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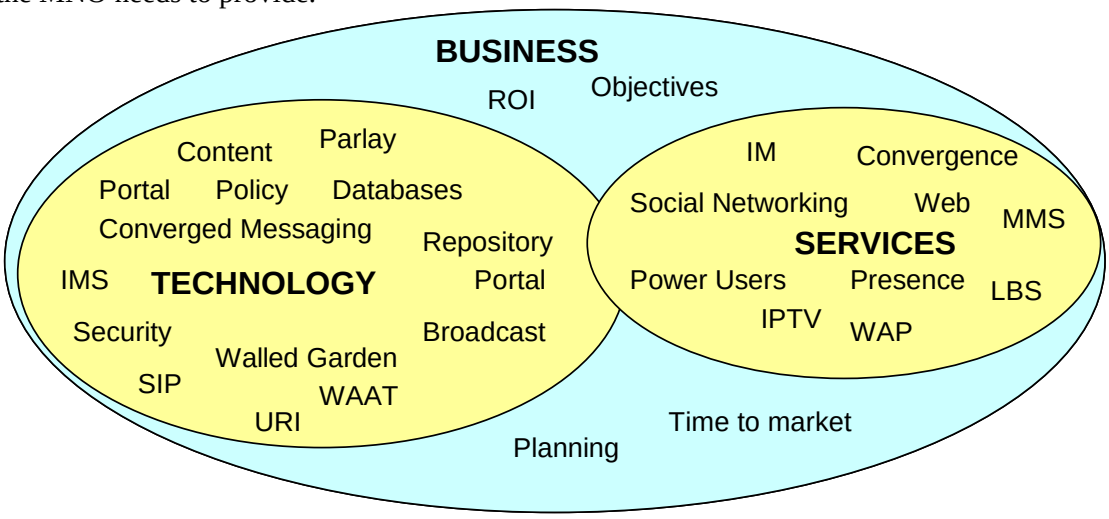
MOBILE OPERATORS – IMS STRATEGY

IP Multi-Media Subsystem (IMS) is full of promise and benefits to the Mobile Network Operator (MNO), according, that is, to the plethora of white papers from the supplier community. The truth is that it represents a substantial investment and major risks to the business of an MNO.

While IMS represents a technology approach that can be of benefit to the business, the road to delivering real value is complex in terms of technology and the services that need to be supported. IMS needs to be understood in an objective way and with a focus on the services that the MNO needs to provide.



We are offering a 2 day workshop, for business and technology management, that will address this strategic area for MNOs. The scope of the workshop and the matters it will address are outlined here.

Is your current data services architecture good enough?

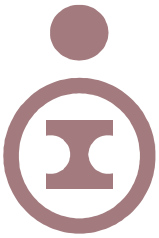
While data services are currently being delivered, there are nagging questions about the serviceable life of the existing data services infrastructure and the limitation of its capabilities. The focus of attention is the delivery of these services and whether there is a better architecture.

- Solution scenarios will be presented that will compare and contrast traditional data services infrastructure with that of IMS. These will be analysed in the context of a range of current services and the contribution and capability of IMS will be viewed in an objective light and with reference to future data services.

What are the services needed in the medium and long terms?

There is an intense interest the future services you need to offer to continue to develop the business. There are many potential services, a number revolving around convergence. But there are as many issues, commercial, technical and operational, that need to be taken into consideration. For the business driven MNO, identifying and quantifying these future services is fundamental.

- An analytical process will be illustrated that can be used to identify and quantify potential services. This will take into account, a range of factors including market segmentation, competition, tariff considerations, revenue projections and technology platforms.



What is the architecture needed to support long term service needs?

There are numerous aspects to be considered for the design of a strategically sound architecture that will support future services. While technical issues abound, these aspects all come down to gaining an understanding of business expectations and managing them. The purpose of a strategically sound architecture is to be able to introduce new services in acceptable timescales and cost to the business and to support the required service levels. The architecture needs to be a business enabler and technical dead ends have to be avoided.

- Architectural models will be presented that will illustrate the capabilities that IMS can support. These will be examined in the context of new services and the way in which these services can be added in an incremental manner and avoiding technical barriers. This will include the support of converged services across voice, messaging and data bearers.

Is there a practical way of moving to a new technology infrastructure?

Based on a need to move to a new architecture to address planned new services in the medium and long terms, the challenge is how to get there. There is the potential to cause major disruption to the business by substantial changes in technology infrastructure. New technology is not necessarily an issue but challenge is the migration from legacy to new infrastructure.

- We will present migration route scenarios with a service based approach, where legacy is preserved while IMS architecture is developed. We will illustrate a practical and incremental approach to migration that is designed to serve the business. The emphasis is on pragmatism and cost effective support for the business rather than conformance to the IMS doctrine.

What is the cost of IMS to the business and is there an acceptable ROI?

Agreement to a new architecture involves substantial technology and project delivery costs. To be in control, the business needs to have good quality information against which it can set realistic budgets. A business case is needed in which there is detailed cost planning information together with forecast revenues for the prospective services portfolio. A quantitative approach is vital to determine if there is an acceptable ROI and provide an ongoing means of controlling it.

- We will provide and explain a comprehensive business case model that will represent the range of organisational and technology items including Capex, Opex and revenue lines. The model will enable the sound financial planning of strategically and suitably sized and scaled infrastructure with the foundations of a well thought through migration plan in a way that supports new services.

Contact: Nick Gill nick.gill@intercai.co.uk
Intercai Mondiale Limited, Regatta House, High Street, Marlow, Bucks SL7 1AB
Tel. +44 (0) 1628 478470; Fax +44 (0) 1628 478472
http://www.intercai.co.uk