

### Publication’s List & Writing Support

William S Greene writes under his nickname ‘Wedge’. Wedge Greene is a well known business and technology analyst. He provides client underwritten articles for Pipeline Publications and other journals. At Pipeline, he commands top add revenue due to the 8000 readers that typically download his articles. Wedge writes on forthcoming trends in technology, OSS/BSS products, and NOC & Contact Center design. Wedge is a leading commentator on telecom transformation and *Autonomic Communications*.



Mr. Greene creates refreshing, attention grabbing marketing works. A pioneer with the new product *docu-drama*: for big ticket items or products with implementation risk, he creates an engaging story that builds a comfortable picture in the user/buyer's mind establishing what the product will be like in their environment, or at least an environment they will recognize. Wedge also creates both personally ascribed and company-branded white papers that provide insightful marketing support for product and service companies.

As a ghost writer, Mr. Greene undertakes large and small projects from books to monthly newsletters. He works with CEOs, CTOs, CIOs, marketing directors and other principles to provide them written outlet for their ideas and company approaches. A major market product is the 30,000 word chapter book; just the size to distribute in booths for your prospect’s long ride home. He helps small businesses market themselves with insightful, single thrust newsletters. He also works as an early paid reader/reviewer and edits works of others.

Wedge can communicate effectively to all levels of an organization both orally and in print. He has the ability to capture and engage audiences when speaking at major events or build loyal readers for trade journals. He has created analysts reports, web-media, webcasts, and internal corporate TV programs. Thru PERC, he supports telecom data analysis and public policy papers.

See [www.linkedin.com/in/wedgegreene](http://www.linkedin.com/in/wedgegreene) and click [view full profile](#) for many public endorsements

#### REPRESENTATIVE WRITING:

- Contributing Editor at Pipeline Publications [<http://pipelinepub.com/>] with 25+ feature articles of 3,000 to 6,000 words. Reprints at Pipeline archives or [Inside-Out](#). (see page 2 for links)
- Created the first viral marketing campaign for telecom suppliers: [The Semantic Dialogues eBook \(for Progress Software\)](#).
- Ghost wrote Stu Schlackman’s book: [Four People You Should Know](#)

#### REPRESENTATIVE TALKS:

[TeleRenaissance: target Autonomic Communications](#) (Feb. 2008) Talk introducing Autonomic Communications as the future of telcom management at the OnPoint “Transforming OSS” conference in Dallas, TX.

[The Unification of Contact Centers, SOCs and NOCs](#) (May 2008) Talk at Management World, Nice France

For many years, Wedge chaired and/or was keynote presenter at numerous conferences where he was in great demand as telecom futurist. After 2 years speaking on the subject at industry conferences, Wedge proposed and initiated the TeleManagement Forum’s (TMF) New Generation Operations Systems Software (NGOSS). He was honored by the Japanese government when invited to speak in Japan on telecom operations advancements.

#### CONTACT INFORMATION

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**TELE RENAISSANCE (A SERIES OF ARTICLES ON TELECOM TRANSFORMATION):**

*A series of linked articles (2007-20010) bundled into three volumes setting a new future for telecom.*

**TeleGenesis: Evolving Product Delivery:**

*Traditional product development worked, but cannot compete with today's Over the Top Service mashups. Learn to develop collaborative products using collaborative approaches.*

[NPI for Life: Collaborate for Better Products \(best practice\)](#)

[Over the Top Services \(market changes\)](#)

[Service Delivery Frameworks: The Service Provider's Mashup \(service provider answer\)](#)

[Edge/Core Collaboration: Navigating the Ocean \(new approach\)](#)

[From Walled Garden to Community Garden: Collaborating in a Competitive World \(new business model\)](#)

[Cloud Control: Strategic Implications of Cloud Computing](#)

[Value and Price for Cloud Transition](#)

[Strategy in a Cloud of Apps](#)

[Project Management 2.0 \(refreshing how things get built and deployed\)](#)

**TeleGaia: NGOSS, Autonomic Communications, and the Service Ecosystem:**

*World is becoming "one big ball of software." Network management architectures are changing to better fit today's needs. Future proof against the approaching telecom singularity by applying distributed service architectures and Autonomic Communications in order to automate networks and deliver new collaborative services.*

[The New Telecom Ecosystem - Part 1 & Part 2 \(historical why in 2 blog collections\)](#)

[NGOSS is the New Mainstream](#)

[Autonomic QoS & Collaboration Systems](#)

[Complexity in the Business and Management of IPTV](#)

[Autonomic Networks - Autonomic Communication \(network\)](#)

[Self-\\* Networks: Helping Networks Help Themselves \(software\)](#)

[The co-Evolution of Networks and Devices: Autonomics and Device Management](#)

**Syncommunity: Strategy in Service Provider Evolution:**

*All your actions, planned or unintended, lead to service provider change. Proactively plan for this and take charge of change in order to evolve and win in tomorrow's collaborative marketplace.*

[Unintended Consequences](#)

[Carrier-Grade: Five Nines, the Myth and the Reality](#)

[I Got Them Last Mile Blues](#)

[Buying Telecom Futures](#)

[Avoiding Future Schlock - The Real Life Application of Game Theory](#)

[Who's Your Daddy? - The Characteristics and Drivers of Fixed Mobile Convergence](#)

[Architects Anonymous: Rehab for Telecom](#)

## **OTHER ARTICLES**

### **Series on *Enhanced Customer Service via the New Contact Center*:**

[Customer Service in the Enhanced Contact Center](#)

[Tit-for-Tat: Meeting Customer Expectations](#)

### **Miscellaneous examples of case studies and reviews:**

[Wireless IP Access: An LTC NGOSS Case Study](#)

[Book review of “Application Integration Using the SID”](#)

[School’s In: Review of TMForum Education](#)