

Microsoft targets dominant role in telco OSS market

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Software firm aims to commoditise the OSS market. Microsoft said it expects to dominate the telco arena with its operational support system solutions as more operators turn to IP-based networks.

The software giant has been working in the OSS/BSS sector for around four years on the development of customised solutions for clients. However, at 3GSM in Cannes in February it made a splash with its first commercially available OSS product, the Connected Services Framework.

It has now launched its second product, Customer Care Framework, which uses Microsoft BizTalk middleware to pull information on customers together to a single point, to improve call-centre services.

Andrew Steven, solutions sales director for the communications sector at Microsoft, told Total Telecom at TeleManagement World in Nice, France, that his company aims to commoditise the OSS arena over the next few years. That move will see Microsoft taking the lead role in an increasingly software-oriented vertical, he claimed.

"Already, around 5% of all OSS applications go in on Microsoft technologies, which is a pretty big figure when you consider how fragmented the OSS market is. It's fair to say that wherever Microsoft goes, it has size and impact. We pretty much commoditise the markets we move into, as our aim is to sell millions of products. There's no reason why we shouldn't do the same in the telco space," Steven commented.

This next Microsoft onslaught will be driven by network operators' move to IP from signalling technology, Steven continued. "We're from the Web world and that's where the telcos are going to end up, the IP and TCP world."

He explained: "The IT and Web industry is a very different place to where telcos come from, so when these two worlds collide as they are now, with most network operators planning or rolling out IP-based networks, who's going to help them out? The future of telecoms is a software world, so who better to guide telcos than the world's largest software company?"

Microsoft recently created a telco from scratch based on its new OSS

products. Nawras, a new telcoms operator in Oman, was up and running in just five months following a Microsoft implementation.