

Convergence Strategy and Role of IMS

Abstract

O. Gonzalez Soto

- 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 plays a key role in order to facilitate the convergence at services level, to enable security and decrease the time to introduce new multimedia 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.