

18 November 2008

By: Marius Oiaga, Technology News Editor



Microsoft

## **Microsoft Catalyzes Telecommunications and Internet Marriage**

### *And service-driven strategies*

Microsoft is positioning itself as a catalyzing factor for the marriage between telecommunications and the Internet. In this context, the Redmond company has indicated a strong focus on pushing the telecommunications industry into a service-driven business model. Collaborating with SingTel, the software giant offered examples of success within the ecosystem of partners for the development of new telecommunications services.

"As the telecommunications industry continues to converge with the Internet, Microsoft has seen increasing interest from our partners to create services that can be customized and monetized," explained Sandi Thomas, general manager for Asia Pacific within the Communications Sector at Microsoft.

"In this digital age of communications, Microsoft is one of the few companies that can help service providers bring new services to market, across a range of screens and devices."

The success stories exemplified by Microsoft are V3 Teletech Pte Ltd. and Formotus Inc., two companies which, in Microsoft's Connected Services Accelerator Program, managed to win the Mobile Connected Services Accelerator project sponsored by SingTel. According to the software giant, the pair were able to create mobile location-based services programs, aimed at sectors dealing with transportation and logistics.

"On one hand, we are seeing increasing user demands for always-on information while on the go, to extend their connectivity beyond the desktop," Thomas added. "On the other hand, service operators are looking for opportunities to deliver richer customer experiences via smart devices and compelling services that enhance revenue opportunities. Microsoft's unique vision helps build large-scale growth in mobility and opens opportunities for the entire industry."

The Microsoft Connected Services Accelerator Program debuted all the way back in 2006. The initiative is designed to deliver new services, aimed at both home users and business customers, and based on the Windows Mobile and Windows Vista operating systems.

"Microsoft believes in the power of software plus services and its ability to help the telecoms industry deliver more innovative, customizable and robust services to customers in a timely manner," Thomas stated. "By working with service providers like SingTel, Microsoft is enabling service providers to define new business models and take advantage of new market opportunities."