NGN Business Models

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GM Network & Security Services – Global Telecom Markets
BT Global Services

The changing landscape

- Convergence
- Regulation
- Cost transformation
- Globalisation
- Customer expectation
- M&A activities
- Technology

Slide 1

A synergistic networked digital ecosystem –
or a fragmented world that leverages ' dump pipes ' ?

Fragmentation   **Smart, Network-enabled world**

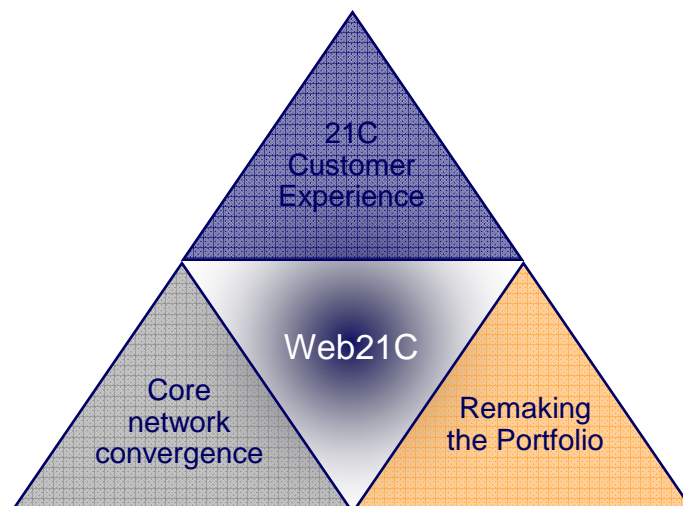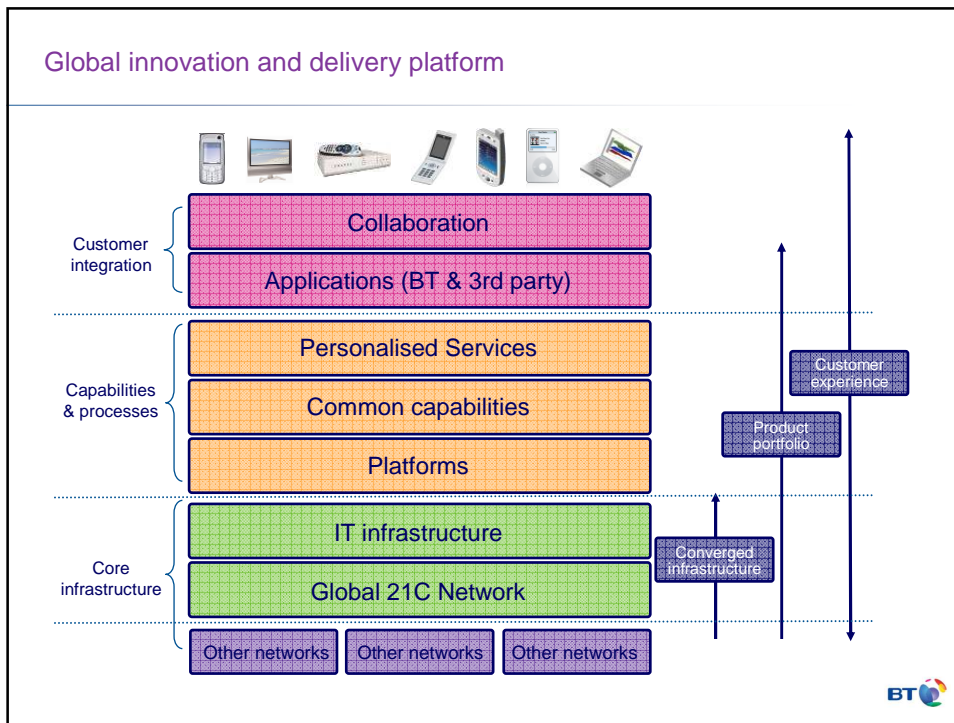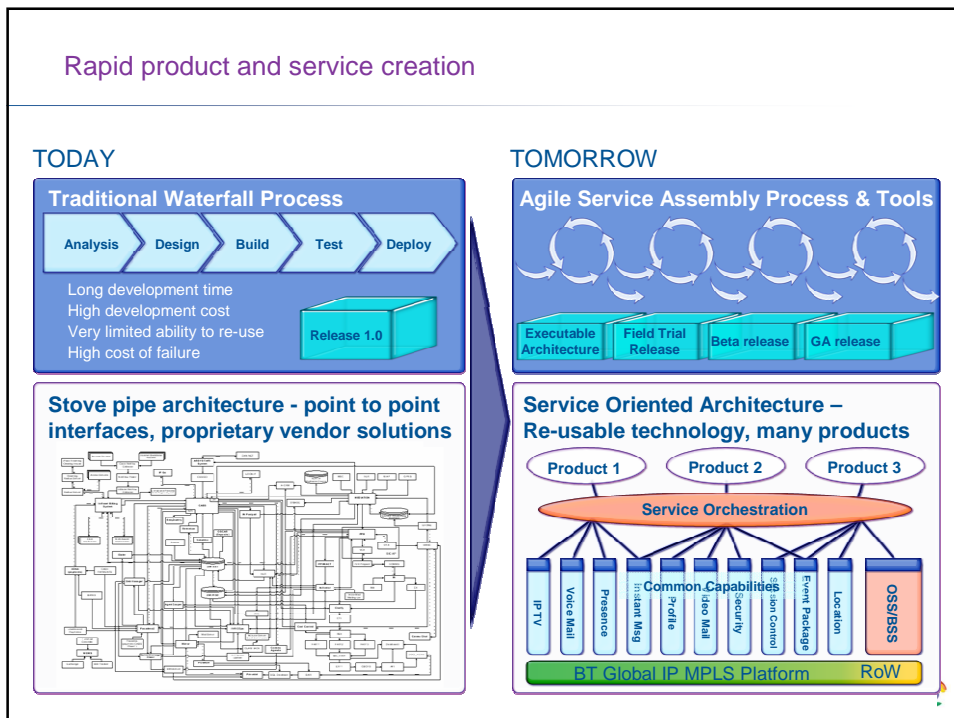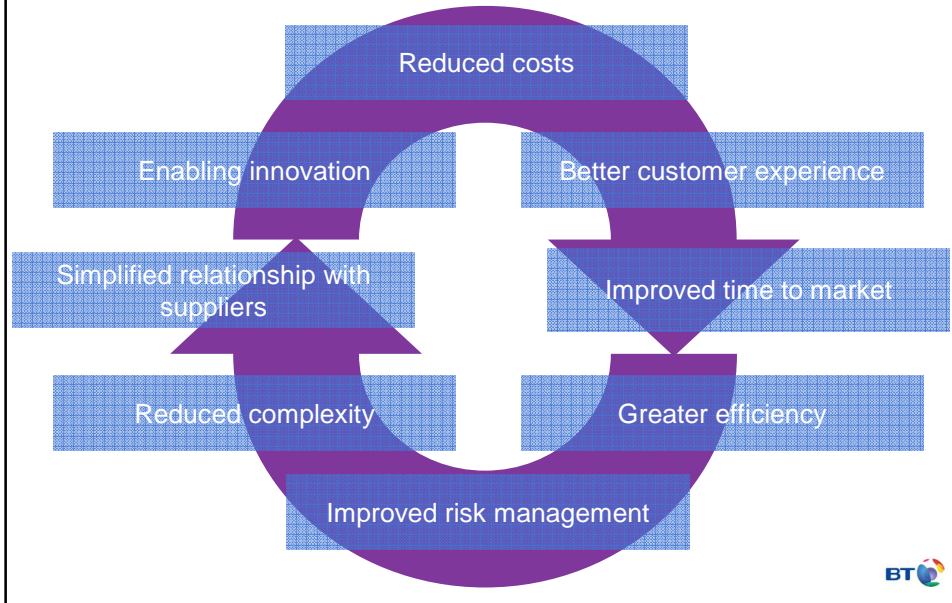| Fragmentation	Smart, Network-enabled world
▪ Proliferation of "over-the-top" strategies and products ▪ "Net-neutrality" pressures ▪ Lack of consistent carrier standards and offerings ▪ Investment in software innovation is still much larger than in comms-related innovation	▪ Increasing carrier collaboration and openness (e.g., BT21CN) ▪ Maturation of IMS; SDPs that are network independent ▪ Vendor consolidation ▪ Initial signs of standardization ▪ Burgeoning acceptance of SOA

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Slide 2

It's not just the network….

21C
Customer
Experience

Web21C

Core
network
convergence

Remaking
the Portfolio

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Global innovation and delivery platform

Customer integration
- Collaboration
- Applications (BT & 3rd party)

Capabilities & processes
- Personalised Services
- Common capabilities
- Platforms

Core infrastructure
- IT infrastructure
- Global 21C Network

Other networks   Other networks   Other networks

Customer experience

Product portfolio

Converged infrastructure

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Rapid product and service creation

TODAY

Traditional Waterfall Process

Analysis → Design → Build → Test → Deploy

- Long development time
- High development cost
- Very limited ability to re-use
- High cost of failure

Release 1.0

Stove pipe architecture - point to point interfaces, proprietary vendor solutions

TOMORROW

Agile Service Assembly Process & Tools

Executable Architecture | Field Trial Release | Beta release | GA release

Service Oriented Architecture – Re-usable technology, many products

Product 1   Product 2   Product 3

Service Orchestration

Common Capabilities

IP TV | Voice Mail | Presence | Instant Msg | Profile | Video Mail | Security | Session Control | Event Package | Location | OSS/BSS

BT Global IP MPLS Platform   RoW

3

The Common Capabilities will deliver products and services with…

Reduced costs

Enabling innovation

Better customer experience

Simplified relationship with suppliers

Improved time to market

Reduced complexity

Greater efficiency

Improved risk management

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Open innovation unleashed

Customers

Customer billing

Proactive Fault Management

3rd Party Applications

BT Applications

Future services

Predictive CRM

Web Services & Software Development Kit

Web 21C

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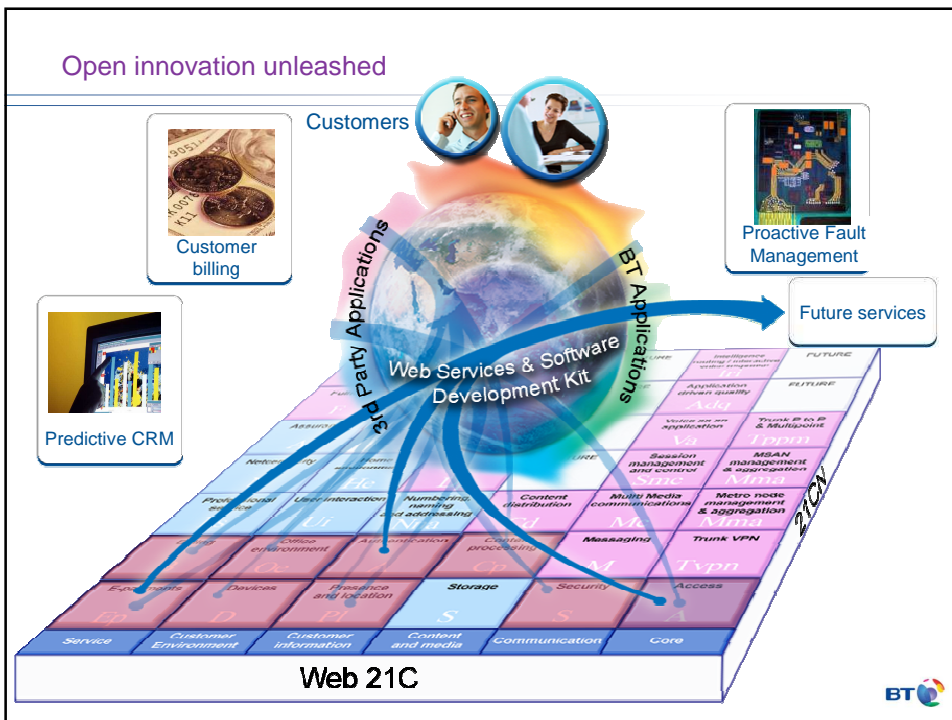
The human challenge

Customers
BT people
Government
Vendors
Regulator
Public policy

Innovation at the Speed of Life

Consumers | Business (SME) | Corporates | Intermediaries Resellers | Network Operators Service providers

Final product / services

Global universe of innovators

Configure

Assemble

Engineer

Lead 2 Cash | Trouble 2 Resolve | Concept 2 Market

Product Sub-assemblies

14 Platforms / Capabilities

One BT On Demand Infrastructure

Product Design Studios

Solution Assembly Environment

Engineering Environment

Collaboration

BTGS Global Telecom Markets – new mission
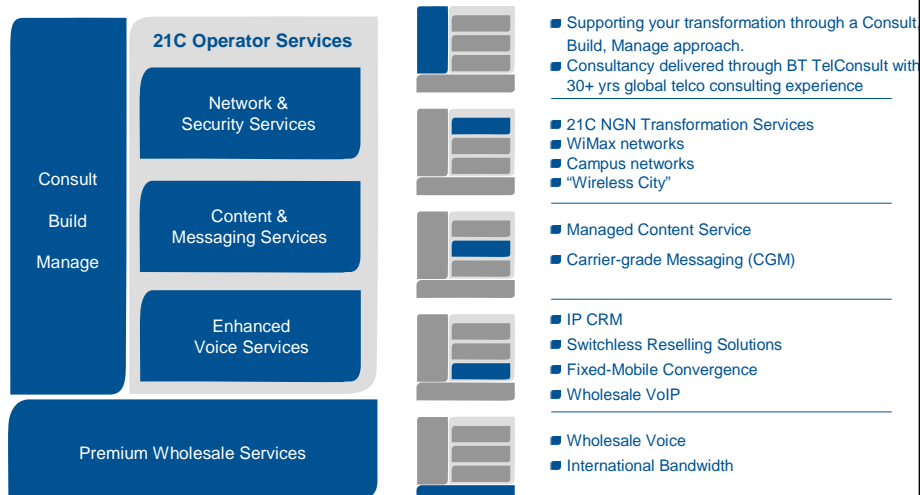
Provider of capacity

+

Provider of capabilities

- Global approach
  Part of BT Global Services organisation
- Resources
  Full access to BT's 21CN expertise
- Experience
  Multi-year experience running global consultancy projects for leading telecommunications companies
- Capacity
  UK and global networks combined give BT the most extensive footprint of any global communication provider
- Innovation
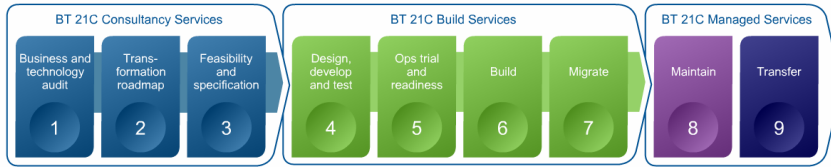 BT executing industry's most radical NGN transformation

GTM Mission

To support your transformation to become a

21C Communication Provider

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GTM portfolio of Carrier-Class Managed and Outsourcing Services

21C Operator Services

Network & Security Services

Content & Messaging Services

Enhanced Voice Services

Consult

Build

Manage

Premium Wholesale Services

- Supporting your transformation through a Consult, Build, Manage approach.
- Consultancy delivered through BT TelConsult with 30+ yrs global telco consulting experience

- 21C NGN Transformation Services
- WiMax networks
- Campus networks
- "Wireless City"

- Managed Content Service
- Carrier-grade Messaging (CGM)

- IP CRM
- Switchless Reselling Solutions
- Fixed-Mobile Convergence
- Wholesale VoIP

- Wholesale Voice
- International Bandwidth

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BT 21C [NGN] Transformation Services

BT 21C Consultancy Services			BT 21C Build Services				BT 21C Managed Services	
Business and technology audit	Trans-formation roadmap	Feasibility and specification	Design, develop and test	Ops trial and readiness	Build	Migrate	Maintain	Transfer
1	2	3	4	5	6	7	8	9

- Enabling Communication Providers to transform to Next-Generation Infrastructures, Technologies and Services

- A unique modular approach covering:
  - Infrastructure and systems
  - Processes and operations
  - Products and services
  - Organisation and people

- Benefit from BT's 21CN experience and expertise

- Providing the basis to make the right business decisions and work with a trusted, experienced partner for a successful execution
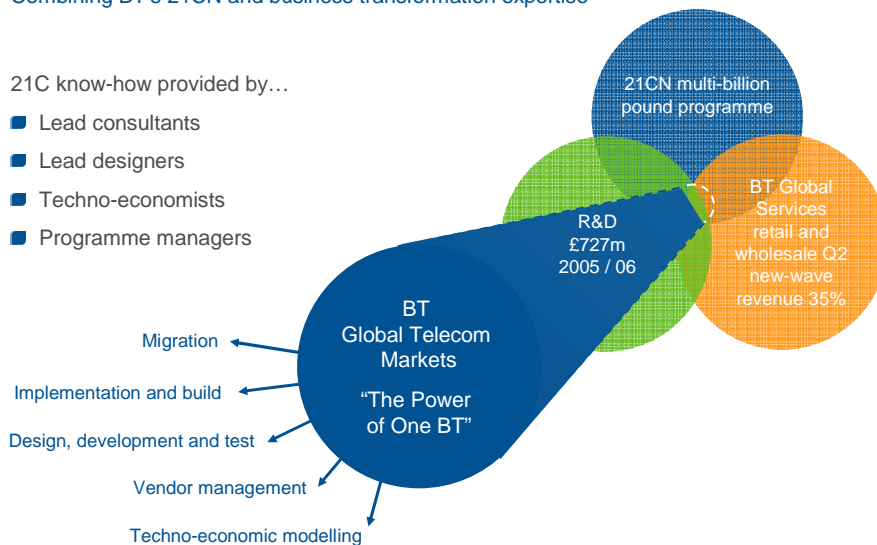
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Network & Security Services: new-wave business transformation

Combining BT's 21CN and business transformation expertise

21C know-how provided by…
- Lead consultants
- Lead designers
- Techno-economists
- Programme managers

21CN multi-billion pound programme

BT Global Services retail and wholesale Q2 new-wave revenue 35%

R&D £727m 2005 / 06

BT Global Telecom Markets

"The Power of One BT"

Migration

Implementation and build

Design, development and test

Vendor management

Techno-economic modelling

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Your business innovation can start now

21 CN
A real life experience

21C Operator Services
Our Transformation
& Innovation experience

**We are bringing
it all together.**

BTGS
Global Telecom Markets
Our approach to market

Consult – Build - Manage
Next Generation Infrastructure
Technologies and Services

BT

Thank you

Offices worldwide

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