

Abstract:
Economic Aspects of Evolution towards IMT-2000
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IMT-2000 is fundamentally about services and applications and the need for these to be profitable since the mobile communications will be part of the private enterprises rather a state owned monopoly. IMT-2000 may be based on highly sophisticated technology but like every other business, it is the bottom line that counts. Therefore, its business drivers, considerations and implications should provide the framework for the evaluation process before introducing any new technology into the mobile marketplace.

The selection of technology which is compatible with major trading partners, the subscriber and regulatory requirements, the take- up of the new services and the amount of usage of the single services must be actively considered by the operators when considering the evolution towards IMT-2000. With this paradigm shift, introducing solid methodologies of subscriber churn simulation and revenue forecasting into the art of business planning, become crucial success factors.

The presentation will examine the specific economic and business considerations surrounding the evolution/migration to IMT-2000 including: the business lessons learned from 2G; the importance of building on the business successes of 2G; the need for additional capacity/bandwidth; the new service opportunities provided by IMT-2000 technologies and protecting operators existing and future investments.