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## NEW SURVEY REVEALS PLANS FOR COMMUNICATION SERVICE PROVIDERS TO ACHIEVE OPTIMAL BSS INFRASTRUCTURE

*Transverse and Telesperience Team on Telco Survey to Understand Key CSP Business Plans*

**AUSTIN, APRIL 27, 2010** -- Transverse, a leader in providing low-cost, carrier-grade business support systems (BSS), that are optimized to run in the cloud, today announced the availability of a survey which provides critical insight into the driving factors for communication service providers (CSPs) and the future of their BSS infrastructure. Research participants range from wireless, wireline, cable & MSOs, to satellite providers. A key finding of this survey is that while CSPs have specific business goals to reduce costs, implement new products and services to increase revenue and to improve customer service, only a small percentage are planning to deploy a new BSS system.

The survey was commissioned by Transverse and conducted by Telesperience, an independent telecoms and IT analyst firm that focuses on how software can improve the commercial agility and customer experience of CSPs. A trend that is helping CSPs to keep costs low is the implementation of modern architectures such as open source technology, service-oriented architectures (SOA), Software-as-a-Service (SaaS) and cloud-based computing. These architectures have proven to be nimble and cost effective because they can be quickly integrated into an existing BSS architecture, or CSP back office.

Among other findings of the survey were:

- All CSPs say reducing the cost of their BSS is a desirable goal, but the majority (57 percent) say achieving other objectives are even more important.
- The most common BSS goal for the next 24-months is to implement convergent billing and charging. The next two most common goals are supporting the introduction of new technologies and improving the customer experience.
- CSPs are more advanced in their adoption of open source technology, and are also more actively investigating using it, than the average across a number of high transaction industries.
- Approximately 75 percent of the respondents were wireless companies. A special appendix is available for download that features specific data from wireless carriers.

“The hidden gems that are unveiled in this survey underscore the need for CSPs to keep costs low by using new software architectures and drive revenue by introducing new business models,” said Jim Messer, president and CEO of Transverse. “Utilizing web services, virtualization and cloud computing can save an organization a significant amount of money, and these technologies are much more cost effective and agile to deploy than the legacy systems that have been a bottleneck to service innovation. A major goal for CSPs is to improve customer service and, by using cloud-based technologies, they will be able to meet this goal by streamlining their resources.”

“One of the things that surprised me about this survey was just how willing CSPs are to investigate and implement open source technology,” said Teresa Cottam, research and publications director,



Telesperience. “Just a few years ago this was relatively unusual, but increasing competition, the need to lower costs and technological innovation are all driving CSPs to consider their complete range of options when sourcing telecoms software. Commercial open source solutions, Cloud computing, and SaaS are now all very much on the radar for most CSPs, while SOA continues to offer considerable promise to re-use capabilities, increase flexibility and lower costs for service providers. ”

The full survey is available for download at <http://gotransverse.com/register/MktStudy042010.html>

#### **About Transverse**

Transverse is an Austin Texas-based provider of business support systems. The company specializes in providing innovative solutions to complex business environments characterized by sophisticated ordering and fulfillment processes, subscription and usage based charging models, virtual / digital products, pre-paid billing authorization and micro-payments.

As a solutions company focused on tapping the value of SOA and web services architecture models, Transverse provides customers with greater business agility and business model innovation under a commercial open source model. The company’s core offerings include strategic architecture, application portfolio selection and assembly, billing, order management and customer care applications. For more information visit, [www.gotransverse.com](http://www.gotransverse.com).

#### **About Telesperience**

Telesperience is a UK-based analyst firm that specialises in telecoms software, software architectures and data. Telesperience takes a business- and customer-centric approach to its analysis - looking at how telecoms software can improve the commercial agility of telecoms service providers, as well as enhance their customer experience. Telesperience publishes a range of free resources for the telecoms software industry, including a monthly podzine and news roundup, issues papers, the industry blog Microsperience and other resources. For more information visit [www.telesperience.com](http://www.telesperience.com).

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