

Convergence Strategy and Trends

Abstract

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- Technology evolution and market competition are driving a convergence of services and networks in order to benefit from the economies of scale. This paper considers the main dimensions in convergence, the related key economical factors and a strategy for convergence of an operator with universal scope in a competitive environment.

- Main drivers for the convergence at its five dimensions are discussed with their corresponding influencing factors and drivers. NGN plays a key role in the convergence at network level that facilitates a common infrastructure to save Capex, Opex and facilitate the introduction of new multimedia services. Integrated IMS service architecture facilitates the convergence at services level and the time decrease to introduce new services.

- The migration steps from a classical operator towards a universal operator for voice, data and video in fixed and mobile networks are defined as a "stair case" strategy that aggregates new business domains on top of the currently in operation. Trends of evolution for current operators are discussed with market and business perspectives.

- In order to illustrate convergence scenarios, different alternatives of operation are evaluated in a case study for an integrated network that provides several mixes of voice, data and video related services from a techno-economic view. Conclusions are derived on the business feasibility for single, dual or triple play in order to assess a positioning in a competitive market as a function of the services categories and customer classes to be addressed.