

Silver lining for small telcos. Cloud can help optimise business!



Matt Wilkinson is the Vice President – Global On-Demand Solutions at Subex, the world leaders in business optimisation solutions for communications service providers. He is responsible for software delivery, managed services, and customer support, and is recognized for his technical proficiency and the ability to scale service delivery in sync with sales growth.

In this interview, Matt Wilkinson and Anne Morris discuss the implications of cloud-based services for small Communications Service Providers. For further questions or clarifications on such services, Matt has made himself available for European Communications readers on email at matt.wilkinson@subexworld.com

Q. There was a huge amount of hype around cloud services in the telecoms market last year. Do you see this continuing this year, or is there more realism now about what the opportunities are with cloud?

A. Yes, we see the excitement around and adoption of cloud-based services continuing. First of all, the hype around cloud services was validation that this business model (which is not new) is safe, secure, and can be trusted for literally all business applications where a hosted model makes sense. From a cost and speed to market standpoint, the advantages of cloud services are undisputed.

Q. What cloud based services does Subex offer and why? Who are your key target customers?

A. Subex offers ROCcloud services to small and medium-sized telcos. The ROCcloud is simply our industry pioneering Revenue Operations Center (ROC) platform offered in the cloud. It provides easy access and quick adoption for our business optimisation solutions that protect revenues, manage costs and assure operations.

Q. So why have you chosen to focus on small and medium-sized telcos initially? What benefits do you think cloud brings to them?

A. As you know, Subex is the global leader in Business Optimisation solutions for Communications Service Providers (CSPs). Most of our customers are large CSPs, who vouch for such advanced solutions. However we also observed a latent market for such solutions in smaller CSPs, albeit with differing challenges,

the most critical being capital and operating expenditure constraints, apart from the skill sets needed to use such applications. The cloud delivery model helps us offer the same, proven business optimisation solutions to these smaller CSPs at price points that fit their budgets. It provides them the right combination of technology and flexibility at a fraction of the cost of traditional licensed software. The smaller CSPs require the same level of service complexity as the larger ones but have fewer funds and resources to support product domain areas and manage systems. We ensured that ROCcloud is extremely intuitive to use, given limited subject matter expertise in this segment, eliminated the need for professional services to allow immediate access and savings from day 1, and offered it over the web (www.roccloud.com) in a completely secure environment, especially for such service providers.

Q. What do you see as being the key trends with cloud in the coming year as more companies get into the market? Do you think telcos are now fully embracing the opportunities that cloud can bring?

A. Yes, we feel that cloud-based services are maturing and the barriers to adoption are far fewer. The more important question, however, is what business problems the cloud could help solve. In the context of small service providers, can it help them to manage their risks effectively without entailing too much investment? Can it help them reduce costs or defer capex, while still managing with available domain expertise within their organisations? I believe it surely can and am very excited to see smaller service providers increasingly adopting such services. The cloud surely has developed a silver lining to solve small service provider problems.

