in the US are making fewer and shorter calls, with the average length now standing at roughly 90 seconds. Americans use their phones to text, to email, to surf the web, take photos, play games, listen to music — but to talk to each other? Surely not...

In Britain, the number of voice calls is still increasing, but text messages and web services are outstripping it rapidly. In an always-on world, where you can exchange information instantly, who wants to trigger a blaring alarm that someone might or might not be able to answer?

## VOICE PROS PEOPLE TALK

### METASWITCH'S PAM DANIELS, GIRL GUIDES LEADER

Responsible for over 4,000 girls and volunteer leaders, Pam Daniels has her hands full as Middlesex East County Commissioner for The Guide Association/Girlguiding UK, the country's largest voluntary organization for girls and young women. Having first participated as a Brownie, Pam began her leadership role when her own daughters joined. She has continued to be involved for over 30 years, serving as County Commissioner since 2006. Pam recognizes the importance of helping girls develop the skills and friendships that will help them grow to their full potential. In addition to educational and community projects, there's also a lot of fun. Last year, Pam's group helped celebrate the Centenary of Girlguiding UK, and visited Buckingham Palace, Copenhagen and Euro Disney.



Pam's other full-time job is Catering Manager, supervising a team of six at Metaswitch headquarters in Enfield, UK. Pam has been with Metaswitch for 18 years.

### SURFING MEANS MORE THAN THE INTERNET TO ROLAND CERTEZA FROM GTA TELEGUAM

The ocean brings both inspiration and relaxation to Roland Certeza, EVP of Sales and Marketing at GTA TeleGuam, one of Guam's leading communications companies. In fact, Roland often fits in an hour of surfing before his work day begins — both humbled by the power of the waves and motivated to tackle the challenges faced by his team selling services to Guam's businesses and government agencies.



A native of Guam, it took attending San Diego State University to get Roland started in surfing. After college, one of the primary reasons for returning to Guam was the quality of the waves. Over the past 25 years in the sport, Roland has collected a dozen surf boards and travelled the world on holidays, in search of the perfect waves in Indonesia, Philippines, France Hawaii, Japan, Fiji and South Africa.



## ONE MINUTE IN VOICE KATE MIDDLETONE

**FOR THIS ISSUE, STEVE WAS PRIVILEGED ENOUGH TO BE IN THE (TELE) PRESENCE OF HRH THE DUCHESS OF CAMBRIDGE, THE FORMER MISS KATE MIDDLETONE.**

**SG** Hi there, is that.... your Royal Highness?

**DC** Please; call me Kate.

**SG** That's frightfully good of you, Kate. Thank you. So, did you enjoy your wedding day?

**DC** It was really good, thank you. William and I had a fantastic day, and it was touching to have so many people who wanted to share and celebrate it with us.

**SG** And you became a real-life princess at the end of it!

**DC** Well, technically no. I became a Duchess.

**SG** Indeed you did! Silly me. Now, much has been made of the elocution lessons you are reputed to have had in order to prepare you for a life of public service whereby you have to talk all proper. Isn't that a bit old-fashioned though?

**DC** This is why I think it's time the Royal Family reached out to its subjects in a more progressive and accessible manner. William and I are already friending people on Facebook, and have convinced the Queen to abandon her annual Windsor Castle garden party in favour of a tweet-up.

**SG** Can I just say how 'posh' and 'royal' you sound? No wonder you were Prince William's pick of the bunch!

**DC** Hang on a sec, love. I'm not having that. I've gotta be honest; it was totally cool when Wills popped the question, and it weren't because we'd have Westminster Abbey for our venue nor our own personal RAF flypast, neither. It's true love, love. I could sound like Barry White with a hangover and I'd reckon we'd still be on course for 60 years of married bliss.

**SG** And with that, we are out of time. Thank you so much, and I assure you, no offense was intended by my last comment, your Royal Highness.

**DC** Are you kneeling?

**SG** Er... yes.

**DC** Well that's alright then.

