

Contents

- I. [From the Desk of LogiSense President, Flavio Gomes](#)
- II. [Customer Corner – An interview with Esco Technologies](#)
- III. [What's happening? – The Industry Buzz...](#)
- IV. [LogiSense – News & Notes](#)

[TMC Video](#) | [BroadSoft Connections](#)

I. FROM THE DESK OF LOGISENSE PRESIDENT, FLAVIO GOMES

Friends,

This is an exciting time for LogiSense as well as the industry.

As many of you know, over the past few months I have participated in several discussions on usage-based billing (UBB). While consumer perception is mostly negative, I feel that usage-based billing will help carriers on the whole. MSOs and other service providers will be able to optimize network performance and align their investment in infrastructure with user ARPU.

Additionally, I feel it will encourage a greater level of personalization in service offerings and customer support.

Billing & OSS systems should dramatically impact a service provider's ability to differentiate itself. The capacity to detect, charge and communicate usage-based information is an absolute necessity for driving cost savings and higher revenues.

On the LogiSense front, hosted VoIP continues to represent a large and growing contingency of our customer base - we recently went live with service providers such as PBXChange and Vibe Communications. We also deployed LogiSense EngageIP Billing & OSS software across multiple sectors of the converged IP landscape, including hosted voice, video, IPTV, satellite, etc.

LogiSense succeeds where others fail; our executive mandate to consistently re-invest resources into our technology empowers us with the means to provide our customers – and our customers' customers – with a complete communications experience. As such, LogiSense has expanded its reach into new areas of BSS/OSS and network management such as the Captive Portal, as well as into the education and hospitality markets.

Lastly, I am pleased to report the addition of several new members to the LogiSense team, as well as our customers' overwhelmingly positive response to our advanced rating system, BroadSoft integration and other upgrades to our flagship EngageIP Billing & OSS platform.

Thank you for your support of LogiSense.

Respectfully,

Flavio Gomes, President
LogiSense
www.logisense.com

Flavio Gomes



II. CUSTOMER CORNER – AN INTERVIEW WITH ESCO TECHNOLOGIES

- ***Who is ESCO Technologies? Please explain who your customers are and what solutions you provide them with.***

Esco Technologies is a pioneer in healthcare communication solutions as well as the developer of CareConnect™, the leading managed telecommunications service for senior housing communities.

The CareConnect program is dedicated to the Retirement Housing Industry across the North America. CareConnect communities enjoy the benefit of advanced technologies like resident and business digital/IP-based telephone systems, nurse call systems, patient emergency response systems, wander management programs, enhanced satellite television services, high-speed internet connections and wireless locator systems to make your community more attractive to potential residents and their families.

- ***Please detail your deployment with LogiSense, and why you chose to work with the company?***

We chose [LogiSense](#) as a partner for a variety of reasons. By using LogiSense, we were able to combine our disparate billing and ticketing applications into a single system. The bonus was that it enabled us to upgrade not just one, but both operations! As a significant number of the Esco team works remotely, having a web-based ticket system is very important and has allowed our employees to open their own tickets, regardless of their respective location. This critical functionality has drastically reduced the number of related support requests from our field personnel to our office-based employees.

The single most important reason for our selection of LogiSense is EngageIP's ability to mediate and invoice the next-gen services that we will be offering in the future, such as IPTV, as well as the variety of legacy services we currently provide to our customers.

This deployment was surprisingly fast – especially when considering all of the customizations we required. We spent approximately four months setting up the system and loading our data. Although transitioning two disparate systems to EngageIP could have been a lengthy, almost year long effort, we enjoyed a smooth, seamless process thanks to the “developer-friendly” nature of EngageIP, as well as the hard work and high-level of attention we received from LogiSense!

Of note, is that we plan to incorporate additional modules in near future to further streamline our internal operations.

- ***When did this EngageIP rollout go live? Have you received any customer feedback, to-date?***

We tested our billing systems side-by-side in January 2011 and were quite happy with the results! Following some minor tweaks, we went live with the ticket system at the end of January and billing operations in February. We've just recently started to roll out the customer portal to our end users and have not yet gotten a lot of feedback. I do believe it will be good once we have more traffic and people get accustomed to the options available.

- ***What has your experience with the technology and staff been to-date?***

LogiSense has very dedicated employees who always go over, above and beyond to satisfy their customers' needs - even working on holidays. **Their team's responsiveness is unmatched compared to any other vendor with whom I have ever worked.**

Every customized tweak and request was addressed effectively and in a very timely manner. Candidly, the LogiSense team has a way of making you feel like you are their only customer, which is great!

Without reservation, I can state that the technology behind LogiSense EngageIP is very, very good. If not for the attention to detail and ongoing support from the LogiSense team, I do not believe that we would have been able to jump right in and start using EngageIP as quickly and as easily as we did.

- ***Would you recommend LogiSense to your colleagues, partners, and peers within the industry?***

I would indeed. The quick deployment, functionality, flexibility and unmatched support would make LogiSense a great choice for any telecommunications company!

- ***What can we expect from ESCO between now and the end of the year?***

We intend to integrate our current inventory system data into LogiSense's EngageIP to further align our processes and procedures. Also, we will soon begin to implement a lot of the automatic provisioning and billing that we now have available to us. The automatic provisioning will enable our customers to activate and deactivate services as needed from the customer portal – which will be a huge benefit for all of us! We also have IPTV coming soon, which is new for ESCO, and will give us a chance to start from scratch on a service within EngageIP. Our hope is to partner with BillSoft, an integrated partner of LogiSense's, to assist with the tax management within EngageIP.

Last but not least, I am very excited about the costing functions available and look forward to being able to analyze our expenses in regard to usage!

[CLICK HERE](#) TO CONTACT A LOGISENSE EXECUTIVE WITH FOR ANSWERS TO YOUR BILLING & OSS QUESTIONS.

III. WHAT'S HAPPENING? THE INDUSTRY BUZZ...

[More people ditching home phone for mobile](#)

Mike Snyder reports on the consumer shift in U.S. telecommunications preferences from landline to wireless. He details how mobile phones are increasingly becoming the only home phones number of U.S. households, a trend intensified by challenging economic conditions, according to a new report released today from the National Center for Health Statistics.

Of note is that young adults who, as "cord-never-getters," get a mobile phone when they are young and "have a number everyone knows how to reach them on," Golvin says. "The last thing they need when they move out of their parents' house ... is a new number they have to tell everybody about that doesn't really provide them much value....The move to wireless-only households as a trend is not likely to be reversed. "Unless the carriers are able to create some new applications or services such as video calling," he says.

[BroadSoft sales jump 67%](#)

The *Washington Business Journal* reports that Gaithersburg-based Internet phone software maker BroadSoft saw higher revenue for its latest quarter and reports a profit compared to losses a year ago.

[Netflix Inc. top source of Internet traffic: data](#)

In a May 18 *Montreal Gazette* article, Jameson Berkow detailed Netflix's ascension to its current position as the biggest source of Internet traffic in North America (according to data released by a Canadian company).

Accounting for 29.7 per cent of all information downloaded during peak usage hours by North American broadband-connected households in March, Netflix Inc. received the title in the latest global Internet phenomena report released by Sandvine Corp.

[Global Smartphones Market to Reach 1641.82 Million Units by 2017, According to New Report by Global Industry Analysts, Inc.](#)

A recent article in the *San Francisco Chronicle* points out that smartphones have become a hot topic in the global market based on its ability to play digital music, provide wireless Internet access, display color video, and provide basic mobile phone as well as typical handheld functions. A major portion of wireless users has migrated toward from voice-only handsets to feature-rich mobile devices such as smartphones that enable advanced messaging, email, browsing, data services (such as applications, media, location services), instant messaging, navigation, and MMS. The major catalysts for this trend are a confluence of various factors, such as mobilization of business, improved carrier focus on offering data services, faster 3G networks, third party mobile applications, and advanced handset technologies that offer compelling user experiences, in terms of display, battery, interface, form factor, and processor.

[Wireless Carriers Grapple with Shortage of Wireless Spectrum](#)

According to the *Seattle Times*, Dallas-based AT&T has cited the need for additional spectrum as one of the main reasons for its proposed \$39 billion purchase of rival T-Mobile USA, which is based in Factoria. While a multitude of devices use wireless spectrum — everything from old-school broadcast television stations to baby monitors to military missile guidance systems — the biggest growth is in the cell phone industry.

AT&T, the story reported, has noted that mobile data traffic on its network increased 8,000 percent in the past four years.

According to network equipment maker Cisco Systems, data traffic just on mobile networks last year was three times the amount of all data transmitted on the Internet in 2000.

[Unlocking the Gate to Subscriber Data](#)

In a recent bylined article that ran in last month's *Billing & OSS World*, the author sheds light on evolving trends in managing and acquiring consumer and subscriber data. Subscribers, he says, are growing accustomed to smarter mobile apps and personalized marketing offers, which leverage user data, such as location, online habits, and demographics.

Referenced in the story is a recent Infonetics Research report, that states, "The demand for this type of data is growing quickly: Infonetics Research predicts that the worldwide total subscriber data management market will grow to \$789 million in 2013, up from \$128 million in 2008."

[Andrew Seybold Discusses Spectrum Issues](#)

Renowned analyst, Andrew Seybold has recently written an insightful piece on his blog www.andrewseybold.com about spectrum allocation for broadband and why the government should not take the approach 'one size fits all' in seeking more spectrum from TV broadcast organizations. Luisa Handem, Rural America Radio, interviews Andrew who details how vital services will still need narrowband well into the future. The show is a weekly half-hour program that gives voice to rural residents and those who wish to promote the well-being and economic growth of rural communities across the U.S. Rural America Radio is a project of the Rural Mobile & Broadband Alliance (rumbausa.com).

IV. LOGISENSE NEWS & NOTES

[Have Your Cake and Eat It, Too: How LogiSense And Usage-Based Billing Are Empowering Our Cloudy Future](#)

LooksCloudy.com Editor, Kate Hunt, interviews Flavio Gomes in a candid one-on-one discussion on Usage-Based Billing.

...in the usage-based billing model the consumer, of course, only pays for exactly the amount of bandwidth or computing power or time that they actually use. This provides a lot of cost benefits to that consumer, especially in a recession economy...Again, being able to keep track of every last billable minute is especially useful in a recession economy.

Courtesy LooksCloudy.com

[LogiSense Gets a Vibe, Wraps Billing /OSS Deployment](#)

Through working with LogiSense, Vibe, which currently utilizes the BroadSoft M6 platform, empowers its customers with a single solution for the multiple touch points of IP service delivery including billing, OSS, customer care, telecom rating and service provisioning.

“We selected LogiSense for its proven track record of successful, timely deployments across the communications landscape with a myriad of traditional next-generation platforms, including both BroadWorks and M6 from BroadSoft,” said Darren Cubit, managing director, Vibe Communications”

Courtesy Billing & OSS World

**TMCNET video newsroom
interview with Flavio Gomes**



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