

ITU-T Workshop

"Mobile Telecommunications and Fixed/Mobile Convergence – the realities going forward"

Abstract

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Session: 2.4: Leveraging the value of mobility

Title of Presentation: Fixed Mobile Convergence

Fixed-Mobile Convergence (FMC), the integration of wireline and wireless technologies, is mainly determined by increasing competition, the rapid falling of cost of carriage and the increase of the available bandwidth. New services and related business models, the importance of improving customer loyalty and the pressure of essential cost reduction involve the situation that the integration of fixed and mobile services will be the decisive factor for telco operators today. While mobile operators will tend to launch 3G network services with a higher priority, fixed-line operators have to act now, because the user's behaviour changes towards a "one phone - many services" model with integrated voice and data mobility services. The focus of the business changes from the view to a single access point to a "user-centric model."

For startup carriers it is much easier to build up a convergent network and service architecture, but for wireline operators it is hard to integrate the new network technology into the existing architecture. Additional value-added-services, new requirements for billing and legacy systems, 3rd party interests and new challenges for customer relationship management strategies are factors for the need of a substantially internal restructuring of the carrier.

Such a restructuring cannot only be realized in a top-down process like in a Greenfield approach, because existing architectures, processes and organisations have to be taken into consideration.

An isolated bottom-up approach on only a technological level has also to be excluded: It will contribute to a "system centric solution" which involves the situation that the business model is determined by the IT- systems and that it cannot react in a flexible way to the requirements of the business model and to the fast changing requirements of the market.

The presentation describes a model, which combines the advantages of a top-down and a bottom-up approach and excludes the disadvantages of an isolated strategy. The focus of the strategy model is the consideration and consolidation of the process level which describes both the requirements of the business strategy and of the business model and which takes the existing system architecture into consideration as well. It shows a path for the integration of wireline and wireless technologies and services into a convergent solution.