

# DAY 1

# FALL 2010 CONVENTION + EXPO

# ShowDaily

Monday, September 13, 2010

#### Plan in Place

COMPTEL ENCOURAGES FCC TO ADDRESS SPECIAL ACCESS

By Bruce Christian

round the time of COMPTEL PLUS last March, the Federal Communications Commission released its long-awaited National Broadband Plan. As the Fall conference begins in Dallas, members have had plenty of time to examine the plan.

"We were pleased that the National Broadband Plan recommended that the FCC review its wholesale competition regulations and develop a coherent framework to ensure the widespread availability of wholesale inputs for broadband services provided to small businesses, mobile providers and enterprise customers," said Jerry James, COMPTEL's CEO.

"The Broadband Plan correctly recognized that the FCC's regulatory policies for wholesale access and inputs have a tremendous effect on the competitiveness of the market for retail broadband services," he added.

The FCC's plan supports some issues that COMPTEL has advocated for a long, long time, James said.

"We support policies that promote robust competition in enterprise and mass markets and look forward to the FCC addressing special

(See James on page 5)



# Are you Smarter?

By Bruce Christian

re you smarter than a "Bellhead?"
To succeed in the competitive telecommunications industry today, you need to be, said Arunas Chesonis,

chairman of the board and CEO of PAETEC Holding Corp., who will be today's keynote speaker.

"I don't mean it in a derogatory way," he added quickly.
"In fact, I started my career at an ILEC and learned a ton about the industry. However, I noticed that having a very large market share can change a style of thinking.
It can make people complacent, and not continually looking to innovate to serve customers better."

(See Chesonis on page 5)

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#### Today's Agenda

7:30-9 a.m.

**CEO Breakfast (Invitation only) Speaker:** Mark Barnhill,

Principal, Platinum Equity

Yellow Rose Ballroom

#### 8 a.m.-5:30 p.m. Registration

Longhorn Marble Foyer

## COMPTEL PLUS Deal Center & COMPTEL PLUS Member Lounge

Longhorn F

8-9:15 a.m.

Keynote Breakfast Buffet

#### 9:30-10:30 a.m.

**Welcome:** Jerry James, CEO COMPTEL; Joseph Ambersley, Chairman, COMPTEL Board of Directors and Co-Founder, PAETEC Holding Corp.

#### **Keynote Address**

Arunas Chesonis, Chairman of the Board and CEO, PAETEC Holding Corp. Grapevine C

**10:30-10:45 a.m.** – Atlantic-ACM 2010 Metro Wholesale Best-in-

Class Awards Dr. Judy Reed Smith, CEO, Atlantic-ACM Grapevine C

#### TRADE FLOOR PRESENTATIONS:

11:30 a.m.-5:30 p.m.

COMPTEL PLUS Trade Expo Longhorn D&E

Presentations:

11:45 a.m. – Leveraging
Workflow to Improve Business
Process Management,
CustomCall Data Systems
12:45 p.m. – Lower Peering
Costs through PIN, Sprint
1:45 p.m. – Improving Customer
Retention through Operational
Excellence, Vertek

2:45 p.m. – Carrier Service and Network, Charter Business 3:45 p.m. – Fulfilling FCC's Mandated Number Portability Regulations and Beyond, Neustar

#### **SESSIONS:**

#### **BUSINESS TRACK (GRAPEVINE C)**

1:30 -2:15 p.m. – M&A: Is the Climate Right for Consolidation 2:30-3:15 p.m. – Bandwidth Challenges: How Service Providers Meet Their Customers' Increasing Demands 3:30-4:15 p.m. – Achieving Profitability: How to Increase Your Bottom Line through Cost Reduction, Sales Management and New Products

#### REGULATORY TRACK (GRAPEVINE B)

1:30-2:15 p.m. — Solving the Perpetual Riddle: The End of Days for Intercarrier Compensation

2:30-3:15 p.m. — Universal Service & the National Broadband Plan: An FCC Perspective 3:30-4:15 p.m. — How Mid-Term Elections Could Impact the Telecom Industry and What it Means for Your Business

#### TECHNOLOGY TRACK (GRAPEVINE A)

1:30 -2:15 p.m. — Ethernet over Any Infrastructure: Yesterday, Today and Tomorrow

2:30-3:15 p.m. – IP Interconnections

**3:30-4:15 p.m.** – Always Connected: Strategies for Fixed Mobile Convergence

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#### (James, continued from page 1)

access reform, competitive access to local fiber facilities, copper retirement rules and implementation of Section 271," James said. "We believe many of these issues are ripe for decision now."

#### **WORK BEGINS**

So now the work begins, and James indicated that COMPTEL is eager to show that telecom competitors are willing to work with the FCC to move the plan forward.

"We believe that there is a solid record supporting special access pricing reform," James said. "The evidence developed over the last five years clearly demonstrates that there is a 'market failure' because competition does not exist in most areas. The proof of this is the high rates charged by the incumbents, which when given pricing flexibility due to supposed 'competition,' increased their rates rather than decreasing them as would be expected in a competitive market."

#### **ENCOURAGE COMPETITION**

In addition to special access, James said the FCC should adopt rules to guarantee competitors access to copper by preventing the retirement of copper unless the incumbent can offer competitors access to equal bandwidth capacity via fiber.

'Competitors have already demonstrated they will invest capital in their systems and facilities to expand their broadband footprint to reach more customers if they have access to last mile facilities at reasonable costs, and they will continue to hire more people as their business grows," James explained.



Iames

The FCC also should establish rules that require the Bell Operating Companies to comply with their obligations to provide network elements pursuant to Section 271 of the Act, James added, saying compliance to those two areas would be "positive steps to promote competition in the marketplace."

While the political world is all abuzz about expected gains by Republicans in the House and Senate, James said mid-term election results will not have much effect on COMPTEL and its members, because the association will continue educating new and returning members of Congress on the critical issues that are important to the competitive telecom industry.

"Entrepreneurs are by nature 'risk takers' but not when the government may change the rules of the game in midcourse," James said. "Policymakers can send strong signals to the marketplace by ensuring that their decisions on critical regulatory policies will promote such investment. ■

#### (Chesonis, continued from page 1)

"To effectively compete, we need to think differently," Chesonis continued. "Many of us started our careers at 'the Bell' and we can use that experience to drive the success of our companies.

He said the real competition remains the RBOCs and ILECs. "They're the 800-pound gorillas, and we need to support each other and work together towards a truly competitive regulatory environment to ultimately benefit businesses and consumers through lower costs and new innovation," Chesonis emphasized.

That is something the current FCC supports. But things could change with the mid-term elections.

"The good news is that regardless of which party is in the majority, I think everyone on both sides of the aisle prefers more, rather than less, competitive choices for their constituents," Chesonis said.

One of the hot buttons on Capitol Hill in the competitive arena is net neutrality, and PAETIC is following it closely.

"We strongly support the commission's net neutrality goals - protecting consumers, encouraging innovation and investment, and promoting competition, user empowerment, speech, and democratic participation," Chesonis said. "That's why we also strongly support adoption of the Open Internet rules proposed by the Commission."

He called "the transparency rule" key for competing service providers.

"To provide the quality of service that our business customers expect, we need to know in

advance whether a particular carrier with whom we may have a need to exchange Internet access traffic has policies or protocols in place that will slow, degrade or block service or particular types of traffic that transits its network," Chesonis explained. "If it does, then we will find alternative routes so we can give our customers the best possible user experience."

Chesonis added, "The theoretical economic argument that network neutrality rules may deter broadband Internet access providers from investing in their networks is wrong. In the real world, operating under net neutrality rules has a positive effect on investment."

He said one only needs to look at Clearwire and Verizon's 4G rollout as examples.

"The fact is that the failure to adopt net neutrality rules will constrain investment not only by competing service providers, but also in the truly innovative edge industries that have generated much of the growth in the U.S. economy over the last two decades."

"Finally, if the FCC prefers a negotiated solution to net neutrality, then it is time for non-incumbent competitors to take a seat at the table," he said, adding, "Let me make a proposal. We have common interests and many common positions. We can reach out to content and applications providers with similar interests. Let's see if we can develop our own net neutrality proposal and make that the starting point for the discussion." ■



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## **Meeting Demands**

#### PANEL EXPLORES HOW TO SOLVE BANDWIDTH CHALLENGES

ace it, for more than a decade, bandwidth capacity or providing enough bandwidth has been an issue that telecoms have faced. So it comes as no surprise that such a discussion continues at COMPTEL *PLUS* with the "Bandwidth Challenges: How Service Providers Meet Their Customers' Increasing Demands" session.

"Carriers today are facing the challenge of high bandwidth utilization patterns based on business necessities related to e-commerce, data transport and use of new, bandwidth-rich applications for purposes of business continuity, data storage and disaster recovery, as well as customer-specific applications that require high-bandwidth usage patterns," said Michael Miller, CEO and founder of FiberLight, who serves as the session's moderator.

He said that panel will take a deeper look at the explosion in bandwidth demand and review ways each panelist has addressed the issue while maintaining a positive customer experience.

"Because of the fast-paced growth in demand of 3G and 4G smartphone devices and corresponding high-bandwidth demand to support this surge, more tower companies are requiring fiber to the tower; however, depending on tower location, cost and accessibility become issues," Miller said.

"If all carriers would become truly carrierneutral, resources could be shared to the customer's benefit, i.e., if cost-to-build is prohibitive for one carrier, the carrier could recommend another with a better solution to meet the need," he added.

Miller said that another challenge associated with high-bandwidth is customer churn that results from lower customer service standards.

"The key to maintaining good customer service in light of fast-paced growth would be to have processes in place that define service delivery intervals that can be met regardless," Miller said. During the session, presenters will explain the sources of high bandwidth demand and how each is addressing this issue with new applications, hardware and seamless and customer focused end-to-end service delivery solutions.

#### **BUSINESS TRACK**

Bandwidth Challenges: How Service Providers Meet Their Customers' Increasing Demands 2:30-3:15 p.m.
Grapevine C

Attendees also will learn how the presenters are responding to the demand by building new high fiber count networks, as well as leveraging partnerships and vendor relationships to meet customer demand, Miller said.

But the most important take away will be how to deal with the bandwidth without the linear growth of revenue.

"It will be of interest to attendees to learn just how each company is balancing rapid growth associated with high-bandwidth demand while maintaining solid customer relationships and seamless order processes," Miller said.

While providers solve their issues, Miller said the FCC should be working towards fair practice standards rather than attempting to "force the issue of across-the-board network neutrality on competitive providers."

"Although the concept of broadband expansion to poor and rural communities is worthy at first glance, providers are not inclined to participate due to onerous regulations regarding openness of tax and profit/loss records as well as other competitive information," Miller explained.

"High bandwidth demand is here to stay," he continued. "Therefore, the competitive telecom sector should promote fair practices as well as take a long-term view of steps all carriers can take to address the issues of Internet security and growth."

#### **CDG Provides Recipe for Success**

DG's products serve as a core ingredient for telecommunications businesses, but the recipe for success requires more than just great products. CDG's global services provide the seasonings for creating a well-rounded meal.

According to CEO Bob Labonte, "CDG's vast exposure to a wide spectrum of telecommunications business situations and our experience analyzing and implementing industry standards and guidelines gives us a unique status with industry experts and consultants. This allows CDG to customize consumer and carrier billing programs regardless of unusual or distinct circumstances."

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capabilities to expert advice on ways to eliminate revenue leakage or increase company efficiency, CDG's comprehensive services provide the revenue assurance tools and the specialists needed for diverse telecom companies to reach their goals.

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Visit CDG at COMPTEL PLUS Expo booth No. 619 to learn more about its smart data solutions and global services.

# TNCI Broadens Network Through Covad Wholesale

ovad Wholesale is enabling one of its major wholesale partners, TNCI, to reach new markets using Covad's nationwide MPLS network and MPLS Inter-Carrier Interconnect (ICI) service.

Covad Wholesale is a division under the MegaPath brand, which provides network access and solutions to carriers and services providers nationwide. TNCI, a leading telecommunications provider and Covad partner since 2005, has begun interconnecting its network to Covad's, which will expand its MPLS network to additional markets.

This new interconnection, combined with Covad Wholesale's portfolio of access products and network managed quality of service/class of service (QoS/CoS) will allow TNCI to serve a broader range of business segments, in addition to their traditional enterprise focus.

"We are always seeking ways to reduce time to market and expand our customer base," said Brenda MacDonald, senior vice president, Carrier Operations at TNCI. "Covad Wholesale provides us with a broad portfolio of trusted last mile solutions with an interconnect option that integrates seamlessly into our network and allows us to meet our business goals faster."

"Covad is pleased to have TNCI as a wholesale partner and both companies have evolved with a strong foothold in the market-place," said Lee Gopadze, general manager of Covad Wholesale Services. "We have enabled them to expand to new markets while at the same time, providing them with value-added services such as QoS and CoS. Both companies have worked closely together over the past six years and we look forward to evolving our relationship as market opportunities present themselves and both companies look to grow today and tomorrow."

Covad's MPLS ICI supports a large spectrum of broadband services, including its recently launched Ethernet offering. Enhanced features of this offering are the scalability and additional levels of prioritization and management for services such as VoIP. In addition, the Connect portal provides wholesale partners better automated control over the end user experience.



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#### Request 855 Toll-Free Numbers from CSF

SF Corp recently introduced 855Reserve.com process for requesting 855 numbers during the upcoming 855 toll-free code opening.

As part of CSF's complete portfolio of toll-free management solutions, 855Reserve. com is specially optimized for obtaining 855 numbers during the upcoming code release, scheduled for early October.

Other CSF toll-free management solutions include 8MS and 800ForAll.com, which are used to obtain 800, 888, 877, and 866 now, and 855 numbers once the code opens. CSF's market leading 8MS product also performs route optimization, bulk changes and SMS/800 business intelligence. It is designed for carriers and responsible organizations that manage more than 30 percent of the toll-free numbers in the industry.

CSF can give carriers, responsible organizations and their customers the best possible chance of getting the 855 toll-free numbers of their choice once the FCC opens the code. Carriers may custom brand 855Reserve.com, and 800ForAll.com as part of their customer portals. Although no process can guarantee success, CSF will provide an advantage over less advanced methods of toll-free number acquisition.

CSF Founder and President Steve Levinn said, "Used effectively during the previous 866 toll-free introduction, our proven and trusted technology interfaces directly with the FCC mandated SMS/800 database to request numbers for our customers. At code opening, CSF's 8MS platform will run specialized algorithms that have been optimized to obtain the specific 855 numbers desired." ■

For information on CSF and all its services, go to www.CSFcorp.com.

#### **IP Interconnections Opens Opportunity**

The world is at the "cusp of enormous opportunity and with a blank sheet of paper in front of us," and how that empty slate is filled determines telecoms' future, suggests the moderator for today's session on IP Interconnections.

"The telecommunications industry has grappled for years with eroding revenue streams from legacy products," and said David J. Malfara, Sr., president and CEO of ETC Group LLC. "IP interconnection does much more than reducing our collective cost of goods sold for these legacy products – it presents us with an opportunity to create an environment where real-time communications among multiple parties can occur, augmented by concurrent access to any manner of relevant content."

As an example, Malfara cited the simple addition of instant message and texting support to the nation's public safety answering point network.

"Applications could be created to not only identify and locate the originating party, but also the closest responder with sufficient capabilities necessary to resolve the emergency, video recording devices that may be useful in gauging the scope of the emergency with network storage devices cataloging the event and responses all the while."

During the session, Malfara said the panel will cover IP interconnection from the business and technology perspective.

"While determinations have not yet been made on such issues as regulatory requirements for such interconnection, the business and technology issues of physical and logical interconnection to accommodate IP traffic exchange are vast," Malfara explained. "We will explore the way in which the companies represented on the panel help to facilitate this model in their particular area of focus.

"Our panelists will explore methods for migration of service provider networks from a TDM foundation to one optimized for IP packet delivery, while improving profitability," Malfara said.

He added that as service providers "normalize" networks to support external network-to-network interfaces (ENNI's) wholesale services become more viable, and third-party application platforms can be incorporated, via IMS, to add differentiated services to a service provider's product portfolio.

"These applications will require differing network performance parameters in order to optimize the user experience," Malfara said. "There must be a mechanism whereby service providers may intelligently exchange information about these application-based requirements across the ENNI – that is also part of our dialog."

New smartphones, such as the iPhone and Android, have demonstrated how extending IP interconnection to a service creation environment, where developers can be free to create applications for niche markets, can be successful, Malfara said, so, "we will explore the feasibility of creating and supporting open source solutions to satisfy that demand."

All this leads Malfara to suggest the most important issue of the session is that a "standard-

#### **TECHNOLOGY TRACK**

IP Interconnections 2:30-3:15 p.m. Grapevine A

ized 'framework' for IP interconnection is needed" if the industry is going to maximize available business opportunities.

A major challenge, however, is the confusion of the Internet with private, managed networks that happen to use the same layer-3 protocol (Internet protocol).

"In reality, the Internet is nothing more than an application riding on a service provider's private, managed and shared network. It is readily identified by, among other things, a global addressing scheme. In fact, in many service provider networks, Internet protocol (operating at layer-3) is not even the protocol performing the heavy lifting function of transporting a packet from point A to point B," Malfara said.

"That function may be performed by carrier Ethernet or even optical burst switching devices operating well below layer-3," he continued. "Until we begin to acknowledge this point in discussions pertaining to regulation, privacy, performance prioritization, it is difficult for me to see these very exciting business models attracting the well-deserved attention of capital markets." ■

#### Omnitron Releases Hybrid Ethernet Device

mnitron Systems, a provider of fiber optic demarcation and access products, announced the debut of the iConverter HybridNID.

This new piece of equipment is a network interface device (NID) that allows service providers to deliver out-of-franchise Ethernet services with end-to-end performance monitoring for service level agreement enforcement.

With the iConverter HybridNID installed at the customer premises, the service provider and the wholesale operator partner can provision, manage and monitor the entire service.

A network interface device is a compact

device that provides the demarcation between the service provider and the subscriber in the delivery of an Ethernet service. The NID is located at the customer premises and typically is owned by the service provider.

The NID supports MEF-certified user-to-network interface (UNI) functions such as class of service prioritization, rate-limiting and provider bridge VLAN stacking for service multiplexing of multiple E-LINE and E-LAN services. The NID is a reliable and flexible device that also provides service mapping and traffic policing and shaping.

The iConverter HybridNID defines service responsibilities between the service provider and

the wholesale operator. The operation incorporates two management entities.

The wholesale operator management entity is accessed from the network operations center (NOC) via the operator's network. The service provider management entity traverses the operator's network using the same tunnel as the EVC with a reserved CE-VLAN ID, which may be encrypted.

The iConverter Hybrid NID is a flexible and costeffective demarcation device for out-of-franchise capabilities in multi-operator environments. ■

For a complete explanation and more information, visit booth No. 601.



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GENBAND, a developer of IP solutions and services, is showcasing a variety of advanced IP business communications, traffic management and security solutions at the Fall 2010 COMPTEL *PLUS* Convention and Expo (booth No. 108).

As part of the COMPTEL *PLUS* Technology Track, Micaela Giuhat, GENBAND's vice president of product marketing, will participate in the "IP Interconnections" panel session at 2:30 p.m.

The session examines how the migration of switched traffic to VoIP creates possibilities for changing the way calls and services are delivered, potentially bypassing layers of intermediary carriers who introduce their own costs and quality issues.

"GENBAND is well positioned to help carriers strengthen their competitive advantage by delivering advanced IP services that significantly improve the communication experience for subscribers," said GENBAND'S Chief Marketing Officer Mehmet Balos,

"At COMPTEL PLUS, we will showcase breakthrough innovations ranging from the latest in Web-based Unified Communications collaboration to improved traffic and policy management to session border control advances for video," Balos continued. "We will show how our solutions equip service providers to plan and manage their networks more efficiently, reduce network congestion and decrease costs."

At its booth, GENBAND is demonstrating its ability to improve the way people conduct business and collaborate, showcasing a variety of solutions from its A-Series Application Portfolio,

including an integrated Web-based UC collaboration application that allows users to instantly shift from conference calls to full, rich-media Web collaboration.

For example, a conference call host can initiate a group collaboration session and enable its team the ability to view and collaborate on a document over the Web without having to schedule a Web meeting service.

The application also enables public and private chat, interactive whiteboards, poll surveys and synchronized Web browsing.

GENBAND subject matter experts will be on hand to discuss the company's traffic and policy management solutions enabled by the GENBAND P Series product family.

Visitors to the booth will see GENBAND's LiveView traffic management client, which allows service providers and enterprises to more accurately track and understand network usage and traffic patterns so that they can perform more proactive and intelligent network planning and traffic management.

GENBAND's booth also will feature the S-Series Session Border Controllers and security product family and a presentation of GENBAND's Real-time Session Management System, which provides centralized and remote access to control multiple S3 session border controllers.

With the RSM, service providers can reduce network costs and improve network efficiencies through better management and routing of high-bandwidth VoIP and multimedia services, such as video.

#### **Resolution Near?**

he continuous conversation continues in this conference regarding intercarrier compensation, as economic consultant Joe Gillan peppers Donald Stockdale, deputy chief and bureau chief economist for the Federal Communication Commission's Wireline Competition Bureau.

"The focus will be on establishing what the goal should be for intercarrier compensation," Gillan said. "Do the existing policies achieve that goal? And, assuming they do not, understanding just how much existing rates must change."

Gillan added that the session also will address whether the FCC has jurisdiction over intrastate access charges and how states are expected to work with the FCC to implement a new intercarrier compensation regime.

"The lack of clear enforceable rules that cover all traffic categories," remains a major stumbling block to solving the intercarrier compensation issues, Gillan said.

#### REGULATORY TRACK

Solving the Perpetual Riddle: The End of Days for Intercarrier Compensation 1:30-2:15 p.m.
Grapevine B

"The existing system has a number of traffic categories that the rules do not clearly cover. As a consequence, there are refusals to pay and constant litigation," he explained.

Gillan suggested the FCC should establish rules that "cover all traffic categories so that providers of access/recip-comp — and purchasers of these arrangements — understand exactly what their obligations are."

When the session ends, attendees should have a better understanding for what the FCC believes the "end point" system for intercarrier compensation should be, Gillan said. ■



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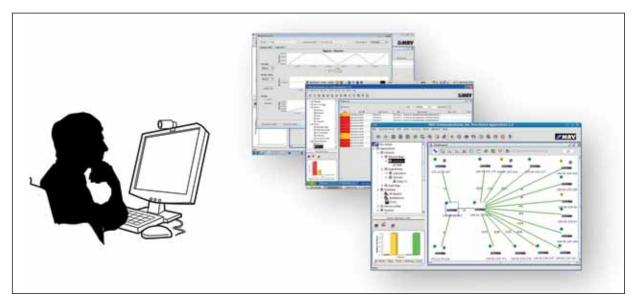
# MRV Displays Latest in Carrier Ethernet Demarcation, Provisioning

s part of COMPTEL *PLUS*, MRV Communications is showcasing its latest Carrier Ethernet demarcation and provisioning solutions including its Fiber Driver, OptiSwitch and Pro-Vision product lines.

As the latest addition to the Fiber Driver optical multi-service product line, MRV's EUSM-10G is a 10 Gigabit Ethernet universal service module for provisioning Metro Ethernet Forum compliant high-speed transparent Ethernet private line services in point-to-point applications.

The EUSM-10G provides sub-microsecond low-latency of 600 nanoseconds. The product also complements the company's OptiSwitch intelligent 10G Ethernet demarcation series, giving service providers one of the most comprehensive 10G Ethernet portfolios for deploying high-speed revenue generating Ethernet services.

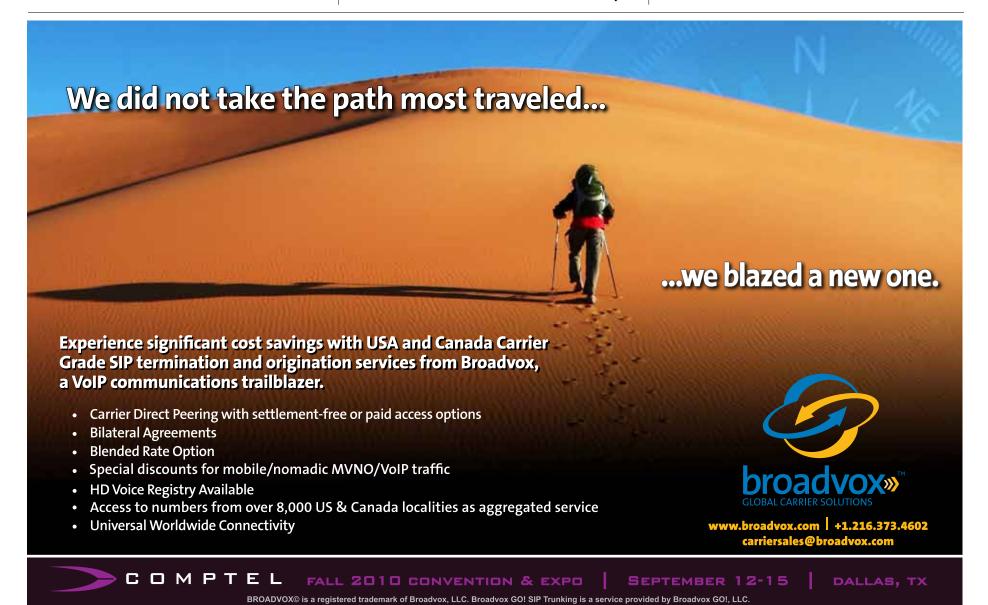
MRV's award-winning OptiSwitch family of compact carrier Ethernet switching platforms recently added the OptiSwitch 940 Gigabit Ethernet/10 Gigabit Ethernet multi-port network interface device for connecting and monitoring enterprise carrier Ethernet services and mobile backhaul services.



The OptiSwitch 940 offers a full suite of carrier-grade Ethernet services along with high-availability, enhanced quality of service, security, and operations, administration and maintenance support.

MRV's Pro-Vision is a service management platform that offers operators applications and tools to fully manage and control largescale carrier Ethernet networks. MRV recently announced its Pro-Vision software version 1.7, which enhances an operator's ability to provision Ethernet services by improving performance monitoring and adding device auto discovery capabilities to MRV's OptiSwitch Carrier Ethernet access product portfolio. ■

For information on these products and MRV's latest announcements, visit MRV in booth No. 615.



#### **Suggs to Offer Sales Help**

fter attending the COMPTEL *PLUS* Show earlier this year in Nashville, Steve Suggs, partner in the sales consulting firm Sales Manage Solutions, discovered an unfulfilled need in the telecom industry.

Suggs said he found, "many sales managers of both ILEC's and CLEC's were visiting my booth complaining about the large number of salespeople on their teams who were struggling to hit sales quota."

He said many smaller ILEC's were attempting to make the transition from a traditional order taking sales team to one in which salespeople were required to be more proactive in the business-to-business market.

As mergers and acquisitions have occurred, sales representatives are required to become more proactive in selling business telecom solutions. This transition is a struggle for many telecom companies, because it takes a different type of salesperson to get out from behind the desk, get out, make cold calls and find new business.

Most sales managers are unable to identify those sales people who will make good outside, proactive salespeople.

The frustrated sales managers who visited Suggs at his booth in Nashville motivated him to write a field manual and record audio training. This program teaches sales managers how to hire proactive, high activity telecom salespeople.

It is a comprehensive solution to help sales managers learn where to find salespeople, what traits and skills proactive salespeople must have and how to identify these traits and skills in candidates. The field manual and audio training is free at Suggs' blog www.CanTheySell.com.

Suggs also is in Dallas for the fall COMPTEL *PLUS* show, and he will be speaking at 3:30 p.m. today during the "Achieving Profitability" session and again at 12:45 p.m., tomorrow in the exhibit hall. ■



#### **Sprint Expands PIN Base**

print began passing Partner Interexchange Network (PIN) traffic in April and has expanded its PIN partner base, which consists of MSOs, ILECs, CLECs and others, creating an on-net community of 67 million telephone numbers. It is on target to reach 100 million by the end of the year, resulting in greater savings for all Sprint PIN customers.

In addition, Sprint offers terminationonly PIN, which allows customers a way to establish interconnection arrangements with Sprint's growing on-net PIN community and their extensive off-net routes as a way to lower termination costs. The offering is ideal as a migration path for companies that have the potential to become an on-net PIN partner.

Additional information is available on Sprint Wholesale's recently refreshed Website, poweryourideas.com.

"We are excited about the depth and scalability of our PIN product. Companies of varying sizes and priorities can find value in this product," said Dan Dooley, president of Sprint Wholesale. "We continue to work aggressively to increase our community of numbers so our customers can enjoy the greatest amount of cost savings."

As announced last year, PIN provides business-to-business whole-sale exchange of voice traffic. The Sprint PIN service sets up a community of partners who can directly exchange VoIP service between themselves while operating on Sprint's

global Tier-1 IP network. When there is a direct voice traffic exchange between partners, access termination fees and LEC tandem fees can be lowered or eliminated.

The greatest advantage of PIN is the infinite ability to scale that it provides. The larger the partner community, the greater the volume of traffic it can support, delivering cost savings to partners. Additionally, PIN supports multiple verticals. From wireline carriers and wireless providers to cable companies, PIN appeals to a broad number of industry and company types. In addition to PIN's obvious advantage over the expense of PSTN, PIN delivers far greater scalability than traditional VoIP peering, offering operators a strategic approach to staying competitive.

"Sprint's new termination-only PIN offering positions Sprint to capture growing demand for wholesale VoIP termination. ATLANTIC-ACM's recent survey of U.S. wholesale customers, indicated buyers expect spending on wholesale VoIP termination and wholesale VoIP interconnection to grow the fastest among all long-haul wholesale products," said Aaron Blazar, vice president of ATLANTIC-ACM.

Sprint Wholesale provides customized wireless, M2M, wireline and VoIP services to hundreds of partners worldwide, who in turn serve millions of wireless and VoIP end-user customers.

Visit poweryourideas.com to learn more. Visit Sprint at booth No. 401.

#### Save Date for TMI's Regulatory Workshop

echnologies Management Inc., a telecom regulatory consulting firm, presents its Telecom and VoIP Regulatory Workshop, Oct. 13-15, at its headquarters in Maitland, Fla.

The three-day event is structured to help integrated telecommunications service providers understand and comply with the numerous state and federal regulations impacting their businesses, and to provide strategies for coping with the resulting obligations.

Individuals representing CLEC companies, IXCs, cable companies, VoIP providers and several state agencies will be attending.

Topics will include federal regulatory compliance (Form 499, 477, CALEA, & CPNI); VoIP regulatory trends; switched access including CABs billing, dispute issues and the future of intercarrier compensation; consumer protection regulations — billing, slamming and more at the state and federal levels; and numbering issues.

Workshop guest speakers include representatives from Telesphere and 3PV. ■

Stop at booth No. 215 for more information or go to www.tminc.com to download details. Contact TMI at 407-740-8575 or via email tmi@tminc.com.

#### Pac-West Launches Telastic On-Demand

Pac-West Telecomm Inc., provider of wholesale advanced telecommunications services, announced that it has launched Telastic, the first on-demand carrier service enablement environment.

Telastic provides a comprehensive set of core telecom components available as on-demand services – from border controller technology to application scalability to wholesale VoIP and PBX white-label offerings – that enable carriers and service providers to evolve from the mindset of using expensive, cumbersome and inefficient legacy telecom infrastructure into a service-based approach that is easy to adopt, scalable and cost-effective.

Operators leveraging Telastic gain instant interconnects with the Telastic community of application service providers, carriers and federations.

"Telastic fundamentally changes the economics for the way carriers and service providers do business", said Vic Bozzo, president of the Telastic Business Unit at Pac-West. "By offering on a service basis the key ingredients an operator needs to turn up communications offerings, Telastic frees them from capital expenditure burdens, and gets them to market earning revenue like never before."

Telastic consists of three primary elements:

• Telastic Carrier Infrastructure: Provides a full suite of operator tools for managing IP-based communications.

• Telastic Application Capacity: Provides instant capacity for your communications applications, leveraging Telastic's cutting-edge virtualization service technology and optimized for real-time communications up and down the stack.

• Telastic Turnkey Applications: Leveraging Telastic's optimized communications environment, this provides a scalable and comprehensive packaged VoIP feature platform for white-label hosted IP/PBX, residential VoIP offerings and other telephony applications.

"Pac-West has learned a lot in its 30 years as a carrier's carrier," said Robert H. Turner, CEO of Pac-West. "Telastic translates that know-how into a set of services available on-demand that take away a lot of the painful aspects of operating a telecom business and let operators focus on their core service values."

#### Inc. Magazine Recognizes Nitel

itel, Inc., a provider of telecommunications network services, was named to the *Inc*. 500/5000 listing of America's leaders in entrepreneurial growth for the second consecutive year. The achievement solidifies Nitel's position as one of the fastest-growing privately held companies in the United States.

Overall, Nitel is ranked No. 980 in the 2010 *Inc.* 500/5000. Nitel's ranking is based on the company's revenue growth of 305 percent from 2006-2009. The full listing appears in the magazine's September 2010 issue.

Earlier this summer, Nitel was ranked No. 5 on the *Crain's* Fast 50 list of the fastest-growing companies in the greater Chicago area by *Crain's Chicago Business*, also for the second consecutive year.

In addition, CEO Rick Stern was a finalist for the Ernst & Young Entrepreneur of the Year Award for the Midwest, the world's most prestigious business award for entrepreneurs.

Recently Nitel also was named one of the 75 "coolest" telecom service providers by *CRN Magazine*. The publication called Nitel one of the "mavericks" meeting the trends in cloud computing and managed service models head-on. Nitel works with nearly two-thirds of the other companies on the list to provide network services nationwide.

"Nitel's repeat appearance among the *Inc*. 500/5000 confirms the strength of our consistent performance and our niche focus on connecting rural markets with network services," Stern said. "We have continued to gain ground during these past two years, despite the uncertain economy, because we are committed to serving our customers with creative, cost-effective solutions."



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#### Neustar, TransNexus Reach Intersection of LNP, SIP

early 15 years ago, the U.S. government mandated local number portability (LNP), which gives people nationwide the ability to keep their telephone numbers when they change service providers. Over the last decade, millions of wireless and wireline consumers have taken advantage of this service.

But LNP has made routing telephone calls more complex from an operator.

For telecommunications operators, the ability to know in real time where calls need to be sent is critical.

Recognizing the need for operators to maintain real-time connectivity across traditional networks and more advanced architectures based on the session initiation protocol (SIP), TransNexus and Neustar teamed up to provide number portability solutions to SIP-based operators in 2009.

The TransNexus least-cost routing and billing system automatically interfaces with the Neustar service to maintain a local copy of the number portability database.

"Every enterprise will have its own VoIP WAN, and an LNP server for routing external calls will be a basic component of that network."

Jim Dalton, CEO, TransNexus

"By performing portability correction locally, the TransNexus software ensures that every call is correctly routed and rated," said Jim Dalton, CEO of TransNexus. "Our customers benefit in two ways. First, every call is correctly routed to the lowest cost destination, and second, there are fewer billing disputes eating away at management time."

"Over the last five years, there has been a dramatic shift in broadband adoption for telephony services," added Jean Foster, vice president of Carrier Services Marketing at Neustar. "We realized that the shift to SIP trunking technology expands the need for number portability correction, beyond traditional telecommunication carriers to SIP service providers and enterprises with large telecom operations. We are proud to offer one of the most advanced number portability solutions to SIP-based networks with TransNexus."

One service available to operators that deals with the challenges brought on by number portability is the Neustar Multimedia Interconnect Service. This subscription-based service enables U.S. operators to download the U.S. number portability database, a critical element in being able to properly route calls.

Number portability correction can be critical to the bottom line – and more and more operators have taken notice, harnessing SIP to control multi-media communications across broadband networks.

TransNexus expects that in a few years, every large U.S. enterprise will have an LNP server.

"Every enterprise will have its own VoIP WAN, and an LNP server for routing external calls will be a basic component of that network," Dalton said. "A SIP-based LNP server using a subscription-based service like Neustar's is critical, and our market goal is to be the low-cost provider. In fact, we plan to offer a free LNP server later this year, which can support a single NPAC region." ■

Visit TransNexus at booth No. 208.
Visit Neustar at booth No. 709.

#### **BillSoft Does Taxation for Apptix**

BillSoft Inc., a leader is transaction-based taxation, announced its ongoing service for Apptix Inc., a provider of cloud-based business communication and collaboration services – including e-mail, phone, Web conferencing, desktop fax and content management – to more than 22,000 customers and 300,000 end users.

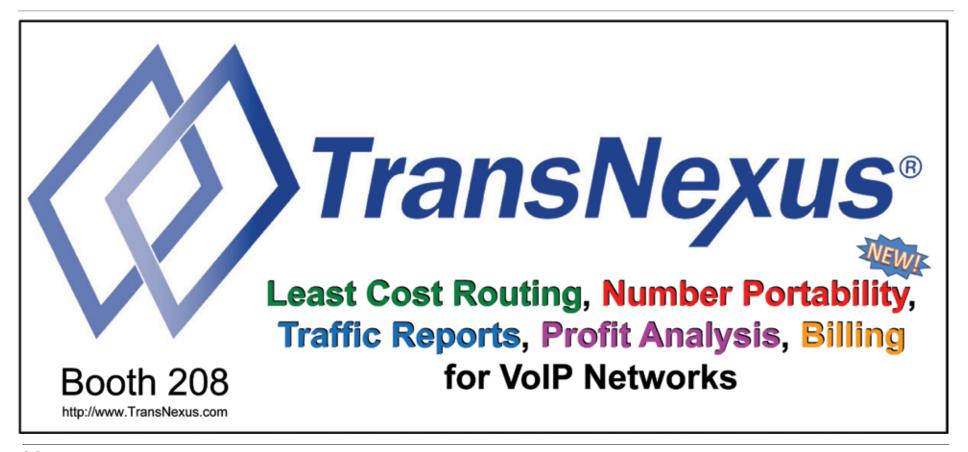
Apptix relies on BillSoft Online, EZGeo Online, and Compliance Filing services to calculate and pay the hundreds of state and local tax returns associated with Apptix's hosted services. The benefits are clear and compelling. Apptix achieves cost savings by outsourcing to BillSoft. Additionally, Apptix has the assurance that all

state and local tax requirements are being met.

"The BillSoft service matches our own business model and operating philosophy – focus on your core competency and outsource the rest to cost effective experts," said Chris Mack, Apptix CFO. "Just as we tell our customers to let us manage their communication services, Bill-Soft provides us operational efficiencies while ensuring we remain tax compliant."

"We started working with Apptix earlier this year," said Vicki Klein, BillSoft president. "We're proud to be an integral part of Apptix's growth in hosted services." ■

Visit BillSoft at booth No. 311.



#### INS in the Now; Plans for Future

an extensive fiber optic network and national alliances to provide nationwide transport solutions with reliable products at competitive prices.

Because of INS's foresight, it offers an array of transport services to businesses requiring end-to-end communications solutions. INS pursues projects for fiber builds that customize customer requirements for transport.

The wireless industry plays a large part in today's telecom, and INS partners with many of these companies, as their bandwidth demands increase.

INS' transport services keep businesses competitive and help them prepare for the future. These include:

- Dedicated Internet Access INS Dedicated Internet Access (DIA) is an efficient and effective answer to Internet access needs. INS partners with multiple Internet backbone providers to provide geographically diverse paths to the Internet. INS services are scalable to meet your connection needs.
- Ethernet Transport Businesses can connect their systems for more effective communication, speed, flexibility and savings with INS carrier Ethernet service. It provides virtually immediate connections between networked computers in different offices, buildings and cities within Iowa, and is ideal for carrying voice, video and data. INS carrier Ethernet

service offers significant savings compared to other data transport methods, and its bandwidth is scalable from 1 Mbs to 10 Gbps and beyond.

- Alarm Monitoring Enjoy peace of mind through 24/7 surveillance, immediate response and system record maintenance from experienced INS technicians. INS tailors alarm monitoring tools to fit the needs of any business. Through the state-of-the-art Harris NetBoss network management system, INS can monitor most any equipment from Ethernet hubs to core routers.
- Network Management INS' team of professionals is available to help businesses identify network requirements, build solutions and manage networks.
- Collocation Using reliable INS connectivity, businesses can save money and power by housing their critical infrastructure in INS' high quality, secure data center. The INS Westown Communications Center is a state-of-the-art facility that offers businesses the space, power and connectivity needed to house critical data infrastructure. It's part of a threenode10-Gigabit Ethernet ring that features self-healing technology for unmatched bandwidth capacity and reliability. The facility is designed to meet high levels of recovery and redundancy.

For more information on transport services visit INS in booth No. 315.

# **Consolidated Communications Offers Metro Ethernet in Dallas**

Beginning in October, Consolidated Communications Carrier Services will offer Metro Ethernet, a virtual solution to access major carrier locations in the Dallas central business district.

Consolidated also provides dark fiber leases and IRUs.

All major services in Dallas typically are routed to 1950 Stemmons (Infomart), 2323 Bryan, or 400 S. Akard. With its abundance of fiber in the Dallas/Fort Worth market, Consolidated is able to physically and virtually connect all three locations via its MPLS-based carrier Ethernet metro transport platform.

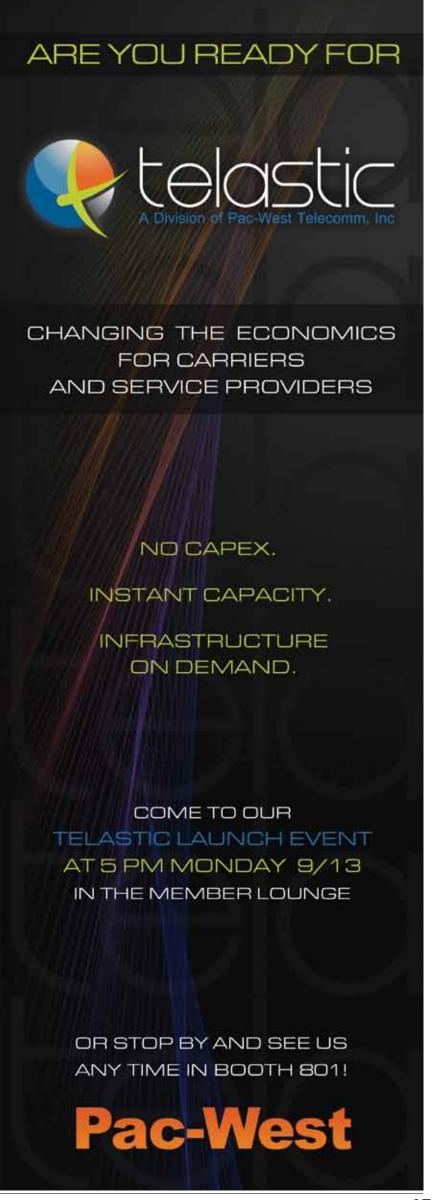
Consolidated initially will support 100 Mb, 200 Mb, 500 Mb and 1G on a protected or unprotected basis. While protection will insure uninterrupted access to data centers, IP providers and enterprise customers, unpro-

tected circuits will be made available at discounted rates.

In addition to standard connections, the carrier metro Ethernet service will provide multi-point connections so that customers who purchase an Ethernet ring can have connectivity to all carrier hotels.

Consolidated maintains a full-time staff dedicated to the Dallas market. This team knows the landscape, the network, and the technology – as well as customers' needs for competitive, reliable and flexible service. Backed by its year-round, around-the-clock network operations center, Consolidated is committed to providing solid, critical infrastructure and confident, talented staff.

For information, call us at 936.788.7492 or visit the Web site at www.consolidated.com/business-carrier-services.php. Visit us at booth No. 609.



#### Fujitsu Sets Energy Efficient Standard in Optical Networks

Lujitsu, a provider of business, information technology and communications solutions, announced its FLASHWAVE 4500 Multiservice Provisioning Platform (MSPP) met energy efficiency standards under the Telecommunications Energy Efficiency Ratio (TEER) metric, a new standard released by the Alliance for Telecommunications Industry Solutions (ATIS).

The TEER standard provides a comprehensive methodology for measuring and reporting energy consumption as well as quantifying a network component's ratio of work performed to energy consumed.

Several of the nation's largest telecom service providers are using the ATIS TEER metric as a basis for evaluating network equipment under their procurement processes. Making networking solutions more energy efficient is good environmental stewardship and is good business. One of the nation's largest service providers estimated the annual cost of cooling its telecommunications equipment at nearly \$1 billion. That meant almost 50 percent of the company's total energy spend went to cooling equipment.

"Communications service providers are all seeking to reduce power consumption by network elements and data centers," said John Messina, chairman of ATIS' Telecommunications Energy Efficiency (TEE) subcommittee of the Sustainability in Telecom: Energy and Protection (STEP) committee.

Fujitsu plans to ensure additional optical networking products such as the FLASHWAVE 4100 ES and FLASHWAVE 9500 packet optical networking platforms (Packet ONPs) will meet TEER standards.

"Having our FLASHWAVE 4500 MSPP meet these standards is a significant differentiator," said Bill Erickson, senior vice president of planning and development at Fujitsu Network Communications. "It helps instill confidence in our products and reinforces our commitment to green business practices that increase efficiencies and ultimately bring greater cost containment. In addition, Fujitsu is an active member on the ATIS Board of Directors, further underscoring our commitment to standards."

In the meantime, Ralph Santitoro, director of Carrier Ethernet market development at Fujitsu, was re-elected to the Metro Ethernet Forum (MEF) Board of Directors. The MEF is the industry's leading group dedicated to accelerating the worldwide adoption of Carrier-class Ethernet networks and services.

Visit Fujitsu at booth No. 809.

# Accedian Joins Cyan's CyAlliance

ccedian Networks, a provider of high performance service assurance solutions for carrier ethernet and IP networks, has formed a strategic partnership with Cyan and has joined the CyAlliance Partnership program.

Accedian will work in collaboration with Cyan to integrate its carrier-grade high performance service assurance platform with Cyan's innovative, cost-effective Z-Series multi-layer aggregation and transport platforms.

The integration of the companies' complementary technologies will enable service providers to deliver carrier-grade Ethernet and IP services under fully assured, end-to-end service level agreements (SLAs), while leveraging the OPEX and CAPEX efficiencies, services and scalability they require in today's wireless backhaul applications.

The CyAlliance is a multi-vendor partnership program that provides a framework for Cyan and its strategic partners to verify end-to-end interoperability of best-ofbreed solutions and to collaborate on the implementation of emerging standards and technology innovation.

Accedian's contribution to the CyAlliance program is high performance service assurance for carrier Ethernet services that complement Cyan's Ethernet optical transport capabilities. The combined solution will reduce service provider capital and operational expenses in a variety of applications including mobile backhaul and business Ethernet service delivery.

"Forming a partnership with Accedian was a strategic step in the evolution of the CyAlliance program in light of our highly synergetic product lines," said Tom Corker, vice president of product management and business development at Cyan.

"We're excited to join the CyAlliance program," said John Eberhart, vice president of sales, North America at Accedian Networks. "Cyan's optical networking enables the convergence and scaling of TDM, wavelength and packet services within networks, and the addition of the Accedian's high performance service assurance increases the quality and reliability of the services delivered over their optical platform. We look forward to working with Cyan to provide best-in-class Ethernet and IP service assurance solutions."

Visit Accedian at booth No. 608. Visit Cyan at booth No. 218.

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#### **Great Lakes Comnet to Double Fiber Network**

reat Lakes Comnet, a rapidly growing broadband and switching infrastructure company, announced plans to more than double its fiber network to offer customers increased reliability, state-of-the-art technology and faster data speeds.

Great Lakes Comnet has more than 1,800 fiber miles stretched throughout Michigan and the Midwest. An additional 2,000 miles are under construction.

Telecommunications carriers and their customers served by Great Lakes Comnet will benefit from next-generation voice, video, SS7 and data service technologies.

"This expansion will help strengthen our carriers' position in the market, reduce their costs and make them more competitive," said Paul Bowman, CEO of Great Lakes Comnet. "We're becoming the go-to company for broadband connectivity and telecommunications services."

#### **Thermo Credit Provides Funding to ATSI**

Thermo Credit LLC, a funding company focused exclusively on opportunities within the communications industry, announced it provided a \$750,000 credit facility to ATSI Communications Inc.

The asset-based loan is intended to assist international VoIP provider ATSI, which is based in San Antonio, Texas, with corporate growth.

Thermo Growth Executive Vice President Seth Block said, "We are very excited for the opportunity to be working with ATSI. They have demonstrated an ability to grow and prosper in the wholesale space over the last several years and we are certain that this facility will help them meet their aggressive growth plans."

ATSI Senior Vice President of Growth Antonio Estrada Jr. said, "We are thrilled to have secured this financing with Thermo Credit. This funding will facilitate our business expansion during our new fiscal year that commenced August 1. The credit facility allows us the flexibility to provide improved terms to credit worthy customers and assists us with the cash management required as our revenue and customer base increase."

Thermo Credit is a privately held funding company that provides asset-based loans, accounts receivable financing and factoring services exclusively to the communications industry. With more than 100 years of combined experience in telecom and financial services, Thermo Credit targets established companies in every segment of the communications market.

Visit Thermo Credit LLC at booth No. 107.

Great Lakes Comnet has the only independently owned and operated Class 4/Tandem switch in Michigan. This state-of-the-art switch connects more than 150 carriers. With a vertically integrated system of voice, SS7, data and transport, Great Lakes Comnet efficiently facilitates voice and data communication globally.

"We are truly a carrier's carrier in the telecommunications industry, offering a full range of products and services including dark, dim and lit fiber solutions." said John Summersett, Chief Operating Officer of Great Lakes Comnet.

Great Lakes Comnet's fiber expansion is made possible, in part, by \$69.6 million in federal stimulus money that was awarded to a partnership of Michigan providers to construct 1,270 miles of fiber-optic infrastructure in Michigan that will bring broadband service to underserved areas across the state.

Potentially, 1.8 million people, more than 525,000 households, 49,000 businesses and 569 community institutions will benefit from high-speed Internet access, which is considered a critical component of Michigan's ongoing efforts to diversify its economy.

"As Michigan continues to move into the new, knowledge-based economy, Great Lakes Comnet will be there to provide support and industry-leading services and technology," said Summersett. "We're proud of our Michigan track record − since becoming operational in 2001 we've been able to expand and reinvest in the state every year." ■



#### Golfers Drive Competition @ Fall COMPTEL PLUS

**ZONE Telecom Inc. and AboveNet Inc.** sponsored Sunday's COMPTEL *PLUS* Fall 2010 Golf Tournament played at the Cowboys Golf Club, the world's first NFL-themed golf course. Approximately 75 golfers found the course a perfect way to swing into the spirit of competition.



#### Announcements

#### **JOB BANK**

**The COMPTEL Career Center** brings together leading communications services providers and vendors with talented individuals looking for new careers. Search job openings for FREE at http://careercenter.comptel.org

Companies seeking to fill open positions can take advantage of special "unlimited postings" offer. Each job will be listed for 30 days and be promoted in the COMPTEL Connection e-newsletter for three weeks.

To place an ad the cost is COMPTEL members: \$295 a year; non-members: \$495 a year.

For more information, contact Anna Bayer at 202-296-6650 or e-mail abayer@comptel.org.

#### **WIN A SONY 3-D HDTV**

**All registered attendees of the COMPTEL** *PLUS* **Fall 2010 Convention & EXPO** have the chance to qualify to win a state-of-the-art Sony LCD 3-D

**EXPO** have the chance to qualify to win a state-of-the-art Sony LCD 3-D high-definition television during a raffle in the exhibit hall.

To qualify for the drawing, attendees must get the entry card they receive at registration stamped at each sponsor's booth. Only entry cards with all sponsors' stamps will be eligible to win, and entrants must be present at the time of the drawing: 4 p.m., Tuesday, Sept. 14, on the trade show floor.

Sponsors of the 3-D HDTV raffle are: DDR Broadband Networks, Endstream Communications Inc., GENBAND, GeoResults Inc., i2 Gemini Inc., Taqua, Transition Networks Inc. and Sprint.



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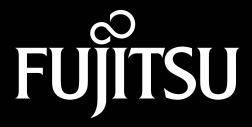
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