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## [Microsoft's Focus on Services Spans from the Web to Telco 2.0](#)

### *Via Catalyst Projects*

Microsoft's increased focus on services does by no means stop at Web 2.0, as the company proves that it spans all the way to Telco 2.0. The equivalent of Web 2.0 in terms of the telecommunications market, Telco 2.0 benefits from a unique Microsoft vision designed to create an intimate connection between services and the industry's current infrastructure, content delivery strategy and business model. In this regard, the TM Forum Management World 2008 in France is the stage where the Redmond company will bring a comprehensive portfolio of offerings including screens, services but also service delivery capabilities, set up to create new opportunities for consumers. "Service delivery is fundamental to Microsoft's vision of Telco 2.0, where operators will be able to provide any type of content across any network to any screen," explained Michael O'Hara, general manager of the Communications Sector at Microsoft. The Redmond company is also applauding its successful collaborations with heavyweights of the Telco industry including Accenture, Amdocs, AT&T, China Unicom, Chunghwa Telecom and Telefónica. "By combining Microsoft's expertise in software and services with the assets of telecom industry leaders, we believe we can help service providers deliver an unmatched portfolio of offerings to their consumer and business customers," O'Hara added. "Here, the Catalyst Projects exemplify how the industry as a whole is taking a more open, collaborative approach to service delivery, and sharing expertise will enable real innovation." Microsoft has a strong presence in regard to TM Forum Catalyst Projects, working with members of the industry to implement new technologies in order to ensure the evolution of Telco 2.0. The Redmond company is collaborating with Telefónica in order to build marketplaces with Managed Services Syndication, namely a new set of offerings that mimics the Web 2.0 principles. Via Content Encounter, a project that is already in an advanced stage, Microsoft has partnered with a plethora of communication service providers for the implementation of new technologies that would take content distribution to the next level. At the same time, projects are in place to enable the serving of IMS services across both fixed and mobile IMS terminals, and to develop converged services across all devices, fixed or mobile. "Microsoft is a very active and valued member of the TM Forum," stated Martin Creaner, president and chief technical officer of TM Forum. "Our goal is to look critically at how to deliver and manage new services profitably using best practices, and Microsoft's support is the key to our efforts. This is the first year a non-telecoms company has been able to sponsor a Catalyst Project, underlining Microsoft's unique role in this industry."