

Talk



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“Tom Talk” from NXTcomm



In last year's edition of TMIATalk, I discussed the possibility that the split of Supercomm into Globalcomm and TelecomNext would bring about more harm than good to the attendees and exhibitors:

- With two events, the attendance levels were sure to drop dramatically from that of Supercomm.
- Companies exhibiting in both shows would have a significant financial burden to endure.

Many of the larger exhibitors held the same opinion and quickly applied pressure to TIA and USTA to solve these problems. The result was the formation of NXTcomm this year.

Was NXTcomm a success? With about 14,000 attendees and 450 exhibits, both attendance and participation were far below that of Supercomm during its height. However, we must also keep in mind that the event organizers decided to co-host NXTcomm 2007 only six months in advance, which left little time to plan a very large show. I am confident that given a full year's time to plan the next event, NXTcomm 2008 will share the success that Supercomm once had.

NXTcomm focus

This year's event focused more on applications than infrastructure. Wireless technology was much more predominant than it has been. This was further evidenced in the keynote

speeches, all of which had some focus on wireless topics. Of course, wireless technology was not the only topic discussed: convergence was also a key topic, something that we at TMIA have been discussing for some time.

Few cable attendees

One issue that I did observe at NXTcomm was the lack of variety amongst the attendees. Many of the exhibiting companies, including our members, focus on wireline, wireless, and cable. While I did meet some cable attendees, it would further benefit the attendees and exhibitors if NXTcomm attracted customers from all three groups. This is definitely something for event organizers to consider for 2008.

View from the floor

Some of the larger exhibitors such as **Alcatel Lucent**, **Microsoft**, **Nortel**, and **Motorola** had some truly impressive new exhibits. **UTStarcom**, a TMIA member, provided my favorite booth. They created a “Starship” which offered “first class seats” to attendees and could be spotted from across the exhibit floor. The photographs here include some shots of the booth so that you can see the elaborate display for yourself!

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TMIA members and the blues

During the show, I was able to spend some time with existing TMIA member representatives as well as some new TMIA faces, which is always a pleasure. However, it wasn't all work at NXTcomm, some of us took time to explore a few Chicago attractions.

Thanks to **Dialogic**, TMIA Chair Don Katz, myself, and other TMIA member representatives were able to visit Soldiers Field, home of the Chicago Bears and network with a few hundred of our colleagues. On Wednesday night, thanks to our friends at **Data Connection**, Don and I enjoyed the culinary pleasure of the House of Blues at Data Connection's event. It was there that we discovered we have another entertainer in our group. Michael Fox from Data Connection joined the house band for a few licks on

his trumpet. I have said before we will have a talent night at one of our events. Everyone, start practicing now!

Final thoughts

Despite the attendance, I feel that NXTcomm was an overall success. I asked some of our members in attendance what they thought. Members exhibiting had mixed feelings about the value they derive from the large shows. With VON, CTIA, NCTA, and NXTcomm is there room for four or more large shows? As an indication, we received some great (unsolicited) feedback from two TMIA member companies, who both stated that our small TMIA exhibition actually provided them a better ROI than any of the large shows that they feel compelled to attend.



Welcome New Members: SimulScribe and Dialogic

Since our last edition of TMIATalk, we're happy to announce two new members:

- **SimulScribe**, based in New York, has developed a voicemail-to-text suite of services. A voicemail message is transcribed and delivered in text format, with an audio file of the voicemail message included as an attachment. SimulScribe integrates its products with both enterprise and carrier services. Go to www.simulscribe.com for more information.
- **Dialogic**, which many of us remember as a key component of our legacy voicemail systems. The Dialogic products of today give service provider and enterprise solution developers the building blocks required today in the world of IP telephony and converged voice, data, and video. Dialogic delivers host media processing and signaling software, a broad selection of media processing boards, SS7 signaling components, and PBX-to-IP media gateways.

We look forward to meeting both SimulScribe and Dialogic in San Antonio this fall.



Looking Ahead to San Antonio

Plans are well underway for our Fall Conference in San Antonio, Texas, October 1-3. The Marriott Riverwalk Hotel, located in downtown San Antonio and adjacent to the famed Riverwalk, will serve as home base for our stay in Texas. San Antonio offers many great attractions for the attendees of our event. In addition to the Riverwalk, you might want to revisit history with a stop at the Alamo. For those that are seeking a more tranquil experience, then consider the San Antonio Botanical Gardens, which encompass 33 acres in the center of the city of San Antonio.

Thanks to John Haspil and our hosts AT&T, our guests will be able to enjoy the exceptional amenities of the award winning Marriott Riverwalk Hotel, at a great nightly rate of \$175. (Marriott International's 2005 Hotel of the Year www.marriottrivercenter-riverwalk.com).

For those wishing to explore San Antonio before or after the conference, the Marriott will honor our group rate from Friday September 28 through departure on Sunday October 7 (subject to availability). If you'd like to take advantage of this offer, make your reservations early.

Speaker submissions are now closed and the agenda is currently under development. The agenda promises to include a wide variety of topics tailored to benefit our member companies.

Topics will include:

- Case study: TELUS migration from legacy to next-generation messaging
- Roundtable discussions
 - Best practices for migration to next generation messaging platforms: strategy, process, communications etc.
 - UM/UC: What is it in 2007? What are the applications for consumer and enterprise that fit under the umbrella? What are the elements of a business case?
- AT&T case history on UM: Key learnings on their platform, products, and successes with a focus on the business segment
- Apple's iPhone and its visual messaging feature
- Cincinnati Bell and its launch of speech-to-text for voicemail. A first in North America!
- Telekom Serbia: 3G visual applications for enhancing the user experience
- North American research by Ericsson on social networking and address book centric communication
- AT&T and the 3-screen strategy
- And much, much more...

This is only a small taste of what you will hear about in San Antonio. Don't forget to register soon, as only a limited number of rooms and meeting space have been reserved. Visit www.tmia.org for information, hotel details, and conference registration.



Thank You to our San Antonio Sponsors

We would like to offer our sincere thanks to our generous sponsors, without whom our San Antonio event could not be a success. A few sponsorship opportunities are still available for the fall conference. Contact Tom at tom@tmia.org for more information.

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Members Promote TMIA at NXTcomm

One aspect that makes TMIA special is the efforts of individual members that offer their support to the association. TMIA members contributed to our strong presence at NXTcomm through their donation of raffle prizes, booth giveaways, and their time. Thanks to:

- **ServiceSpan** for use of its booth at NXTcomm;
- **Bill Atkins** and **uReach** for coordinating the storage and transit of the booth and prizes (he even met Tom on Saturday to deliver it all!);
- **Airwide, Data Connection, Intervoice, Iperia** and **Verizon** for great prizes and giveaways; and finally,
- All who volunteered their time to staff the TMIA booth: **Larry Boledovich, Sam Aloni, Bill Kelly, Wally Beck, Don Katz, Kelly Bevan, Stacy Spencer, Mike James, Matthias Ziegenbein, Michael Fox, and Nicolas Boillot.**
- Many thanks to Nicolas as well for staying to the end and helping with tear down!



TMIA could not have had a great presence at NXTcomm without the help of our member companies and individuals.



Networking at the Ranch

TMIA members love to mingle, so our conference agenda always includes an evening dedicated to networking. On Monday, October 1st, conference attendees will visit Knibbe Ranch, an authentic Texas ranch to do just that. We'd like to thank our sponsors, Data Connection and uReach for sponsoring the evening.

Bring your favorite jeans to enjoy the evening of BBQ and mingling with other conference attendees.



VMA Celebrates its 20th Anniversary Conference

Happy anniversary to our European partners from the VMA. Chairman Klaus-Dieter Liedtke and President Bertrand Gatellier have recently informed us that VMA's annual conference will be held in Soldeu, Andorra, from October 7 to 10, 2007. Not sure where Andorra is? It is a beautiful little principality bordered by France and Spain. For more details on VMA or its annual conference, visit www.theVMA.com.

Interesting Facts

- San Antonio is the second largest city in Texas and the 7th most populous city in the USA.
- The Alamo, Texas' most visited tourist attraction, was built as a mission in the early 1700s, fortified in the early 1800s, and served as the scene of the famous battle in February /March of 1836.

- US wireless subscribers grew from 44M in 1996 to 233M in 2006 and grew 25M in 2006 alone.
- Jupiter Research estimates 70% of US homes, or 86 million, will have broadband service in 2012, an increase of 36 million from today. During the same period dialup will decrease from 33 million to 11 million.
- 2007 represents the 20th anniversary of GSM. There are now 2.3 billion subscriptions representing about 84% of wireless worldwide.