BlueWave

Connect the Business on the Clouds

Web site: http://www.cloudgateway.it
Demo channel: http://www.youtube.com/user/mgiaccaglini?feature=mhee
Mail: info@cloudgateway.it
Twitter: @BlueWaveTweets
Contact: +39 (0)2 5456961 (mobile: +39 347 1656488)
Milan Office: Via Giovanni Cadolini, 4 - 20137 Milano, Italia
London Office: 80 Castle Hill Avenue, Croydon, Surrey CR00TD, United Kingdom

BlueWave, Connect the Business on the Clouds

Project Description

BlueWave (picture 1) is a platform for management of complex transactions[1] between Business Partners (B2B, Business-to-Business) in a 'Cloud' environment. It was firstly developed as a concept for broadband services in 2008 for the (that time) Third UK Broadband Operator and was further extended in 2011 (with a private investmen) to be positioned in the new sector of the **"Cloud Services Brokerage"**.

The Company **has won the Telecom Italia 2011 "Working Capital" award** (price of the United Kingdom Minister of Trade and Investment (UKTI) "UKTI Entrepreneurship Award") and **has positioned in 2011 research and development activities in Italy** with a start-up company in Milano.

The platform features the following capabilities:

- **SOA** (**Service Oriented Architecture**) **Design** supporting integration of Cloud Services with **IT Management capabilities** positioned in different 'vertical' sectors (e.g. Telecom, Energy, On-line services)
- Enablement of "IT BSS" (Business Support Systems) capabilities such as: **Customer Management** (Business, Multi-hierarchy and Consumer accounts), management of a **Product/Service Catalogue**, management of business **Orders and Transactions** on such catalogue, modeling of related **Business Processes (BPM)** (JBPM, Drools), management of the connected **Costs and Invoicing**, management of **Payments**, management of **Technical Assistance**, brokerage of external Events, support for **Reporting**
- **On-line (web based) Administration** and support for the integration with a **Customer Management component (Portal)**
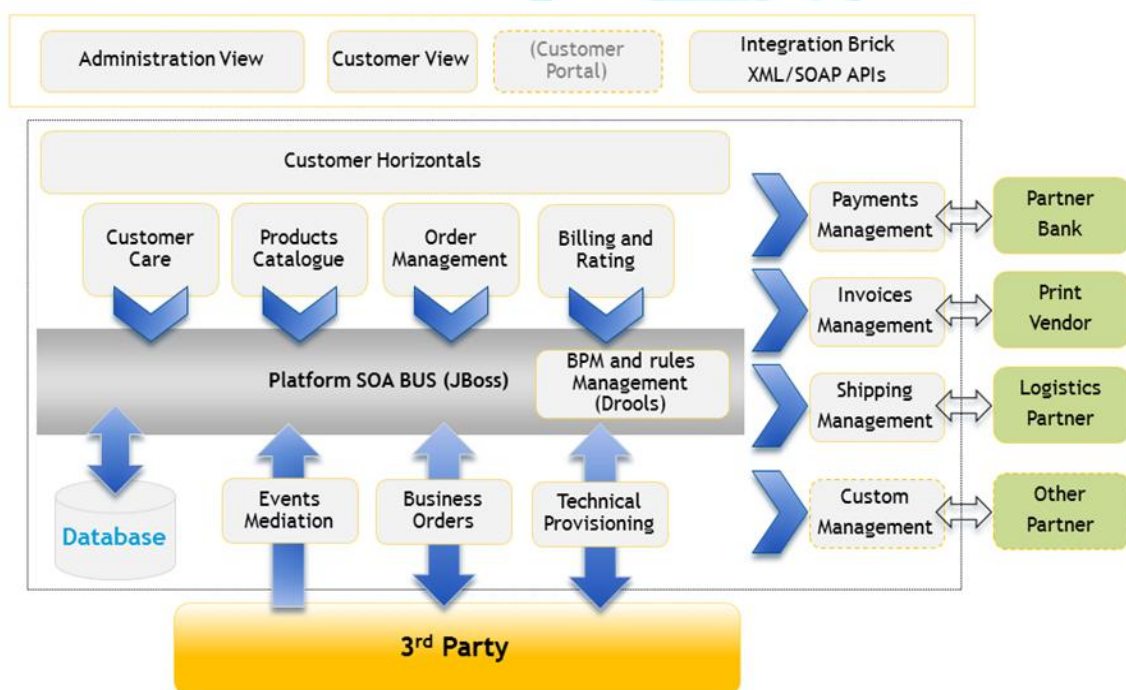- High attention to **Security and Performance**, with the use of "Open Source" 'best-

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[1] Gartner Inc. **"Cloud Services Brokerage"; http://www.gartner.com/technology/research/cloud-computing/cloud-services-brokerage.jsp**

of-breed' components (JBoss, Drools, Tomcat, Postgres, MySQL, Java Enterprise)
- Support for **SAAS and "Cloud"** deployment models, both on **traditional HW architectures and "On-the-clouds"** (e.g. Amazon EC2, Cloud Telecom Italia)
- **Scalable and multi-tier** architectures (e.g. traditional "3-tiers" or distributed on Enterprise Bus)
- Support of market integration standards (e.g. **web-services**, **JMS**, **XML**, **Event Mediation**)
- Full coverage of BSS (Business Support System) "horizontal" functions with flexibility to adapt to different "Vertical" market segments (e.g. **Telecom, Energy, M2M**)

The **reference Customer** for the platform is a Business Entity that needs to enable business transactions (simple or complex) with one (or multiple) Business Partner in a Cloud or B2B Brokerage environment on the bases of a complex Services Catalogue.
The high level reference architecture is as for the following picture:
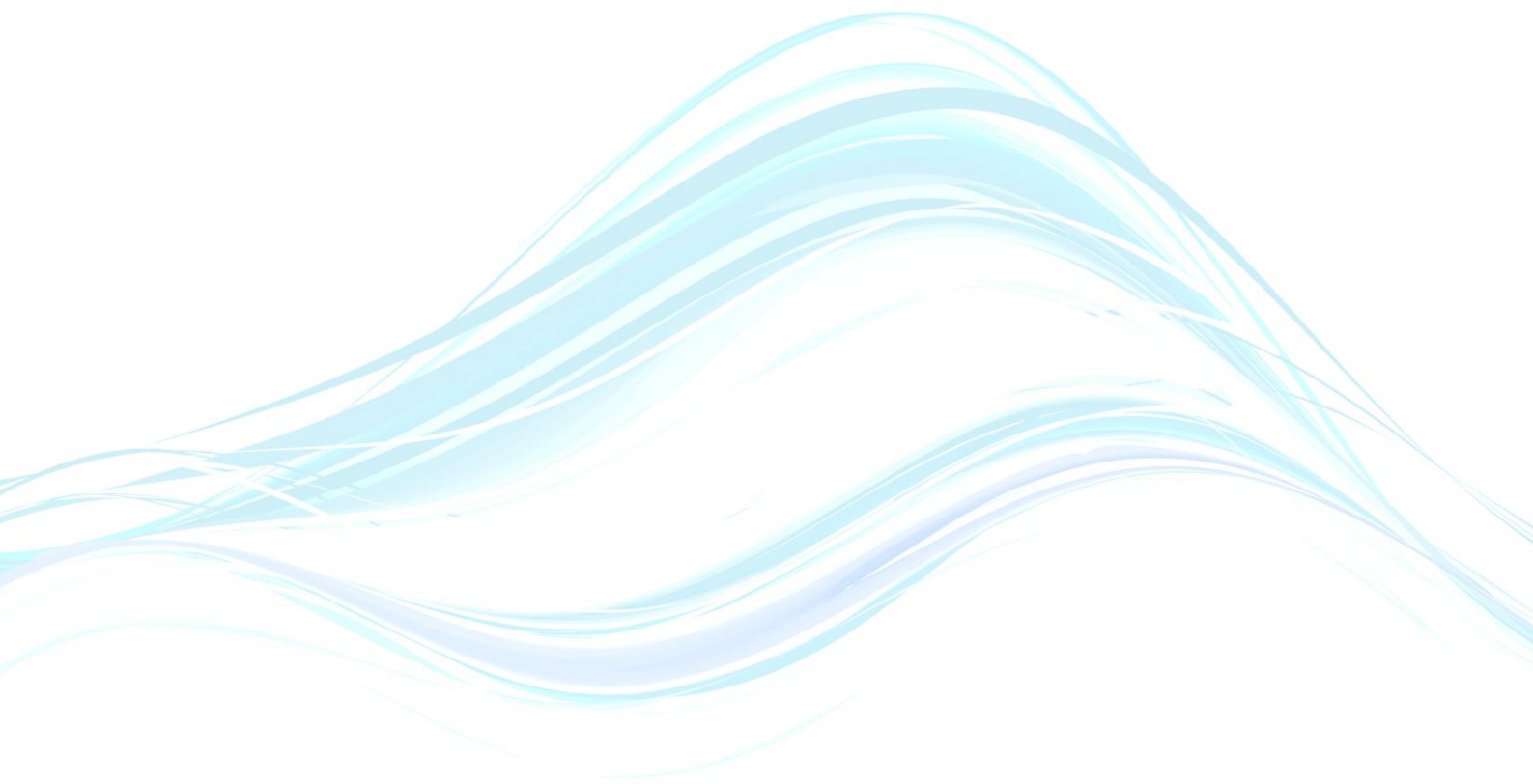

Picture 1: BlueWave reference Architecture

Current project state

The platform has been developed in 2011 to reach a "PRE-production" software release in **September 2011** in an Amazon EC2 environment.
From July 2011 several Customer Prospects has been selected (initially in UK and Italy) for a commercial proposal and/or implementation of "ad-hoc" PoCs (Proof of Concept) based on specific customer requirements.
4 potential customers (Telecom, Energy, M2M Modem Manufacturer, Software Vendor) have been selected and proposals of Trials have been done.
On the bases of the collected customer requirements some PoCs will be implemented as an anticipation of a possible sectorial product (e.g. integration of a CSP with a Cloud Partner, Gas Meter Reading, Remote M2M MODEMs Management).

BlueWave

BlueWave is a start-up Company (registered at the end of 2010) founded in Milano (and London) from an initiative of highly experienced professionals in the Telecom sector **with over 20 years of background**.

BlueWave Founder is **Marco Giaccaglini**, born in **Novara the 27th July 1969**, software systems architect and telecom strategy consultant with the following experience:

- Degree in Telecommunication Engineering obtained in **1994** at **Politecnico di Torino**
- **1994-96** researcher at **CSELT S.p.A., Torino** (now **Telecom Italia Labs**)
- **1996-98** researcher at **Italtel S.p.A., Milano**
- **1998-1999** Solution Architect at **Omnitel S.p.A., Milano** (now **Vodafone**)
- **1999-2001** UMTS Principal Architect and Bell Labs member at **Lucent Technologies L.t.d., Swindon, UK** (now Alcatel-Lucent)
- **2001-2009** Senior Manager at **Logan Orviss International, London, UK**
- **2009-2011** Consultant for various **Telecom Operators in Europe**

The Management of the company includes:

Limor Schweizer, PhD: Advisor for BlueWave, founder of **XACCT Inc.,** a specialized company in the sector of software for Telecom operators valued 60 Millions dollars in 2007, then VP at AMDOCS Inc.

Scott Adamson, MSC: founding partner in BlueWave, previously **Vice President** of a UK Consultancy company

Matteo Aulari: **Senior Manager** for a highly specialized Consultancy in UK

Colin Orviss, PhD: Advisor for BlueWave, who previously covered positions of **Technical Manager in British Telecom** and **Telia Sonera** and has been Founder and President of **Logan-Orviss International** for over 10 years

Key persons in the Company are also:

Marcello Teodori: Technical Architect, with long term experience in the telecom industry and development in SOA and Java environments

Cristiano Gusmeroli: Portal Expert, with consolidated experience on CRM/Orders Management systems

Mark Denne (MSC): Technology Consultant, with significant experience on Enterprise and Java systems

Pietro Testa: with specific experience on business processes modeling and systems integration

Roles and positions are summarized in the following picture:

Picture 2: Management and technical staff in BlueWave

BlueWave - Team

Management & Board

Founder: Marco Giaccaglini
- ✓ Researcher in **TiLab S.p.A.** (1994-96)
- ✓ Senior Manager in **specialized telecom consultancy** (2001-2009)

Advisor: Limor Schweitzer
- ✓ Co-founder and CTO of **XACCT Technologies** (1997-2004)
- ✓ Vice-President of **large vendor** (2004-2007)

Advisor: Scott Adamson
- ✓ Senior Manager **specialized telecom consultancy** (2000-2007)
- ✓ Vice-President, **telecom consultancy** (2007-2010)

CFO: Matteo Aulari
- ✓ Senior Manager **specialized telecom consultancy** (2000-2007)
- ✓ Senior Manager, **telecom consultancy** (2007-2010)

Team UK (London), contracting

Technical Architect: Marcello Teodori
- ✓ **Sun Java User Group (JUG)** Tech Leader (2000-today)
- ✓ Chief Technical Officer, **italian consultancy** (2003-2009)
- ✓ Technical Architect, **specialized vendor** (2009-today)

Technology Consultant: Mark Denne
- ✓ Technical Manager in **Sun Microsystem** (2000-2006)
- ✓ Chief Architect in **large bank** (2006-2009)
- ✓ Tech Lead in **specialized vendor** (2009-today)

Team Italia (Milano), contracting

Portal Expert: Cristiano Gusmeroli
- ✓ Technical Lead in **mobile operator** (2001-2005)
- ✓ Technical Lead in **large integrator** (2005-2008)
- ✓ SOA/Portal Expert in **italian consultancy** (2008-today)

Web/JBOSS Dev Lead: Pietro Testa
- ✓ Web Software Developer in **integrator** (2006-2010)
- ✓ Software thesis in **Politecnico di Milano** (2009-2010)
- ✓ Cunsultant in **italian consultancy** (2010-2011)