Rich Communications

joyn

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joyn

Evaluating current challenges in bringing RCS Services to market

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Life's for Sharing

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Status Update

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Why IMS?

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RCS – gaining considerable momentum

MWC announcements	2011	2012
		9 of the top 10 handset manufacturers already committed
Handset makers committed	NOKIA, SAMSUNG	htc quietly brilliant, HUAWEI, LG, NOKIA, RIM, SAMSUNG, SONY, ZTE中兴, MOTOROLA

Device Availability regarding RCS today announced by top handset makers! makers!

| Operators supporting RCS standards | Europe: orange, Deutsche Telekom, Telefónica, TELECOM ITALIA, vodafone | Europe: Telekom, KPN, orange, SFR, TELECOM ITALIA, Telefónica, TeliaSonera, vodafone, North America: at&t, Bell, ROGERS, TELUS, verizon, Asia: kt, LG U+, SK telecom, Other Markets: bharti airtel, ORASCOM TELECOM |
| | Other Markets: SK telecom | |

RCS reachable market footprint is exceeding one billion customers!

What is RCS/joyn?

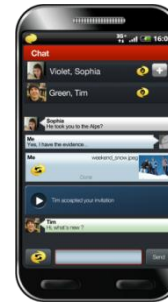| RCS	new cross-operator standardized communication services
joyn	customer-facing brand to identify and promote the RCS services

Initial service set

Rich Call
Share the moment
See what I see

Instant messaging
Text chat

File transfer
Share pictures
& files

Capability discovery
See your peers' communications capabilities

Why joyn will succeed
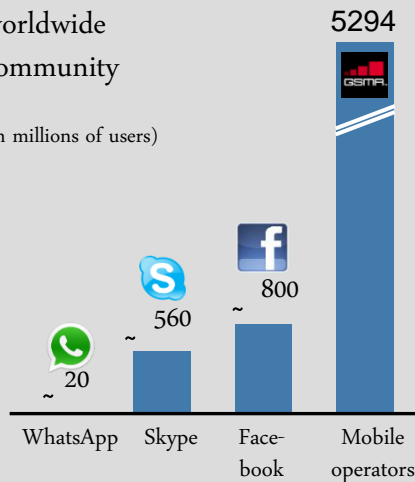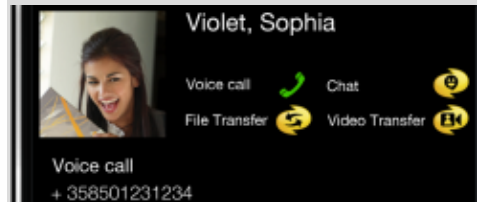
User benefits driving Service uptake	**1** Reach	**2** Automatic service discovery	**3** Ease of use
	Size of the worldwide community (in millions of users) WhatsApp ~20 · Skype ~560 · Face-book ~800 · Mobile operators 5294	Violet, Sophia Voice call · Chat File Transfer · Video Transfer Voice call + 358501231234	Always one click less

Uptake levers	
	▪ Maximum achievable penetration, native integration in all* handsets ▪ OTA updates of installed base ▪ Downloadable apps (iPhone, Android)

* stated ambition

joyn – convenience and joy of use for its users

Customer Benefits

- New communication services natively within the device

- Maximum reach - potential to reach anyone on any network and any device

- Intuitive use, seamless integration and easy discoverability – just like voice & SMS

- No need to install or set up: it's just there – it just works

Business Benefits

- Strengthens the Operator core communication competency

- The initial feature set delivers substantial customer value

- Provides a sustainable operator positioning in IP communication as it will become a universal, interoperable service

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IMS – What are the current perceptions?

It's expensive

It's complex

You always need another one!

...So what is it good for?

What are the 4 key arguments for IMS?

1 Community
- IMS has become world-standard
- Addresses 5.3 bn mobile subs + 1.5 bn fixed subs
- Compare: - Facebook: 0.8 bn subs
  - MySpace: 0.13 bn subs
  - Windows Live Spaces: 0.12 bn subs

2 Ubiquity
- Independence of services from access network
- Integration of legacy networks (e.g. GSM, PSTN)
- Seamless 2G/3G/4G/WiFi mobility
- Full int. roaming support in mobile networks

3 Flexibility
- Enables service evolution, kind of "docking station" for new applications
- Fixed-mobile convergence
- Various charging options and 3rd party enabling

4 Quality
- Telco-grade quality-of-service
- Security, reliability
- Fulfilment of regulatory requirements
- Replacement of legacy CS hardware

What is the motivation for deploying IMS?

- Migration to an all-IP environment and leverage Telco assets

- Bringing Telco-quality to the "IP world"

- Separating services from access network

- Simplifying introduction and evolution of IP-based multimedia services

- Integrating of legacy Telco services (e.g. circuit switched)

- joyn and VoLTE together is the Operator communication service proposition in an LTE world – makes sense to base them on the same technology.

Comparison of OTT and classic Telco vs IMS using voice service as an example

Example: Voice service	"Pure" OTT service platform	Embedded service platform (e.g. IMS)	Classic TelCo network
IP connections between two and more users	✔	✔	✖
Handover between packet and circuit-switched domains	✖	✔	✖
End–to–End quality management (Quality of Service)	✖	✔	✔
Allow flexible, service-dependent billing	(✔)	✔	✔
Provide home network environment in visited networks	✔	✔	(✔)
Support regulatory requirements such as lawful interception, 911...	✖	✔	✔
Support high level of security incl. AAA* functionality	✖	✔	✔
Keep service independent from access network	✔	(✔)	✖

* In computer security, AAA commonly stands for "authentication, authorization and accounting" (source: Wikipedia).

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What are the challenges facing us?

High complexity and cost are slowing down decision-making
on joyn and threatening time to market

The challenges are:

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Separate the IMS discussion fom the joyn discussion

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"Don't make the first loaf pay for the bakery"

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Make it simpler (and thus cheaper)

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"Now I'm a believer" - The Monkeys