



INTERNATIONAL TELECOMMUNICATION UNION
TELECOMMUNICATION DEVELOPMENT BUREAU

**WORLD TELECOMMUNICATION DEVELOPMENT
CONFERENCE (WTDC-98)**

Valletta, Malta, 23 March - 1 April 1998

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For information

Agenda item: 3.1

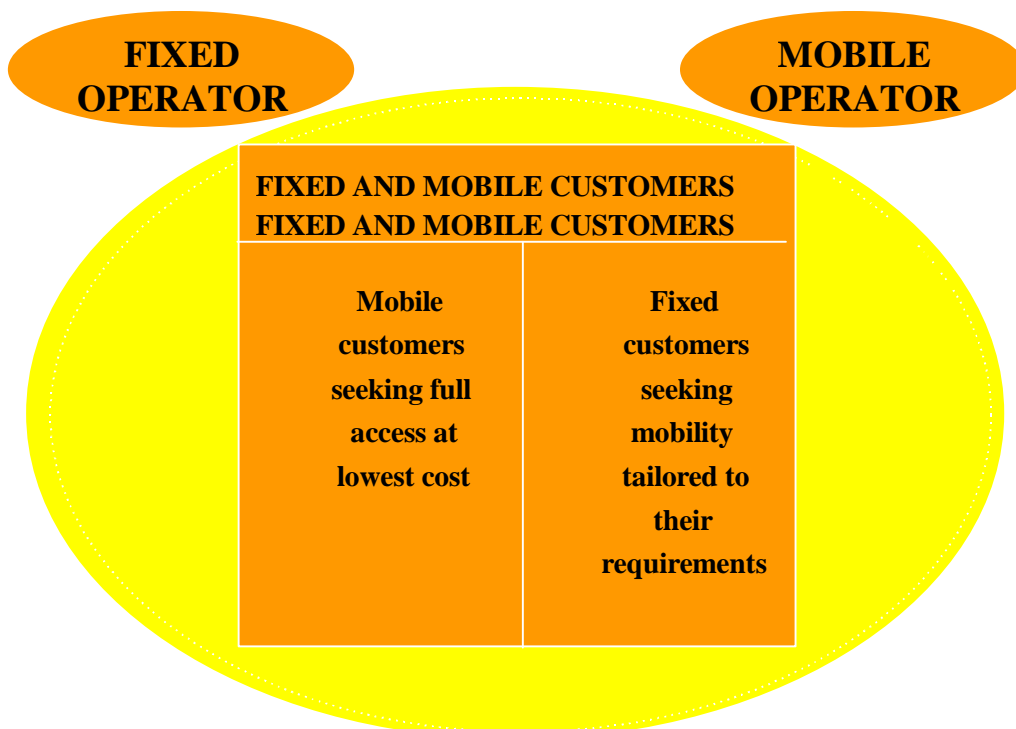
PLENARY MEETING

France Telecom

FIXED/MOBILE CONVERGENCE

FIXED/MOBILE CONVERGENCE

REQUIREMENTS



PROVISION OF JOINT FIXED AND MOBILE SERVICES

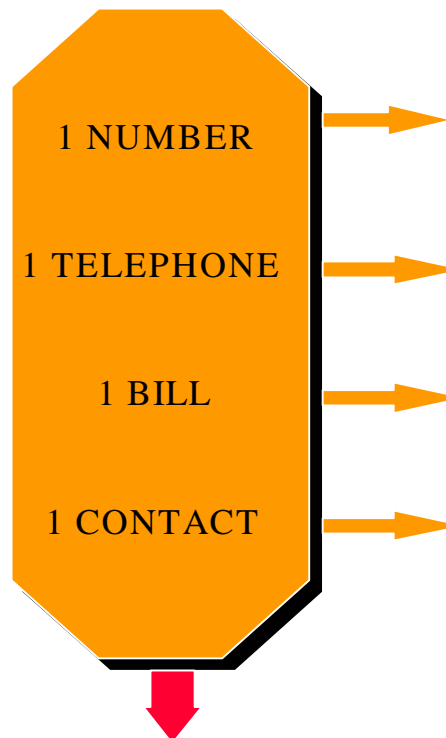
COMMERCIALLY AND ECONOMICALLY
WORTHWHILE,

TECHNICALLY FEASIBLE,

BUT DIFFICULT

REQUIREMENTS - OFFERS


- Improved productivity
- Accessibility
- Personal mobility
- Terminal mobility
- User-friendliness
- Lower costs
- Single contact



- Short numbers
- Mobile VPN
- Call recounting
- Call transfer
- Call screening
- Automatic call-back
- Calling card
- Dual mode/dual band terminal
- Private freephone number
- Personalized number
- Voice messaging
- Statistics
- Internet/E-mail
- SMS/Pager

“All-in-one” concept

OPERATORS' CONCERNS

- **INCUMBENT OPERATOR**
 - **SECURE SUBSCRIBER BASE**
 - **AVOID CHURN**
-  **DEFENSIVE STRATEGY**
- ⊖ **COMPREHENSIVE OFFER**
 - ⊖ **DISCOUNT ON FULL RANGE OF COMMUNICATIONS**

OPERATORS' CONCERNS (continued)

- **NEW ENTRANT:**
 - **INCREASE PENETRATION**
 - **VARIED OFFER**
 - **OPTIMIZATION OF MARKETING SYNERGIES**
 - **OPTIMIZE COSTS AND INCOME**
 - **INCREASE INCOME BY SELLING NEW SERVICES**

OPERATORS' CONCERNS (continued)

- ACHIEVE ECONOMIES OF SCALE**
 - OPERATION
 - NETWORK
 - MARKETING
 - SALES STAFF
 - HUMAN RESOURCES
 - CENTRALIZED MANAGEMENT OF UNPAID BILLS
- REDUCE PURCHASE COSTS**

OPERATORS' CONCERNS (continued)

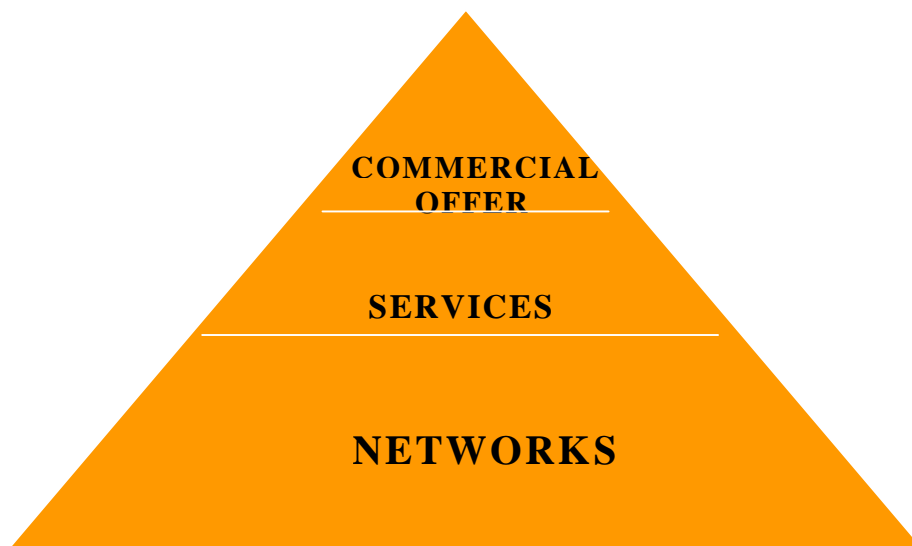
**INEVITABLE NEED TO OFFSET A
LIKELY DECLINE IN INCOME DUE
TO CUSTOMER DEMAND FOR
MODERN. EFFICIENT. MOBILE
TECHNOLOGY AT THE
LOWEST PRICE**

OPERATORS' CONCERNS (continued)

- **FIXED AND MOBILE OPERATORS SHARE THE SAME OBJECTIVE: TO COMPETE WITH THE INCUMBENT OPERATOR**
- **BUT THEY DO NOT HAVE THE SAME MARKET ACCESS**

SEGMENT	MOBILE	FIXED
MAJOR ACCOUNTS	X	XX
SMALL AND MEDIUM-SIZED FIRMS	XX	XXX
RESIDENTIAL	XXX	X

WHERE IS CONVERGENCE POSSIBLE?



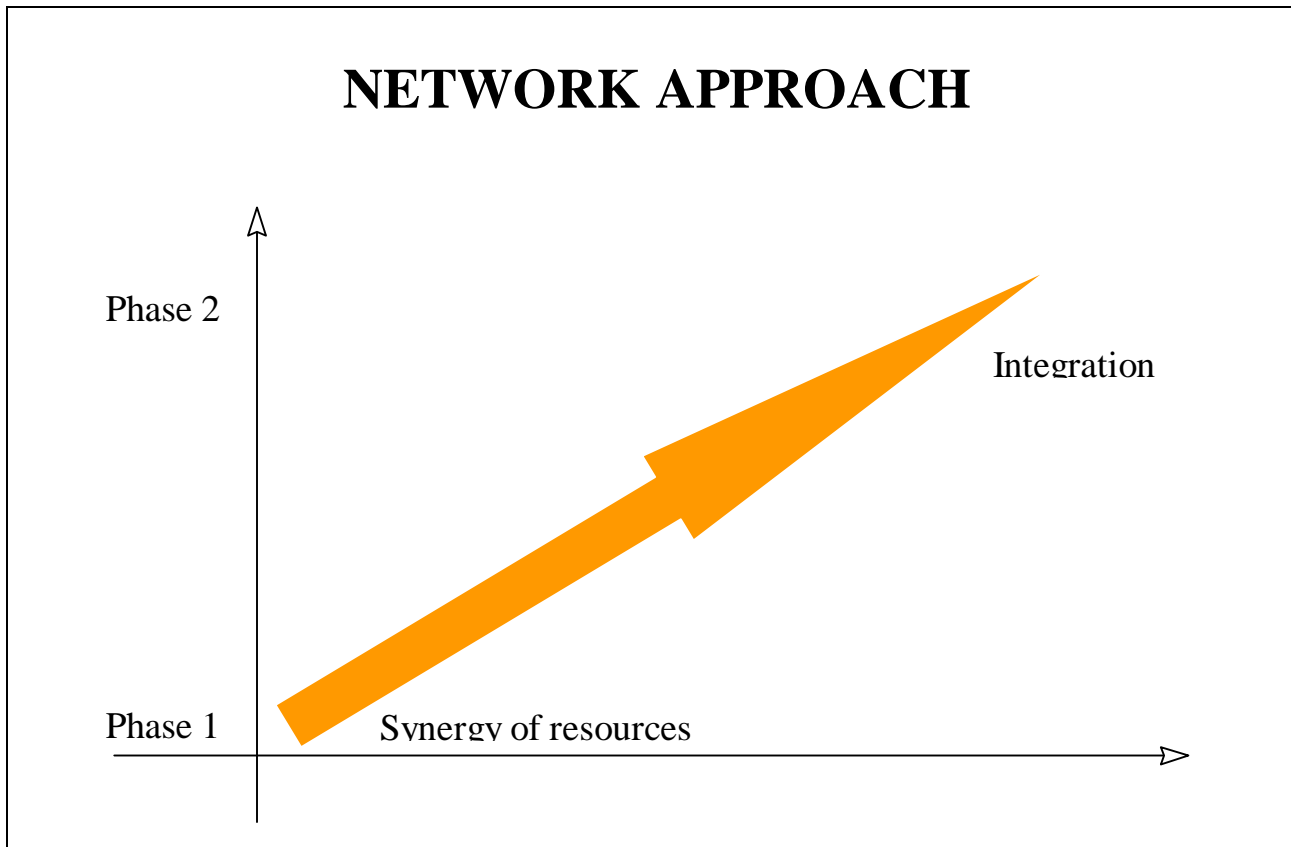
CONVERGENCE AT NETWORK LEVEL

**FROM SHARED INFRASTRUCTURE
USE (SYNERGIES) TO TOTAL
CONVERGENCE (INTEGRATION)**

SEEKING THE RIGHT SOLUTION

**IN TECHNICAL TERMS, CONVERGENCE
MEANS POOLING RESOURCES TO OFFER
JOINT SERVICES.**

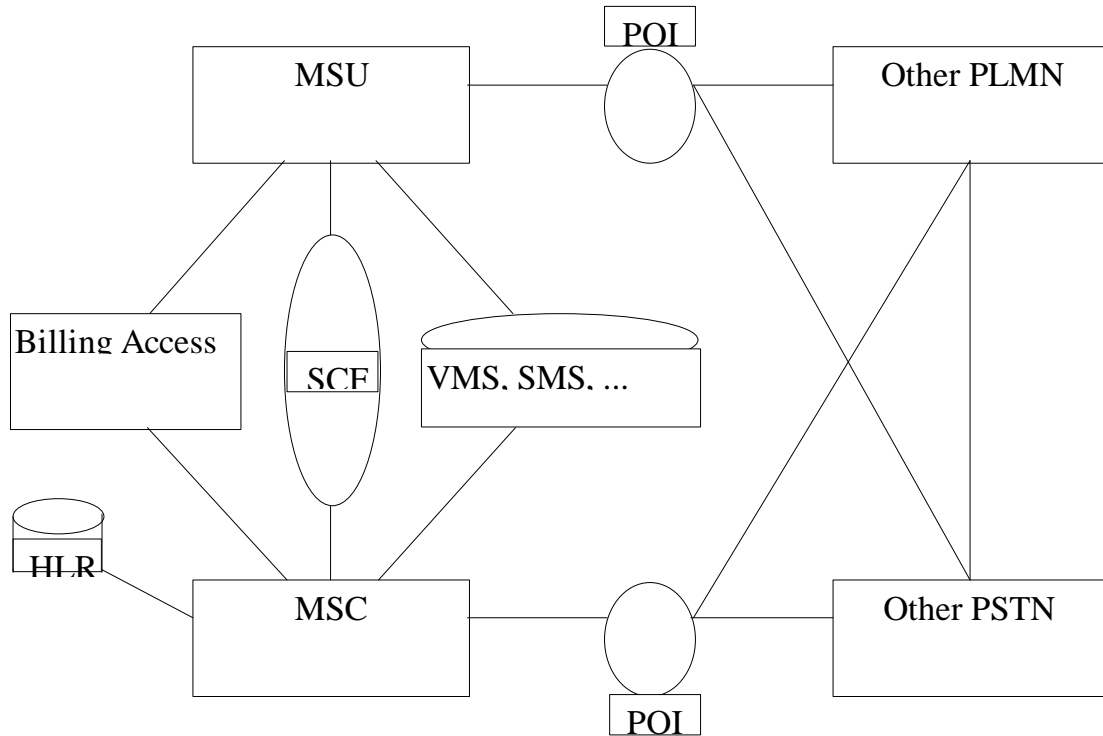
**POOLING MAY OCCUR AT ALL LEVELS OF
THE NETWORK.**



SYNERGY OF RESOURCES

- **POOLING OF EXISTING RESOURCES:**
 - **FROM A MOBILE NETWORK**
 - **FROM A FIXED NETWORK**

SYNERGY OF RESOURCES (continued)



NETWORK INTEGRATION

COMPREHENSIVE APPROACH FOR PREPARED DISTRIBUTION OF JOINT FIXED AND MOBILE SERVICES

CASE 1: MOBILE NETWORK

TWO SOLUTIONS MAY BE ENVISAGED:

- **100% MOBILE**
- **INTRODUCTION OF FIXED FUNCTIONS IN
THE NETWORK**

100% MOBILE SOLUTION

**MSC/MOBILE CORDLESS/
FIXED CELLULAR
TERMIANAL**

100% MOBILE SOLUTION

- ADVANTAGES
- DRAWBACKS

INTRODUCTION OF FIXED FUNCTIONS

MSC/PABX/LOCAL EXCHANGE

INTRODUCTION OF FIXED FUNCTIONS

- **ADVANTAGES**
- **DRAWBACKS**

CASE 2: FIXED NETWORK

- **REOUEST FOR GSM/DCS LICENCE
AND USE OF EXISTING FACILITIES:**
 - BACKBONE
 - INTERCONNECTION
 - CO-SITING
 - OMC
 - IN
 - BILLING CENTRE
 - COMMERCIAL NETWORK

CASE 2: FIXED NETWORK

- **USE WIRELESS LOCAL LOOP FOR MOBILITY (FIDO IN ITALY)**
- **USE PHS (THAILAND)**

TECHNICAL SOLUTIONS

- REDUCED MOBILITY AT NEAR-FIXED PRICE
- GSM GATEWAYS
- CONNECT PABSs OR LEs TO AN MSC
- USE MSCs WITH INDIRECT ACCESS
- PERSONAL NUMBER WITH IN
- ADVANCED INTELLIGENT SERVICES
- UNIFIED SERVICES:
 - BILLING
 - SINGLE CUSTOMER INTERFACE

TECHNICAL SOLUTIONS (continued)

- OFFER
- TARGET
- ADVANTAGES
- DRAWBACKS

EXAMPLES

- TELIA
- MOBILIX
- MOBISTAR
- SWITZERLAND
- ITALY