



**ITU-D Regional Development Forum for
the Asia Pacific Region**

“NGN and Broadband, Opportunities and Challenges”

Yogyakarta, Indonesia, 27 – 29 July 2009

**Customer Centric
Migration to NGN**

Dr. Jude de Silva

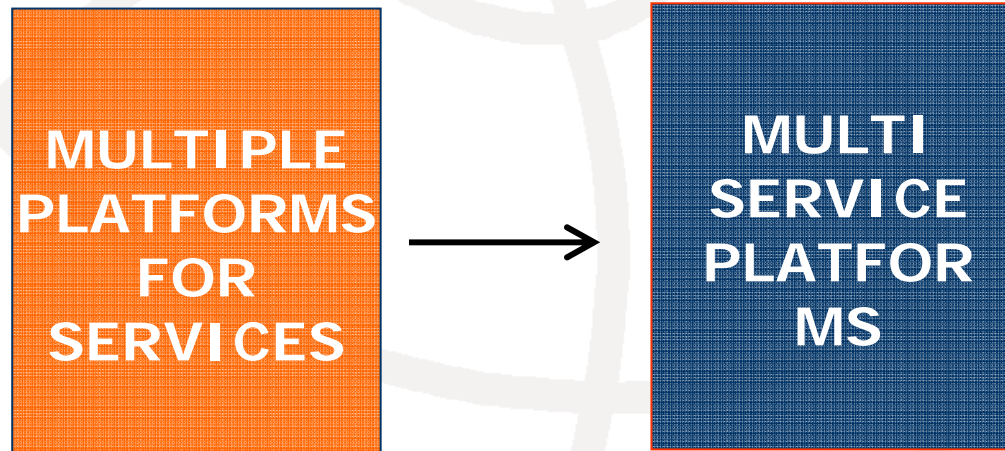
Director

TelSoft Pty Ltd

THE VALUE OF NGN TO A CUSTOMER

- Value Derived via reducing the cost of services.
- Value Derived by using new service's to derive new income.
- Intangible "Value" Derived by using the service
 - Entertainment
 - Staying in touch with Family and friends
 - Improved social outcomes

CONVERGENCE



EMERGENCE OF LAYERED INDUSTRY

Content Providers



Session Enablement Services



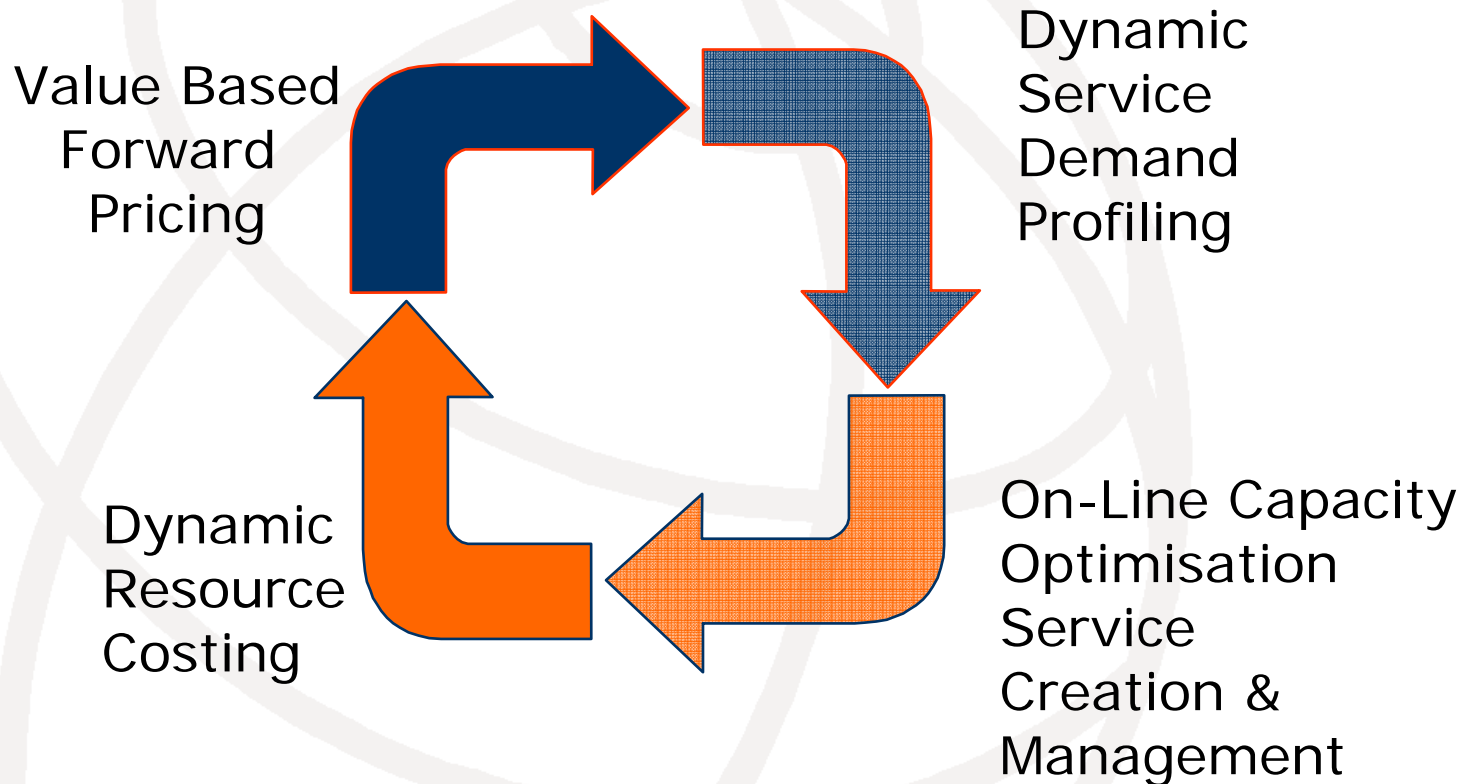
Infrastructure & Network Providers

DIVERGENCE OF CUSTOMER NEEDS

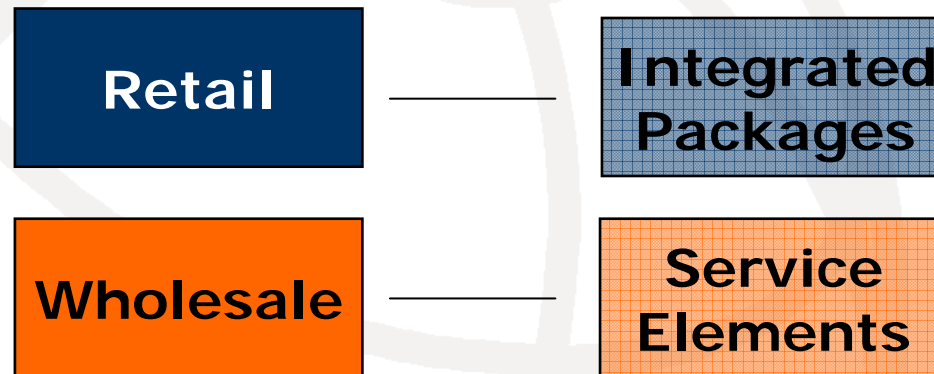
Whilst in NGN there is convergence of technology, to effectively market NGN it is essential that the divergent requirements of customers be catered for:

- Currently NGN migration and service pricing decisions are made on the basis of an averaged view of services, revenue and costs, and customer's needs.
- To progress beyond an averaged view of demand to a segment and customer specific view of demand is one of the key changes needed to implement NGN and broadband convergent services in a way that is profitable and affordable to different types of customers.

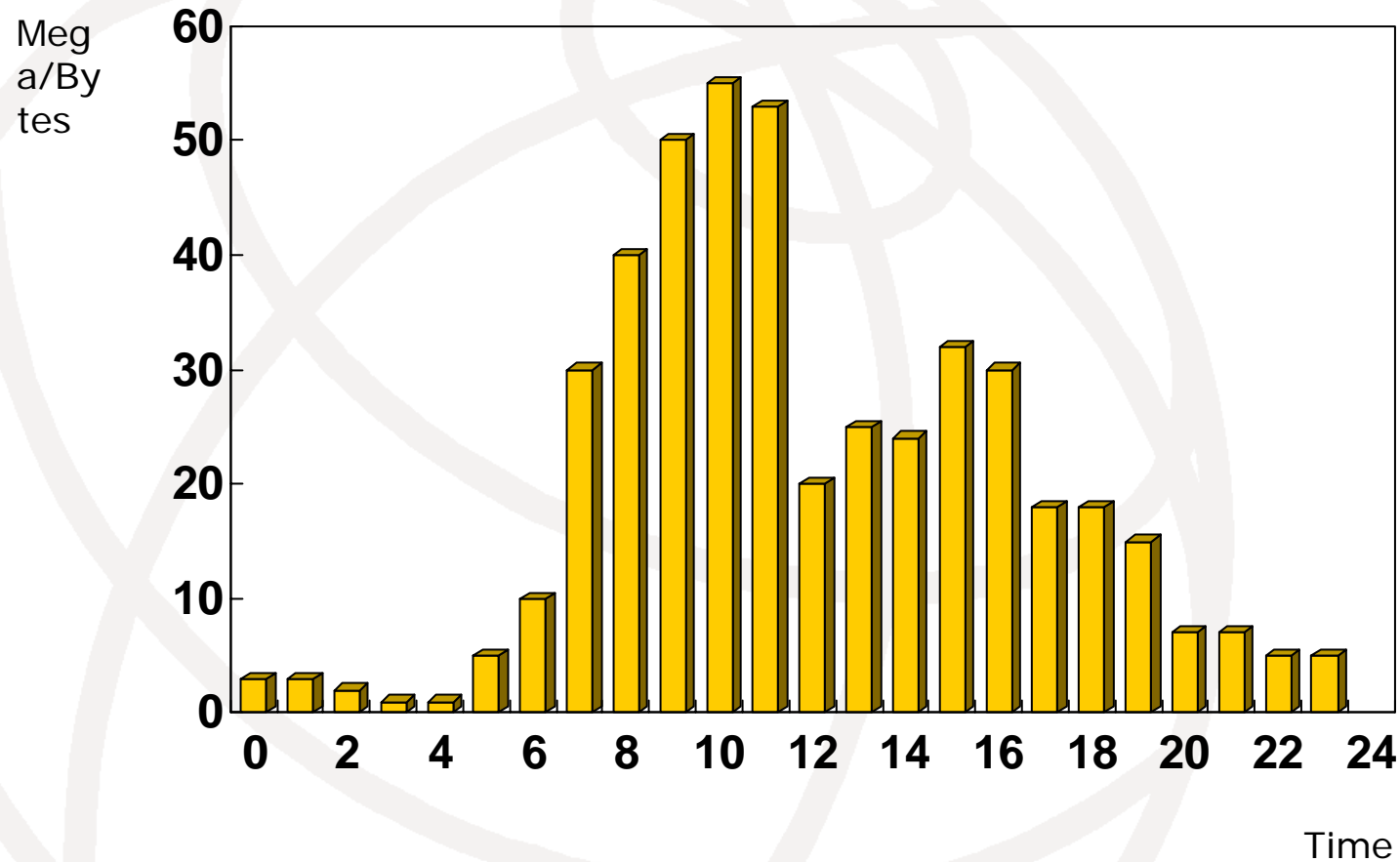
BUSINESS TRANSFORMATION INTO THE NGN PLATFORMS



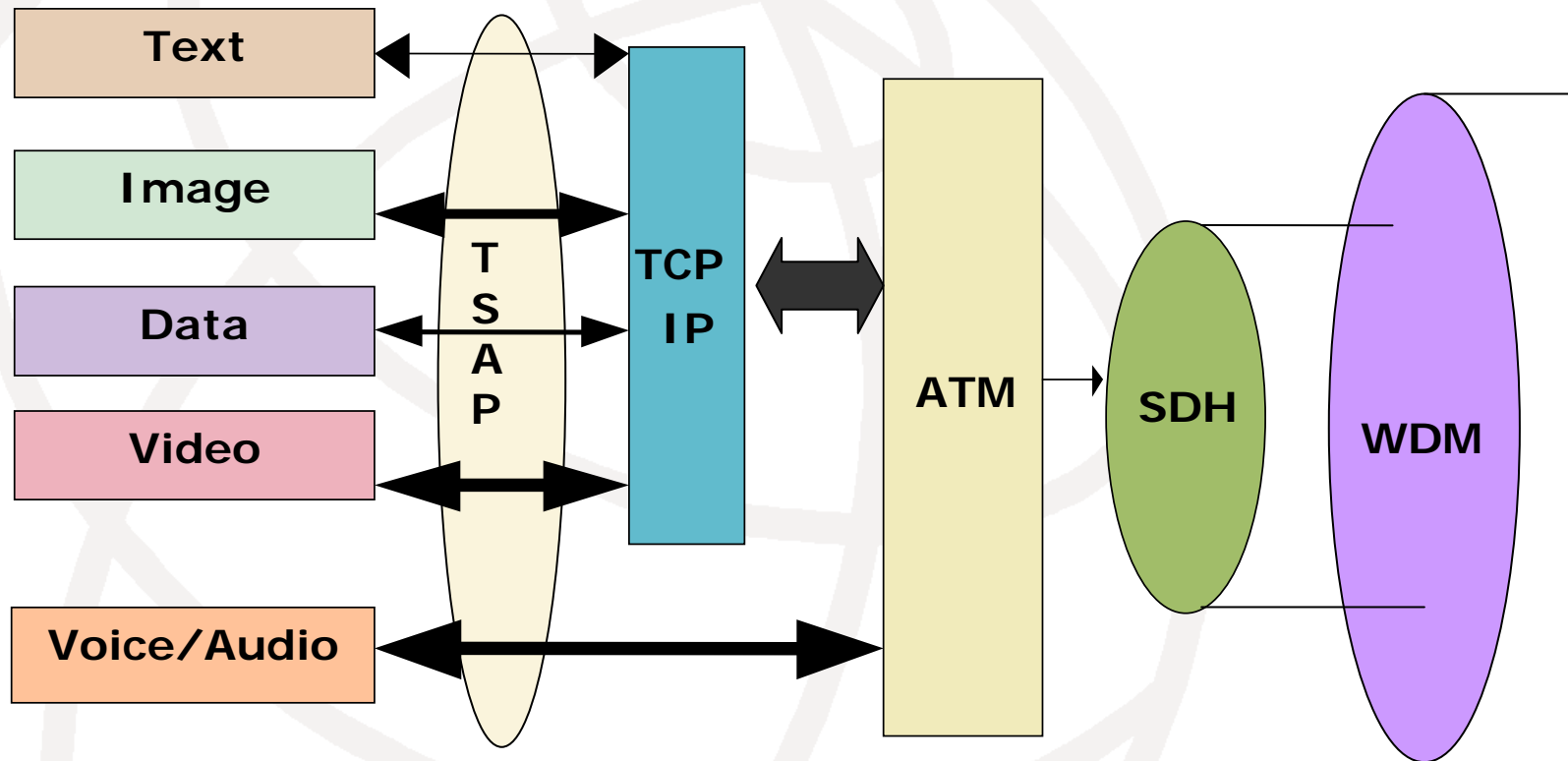
DIFFERENTIATED PRICING



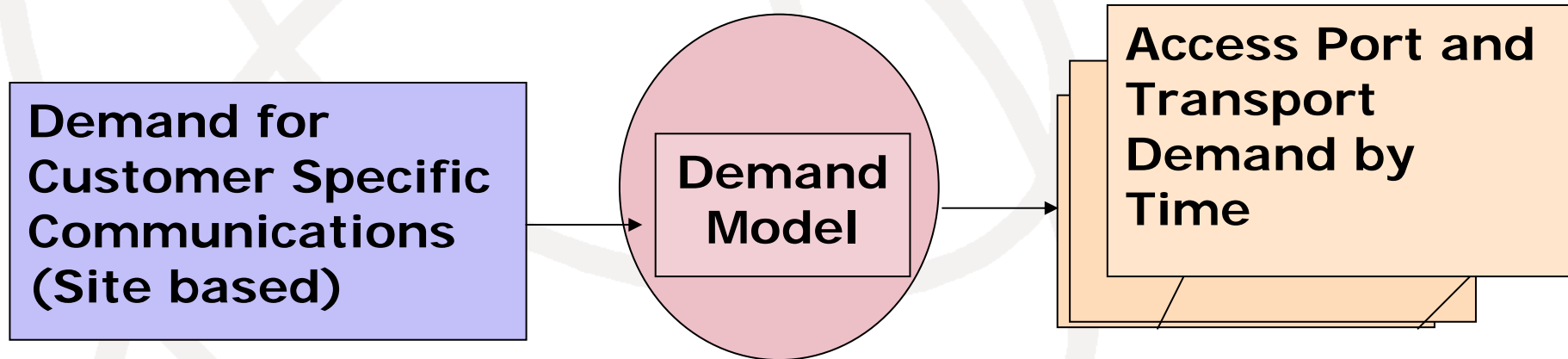
TRANSPORT DEMAND PROFILE FOR A SESSION BETWEEN TWO SITES



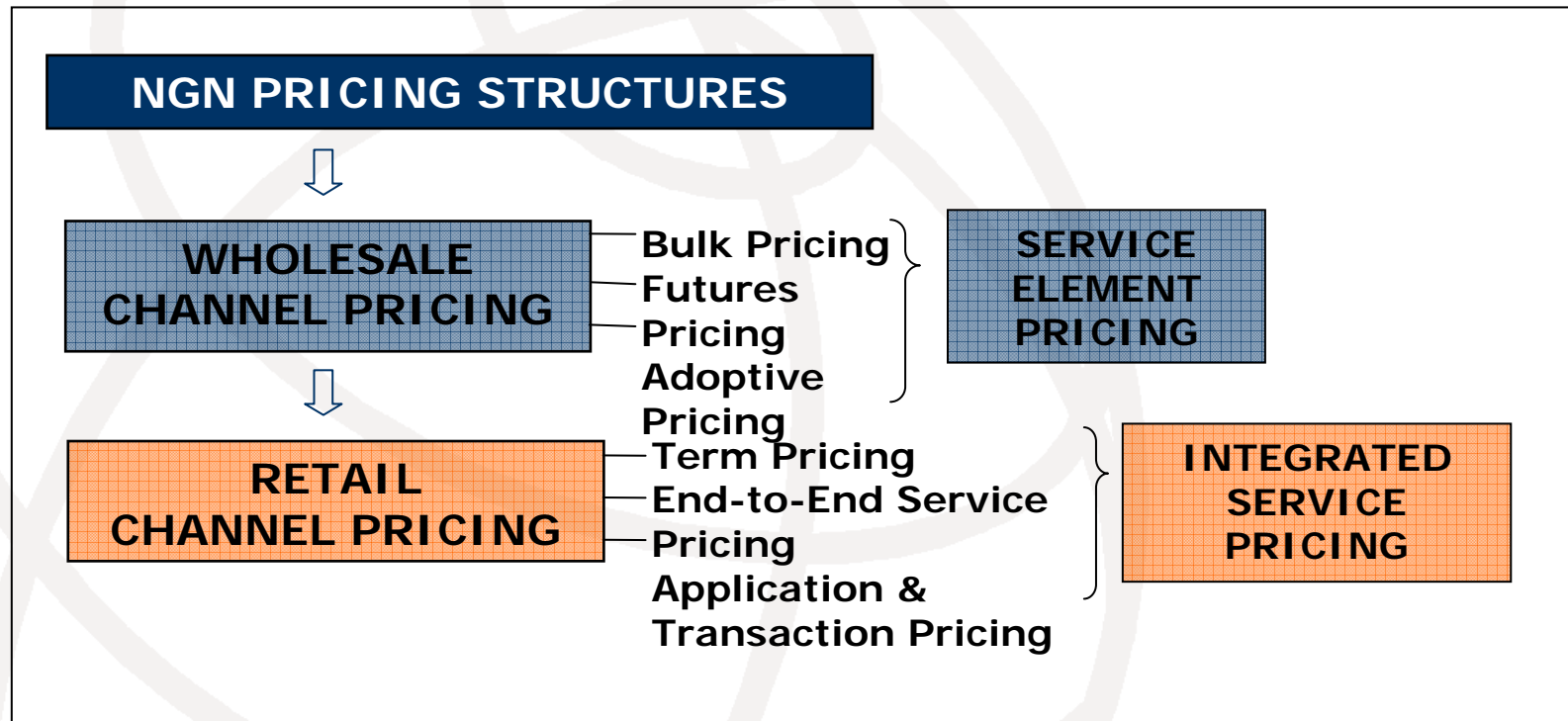
MAPPING APPLICATION "SESSIONS" TO PHYSICAL MEDIA



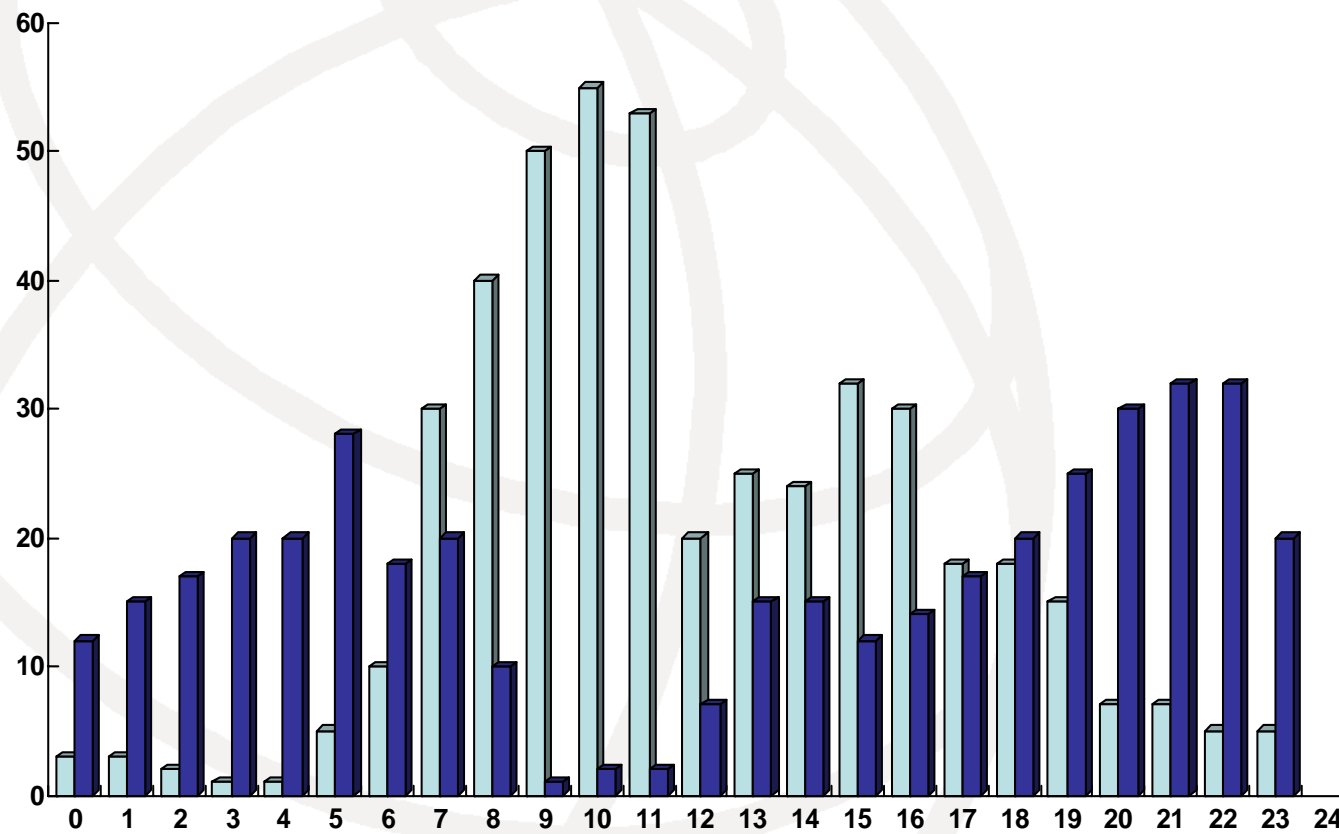
HIGH LEVEL VIEW OF THE NGN DEMAND MODEL



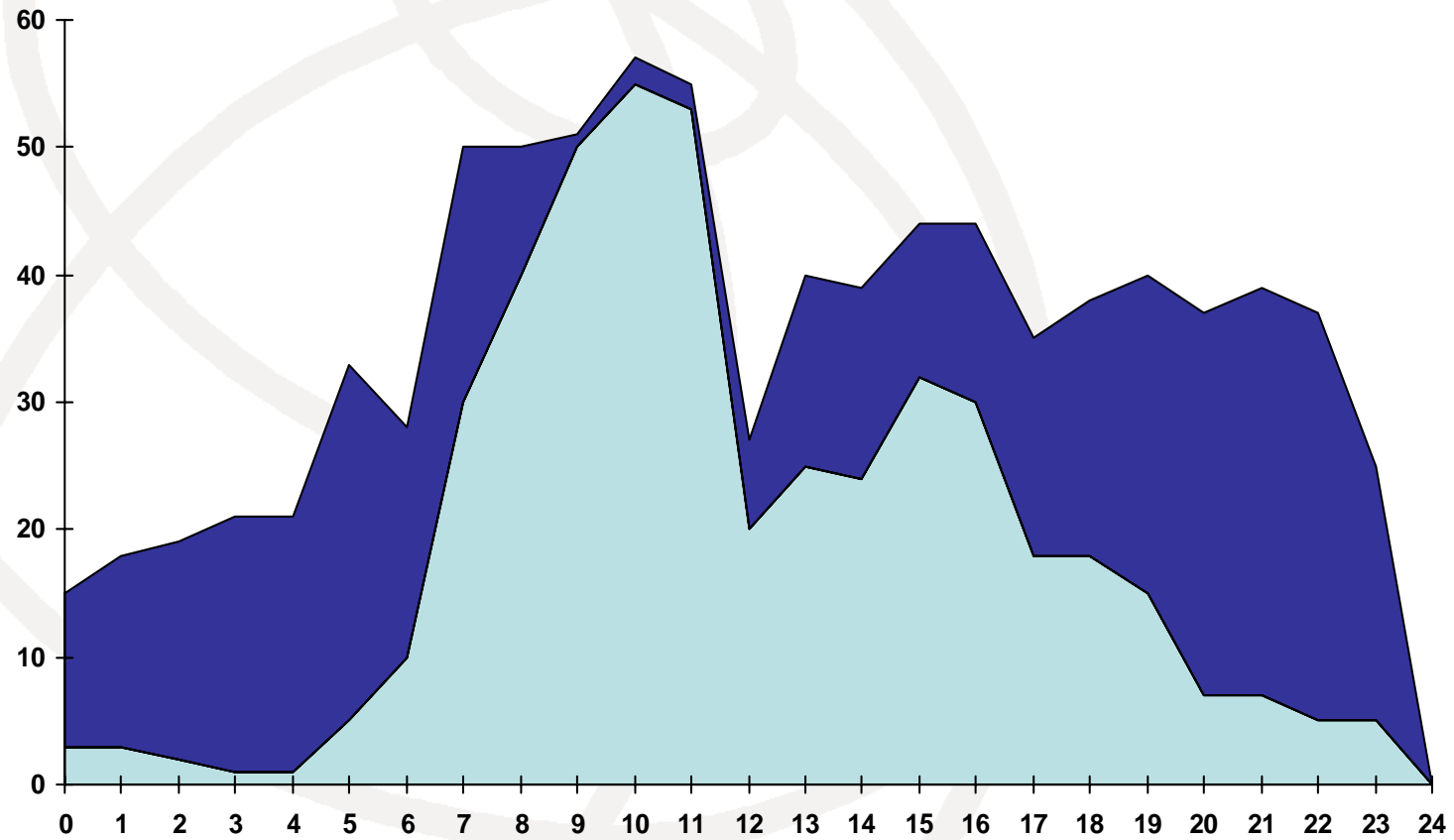
INDUSTRY PRICING CHANGES



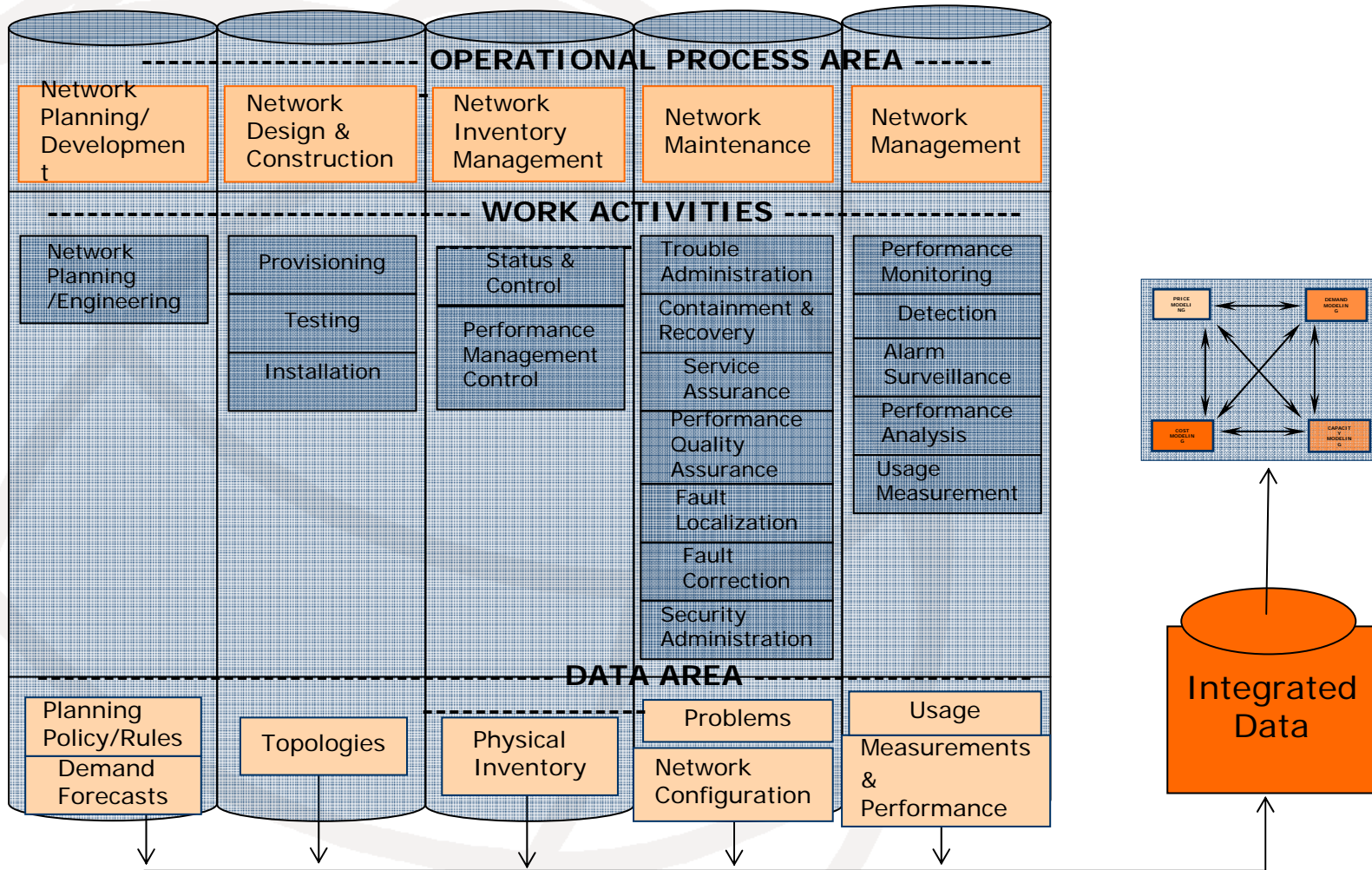
OPPORTUNITIES TO SELL MORE CAPACITY



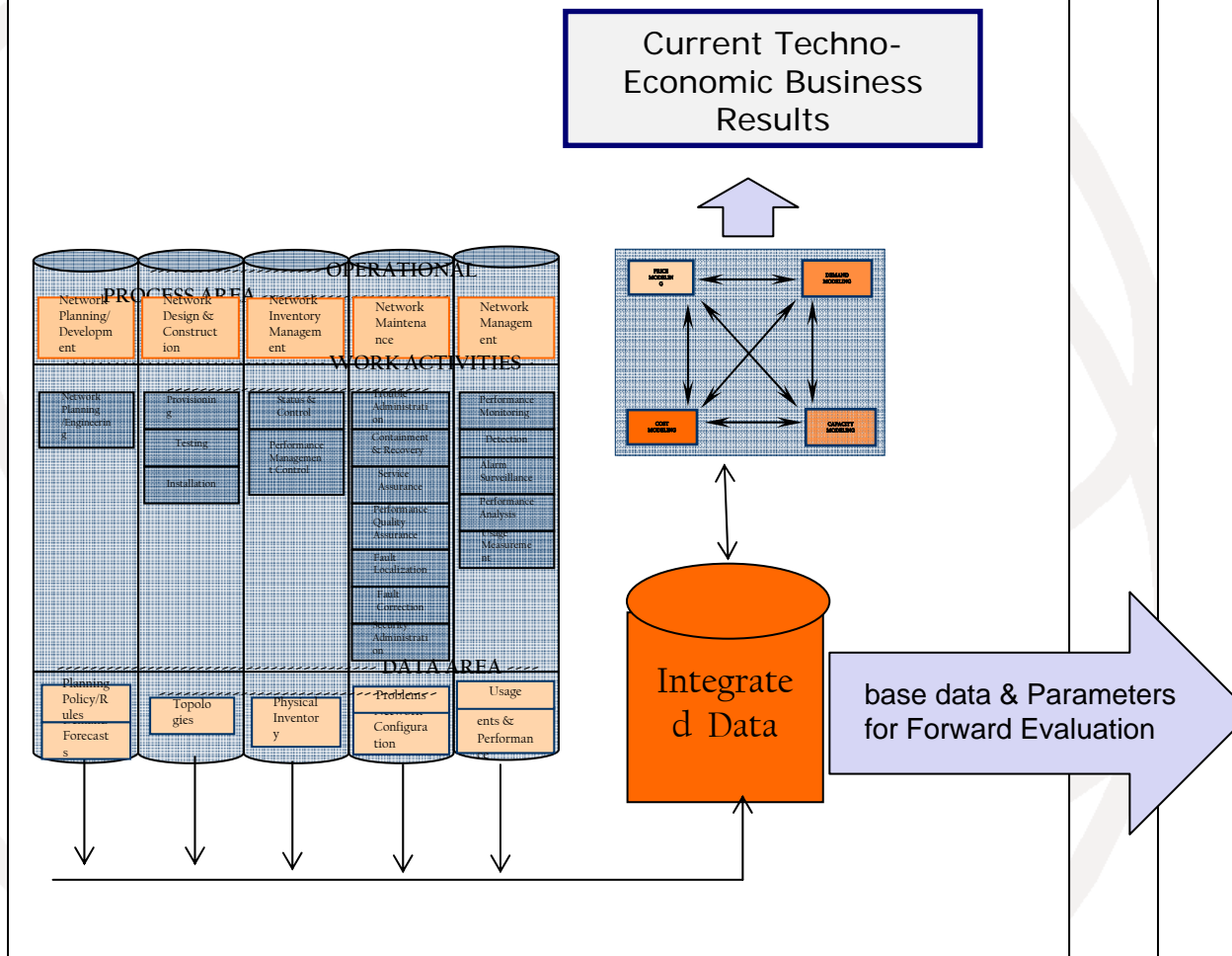
ADDITIONAL REVENUE



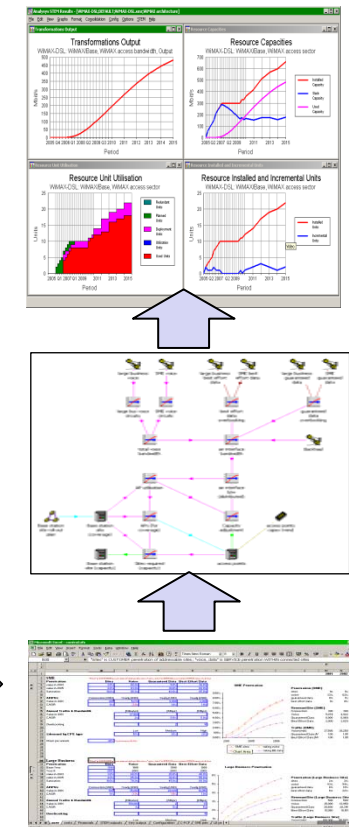
STARTS WITH DATA CAPTURE



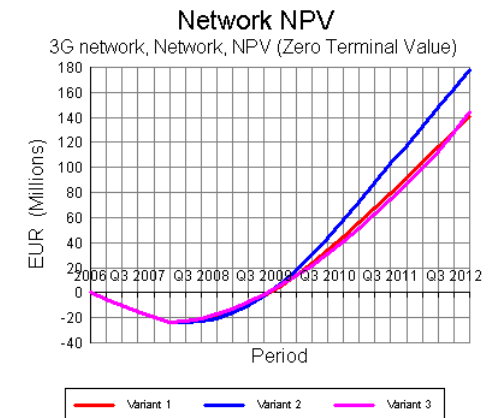
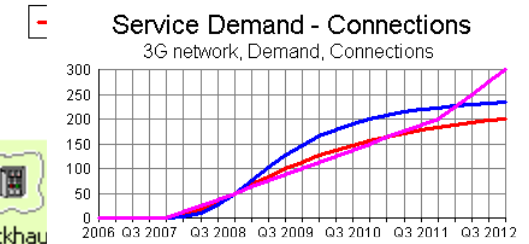
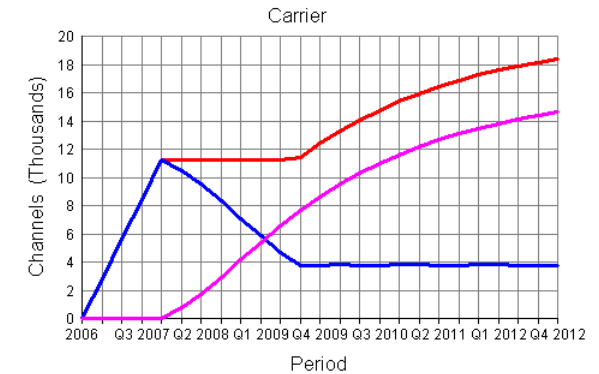
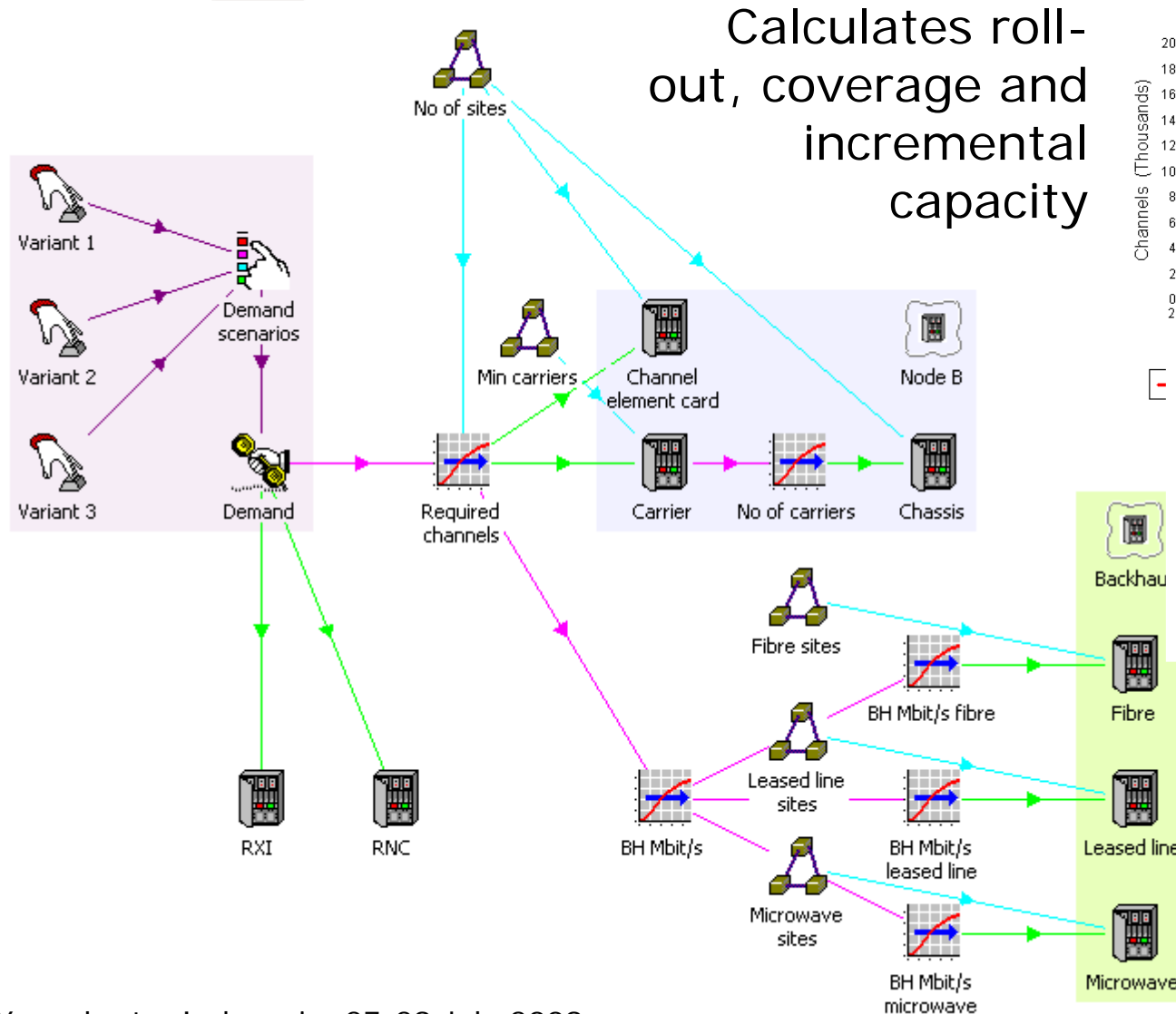
Monthly Tracking of Business



Forward Planning and Evaluation of business



A TYPICAL ROLL OUT MODELING RESULT





QUESTIONS

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