

BT Group Technology

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Business Drivers for the IP Based 3G Vision

Steve Mecrow

The Customer's Vision

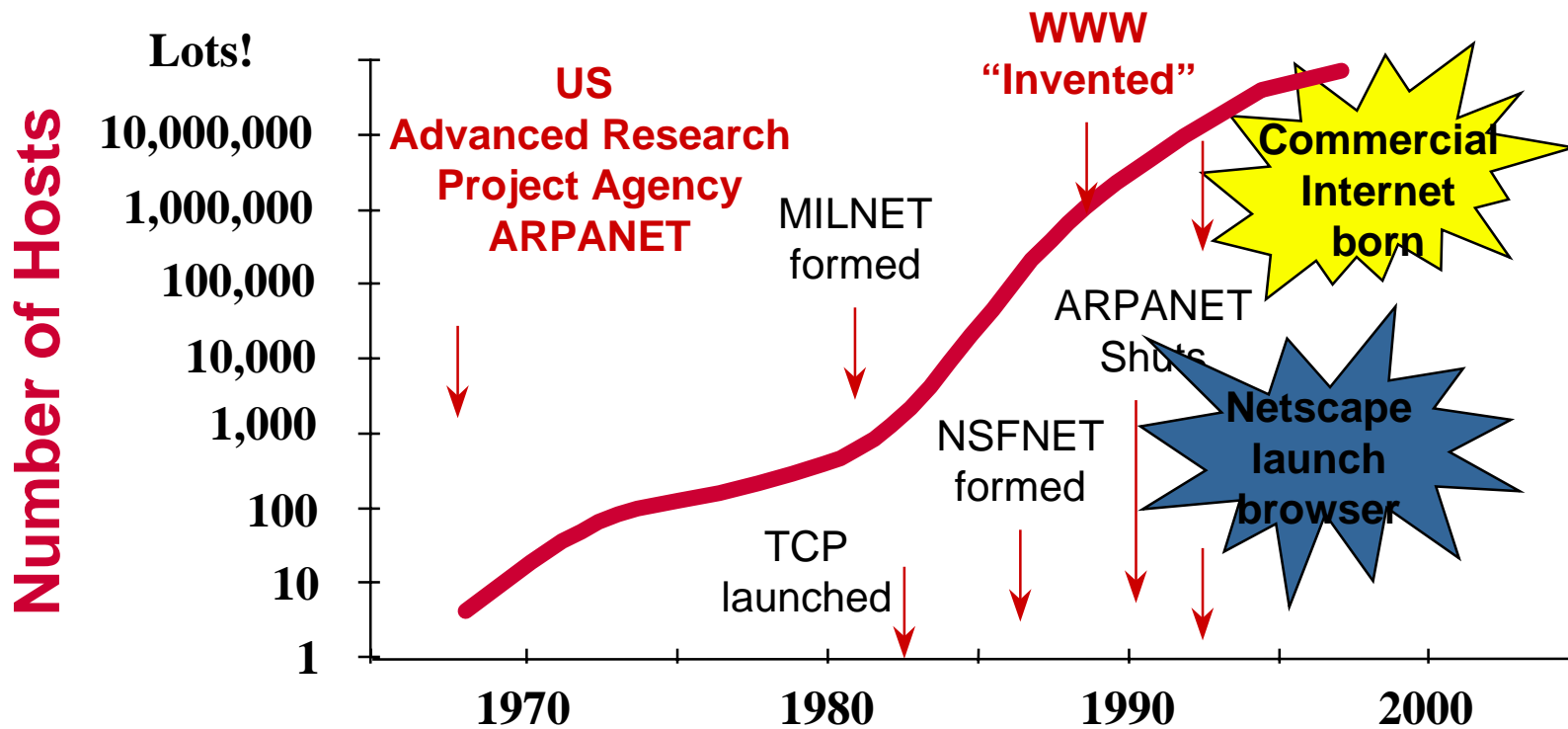
- to be oblivious of technology
- always on seamless services
- multi-media on the move
- but tailored to their environment
- easily contactable/addressable
- to be in control

Technology is delivering:

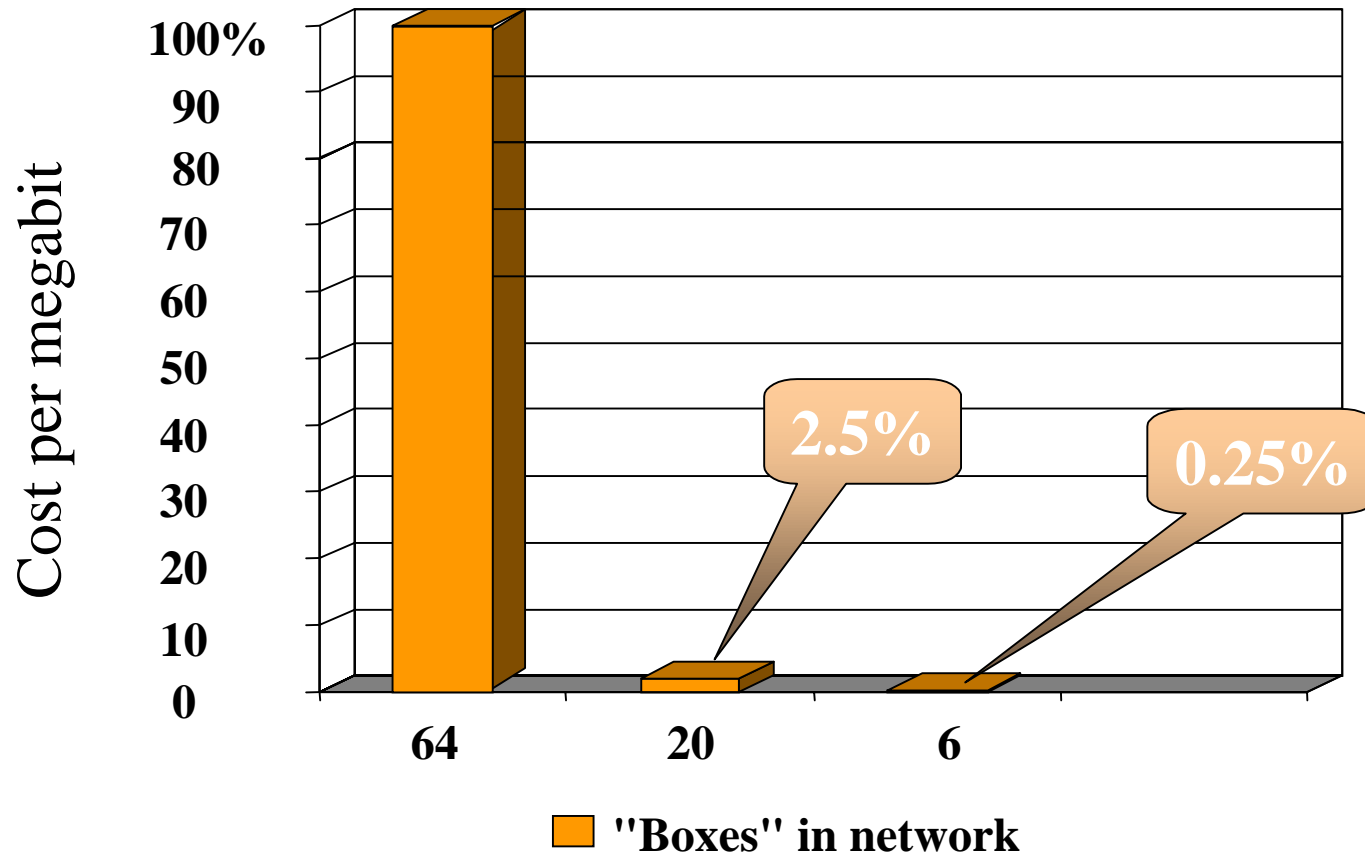
- Internet explosion:
 - IP based networks
 - IP applications
- Go faster GSM
 - GPRS
 - EDGE
- Tetherless Access
 - Radio Lan
 - Bluetooth
- UMTS



The Internet Explosion



IP Router based networks reduce cost!



IP Key Benefits

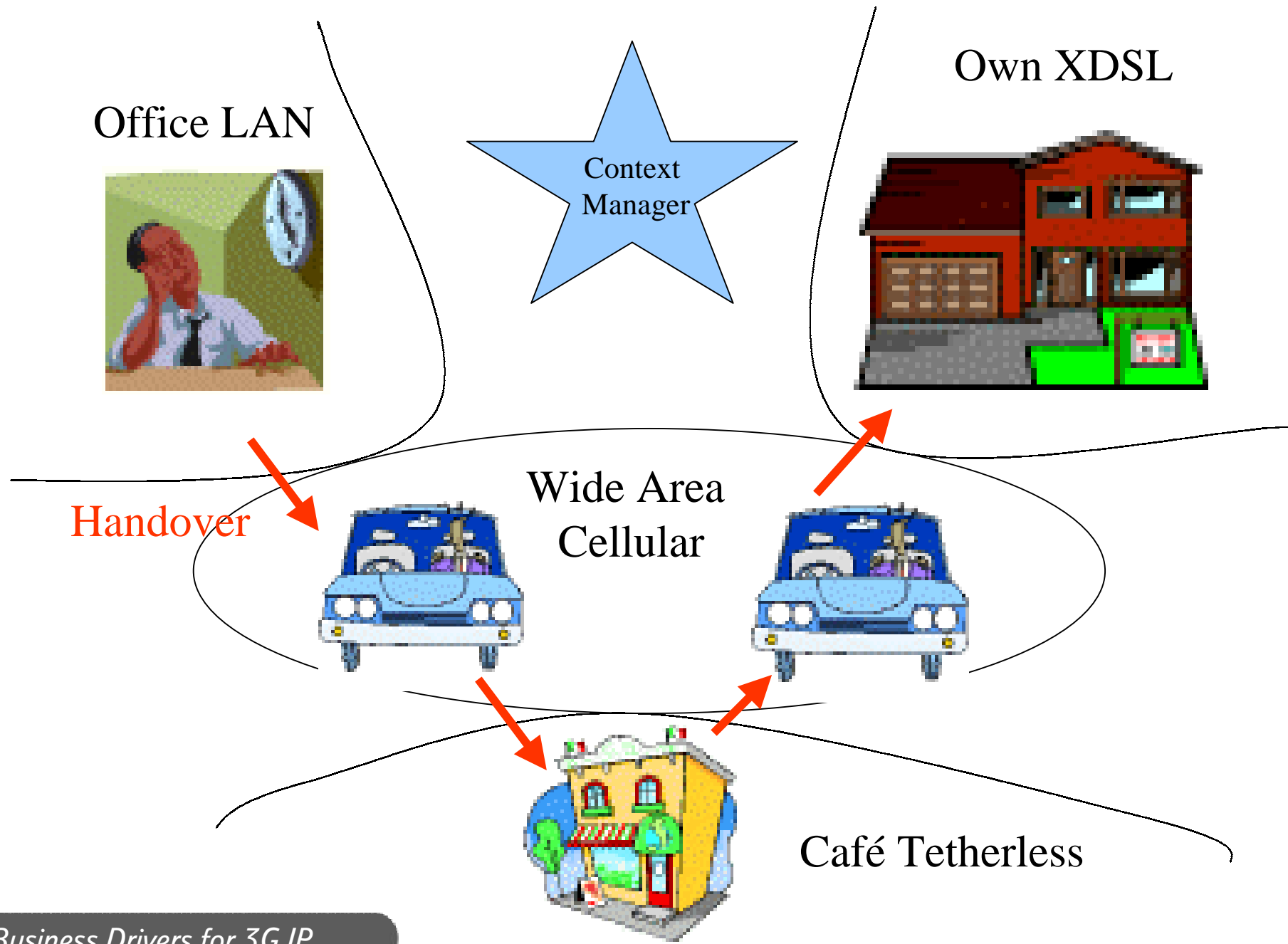
- IP over everything
 - internetworking over different network technologies
- Everything over IP
 - IP assumed THE protocol for multimedia application developers
- Ubiquitous
 - Network Technology Independent

IP enables the Seamless Vision

Services

- anywhere
- any time
- any access

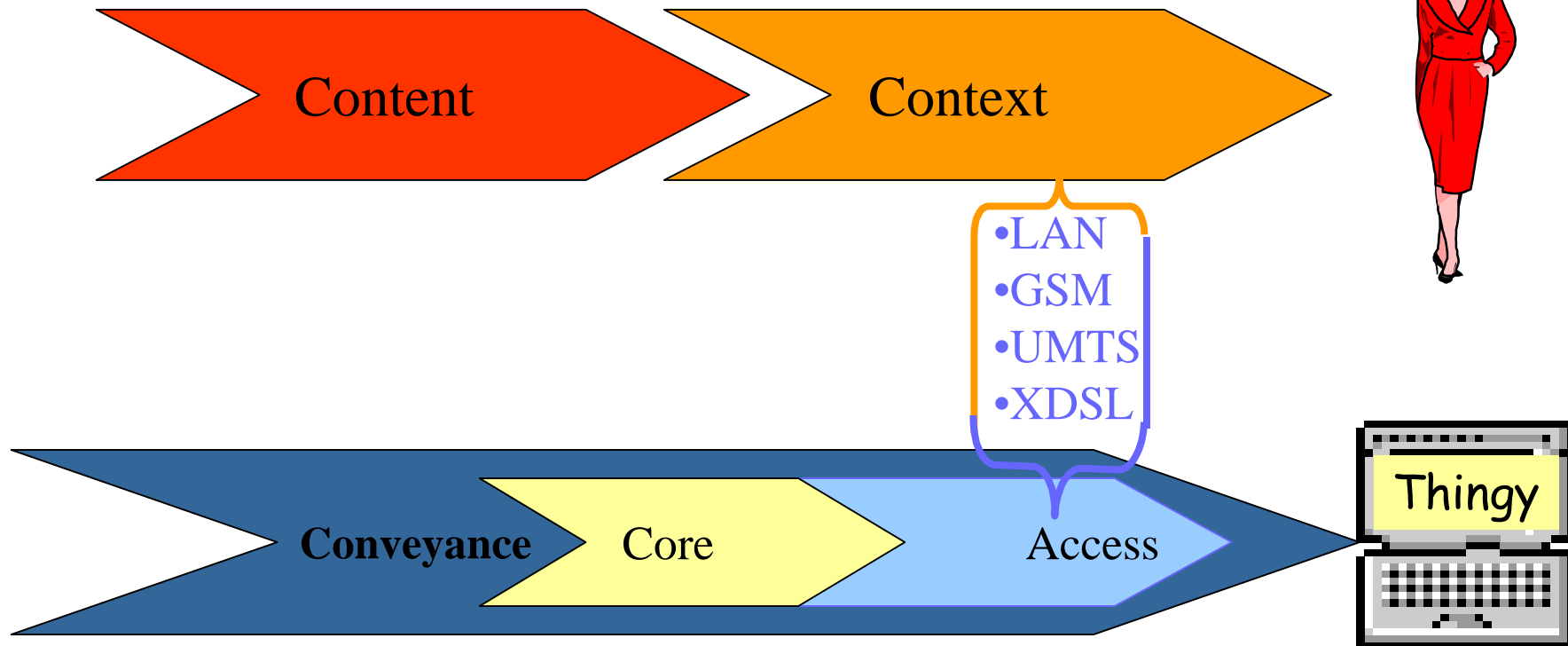
⇒ a realistic scenario?



Delivering to the customer

- Information
- Entertainment

Defining the customer experience



The key customer relationship is moving

Business Drivers for 3G IP

To meet the vision we need technology and standards to deliver:

- access independent context management
- seamless IP based applications
- solutions that fix IP QoS optimisation for wireless environment
 - spectrum efficiency, resilience
- user friendly addressing solutions to support the IP based future
- support of full range of IP based services and protocols
- full roaming capability
 - maintain the customer's experience, anywhere, anytime

What does this mean for the 3GPP vision?

- Think about “new wave” services:
 - new services
 - new business model
 - new technology solutions: all IP
- Avoid trap of legacy services
 - support of some legacy services - not all!

We need new wave thinking!

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Thank you

