

# Leveraging mobile operators asset with enriched services

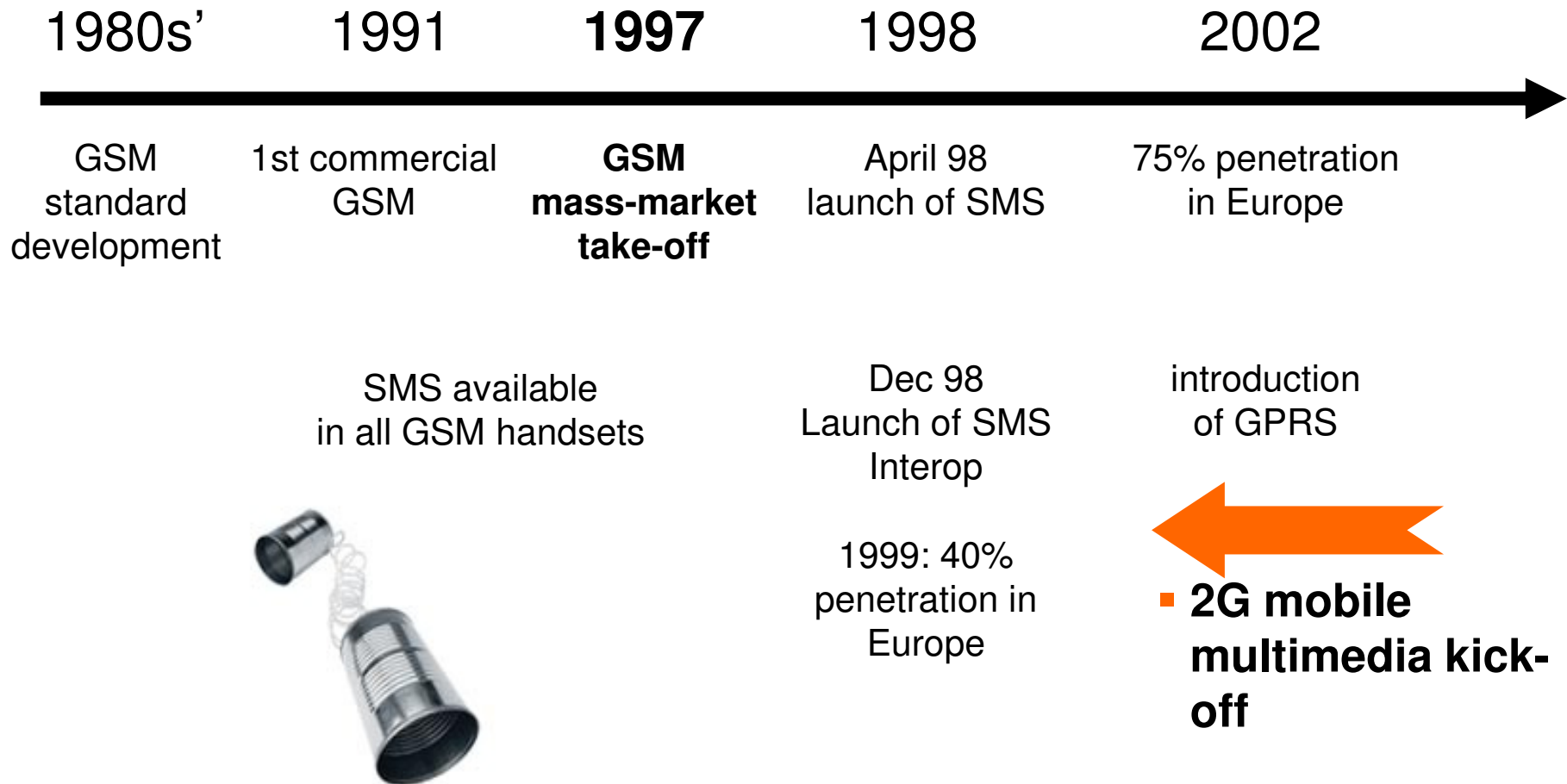
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**SVP Standards & Ecosystems Development**  
**9<sup>th</sup> September 2010**



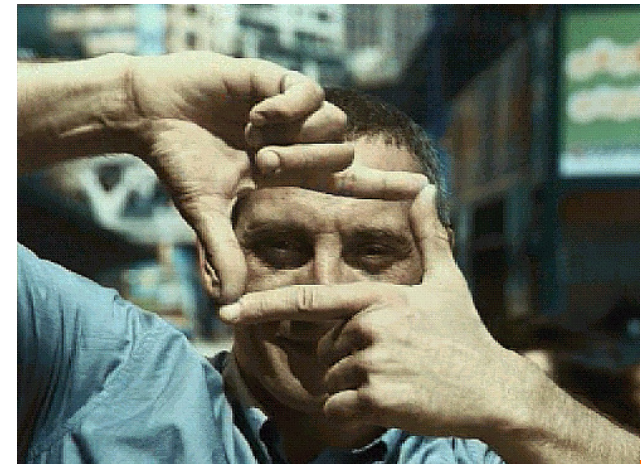
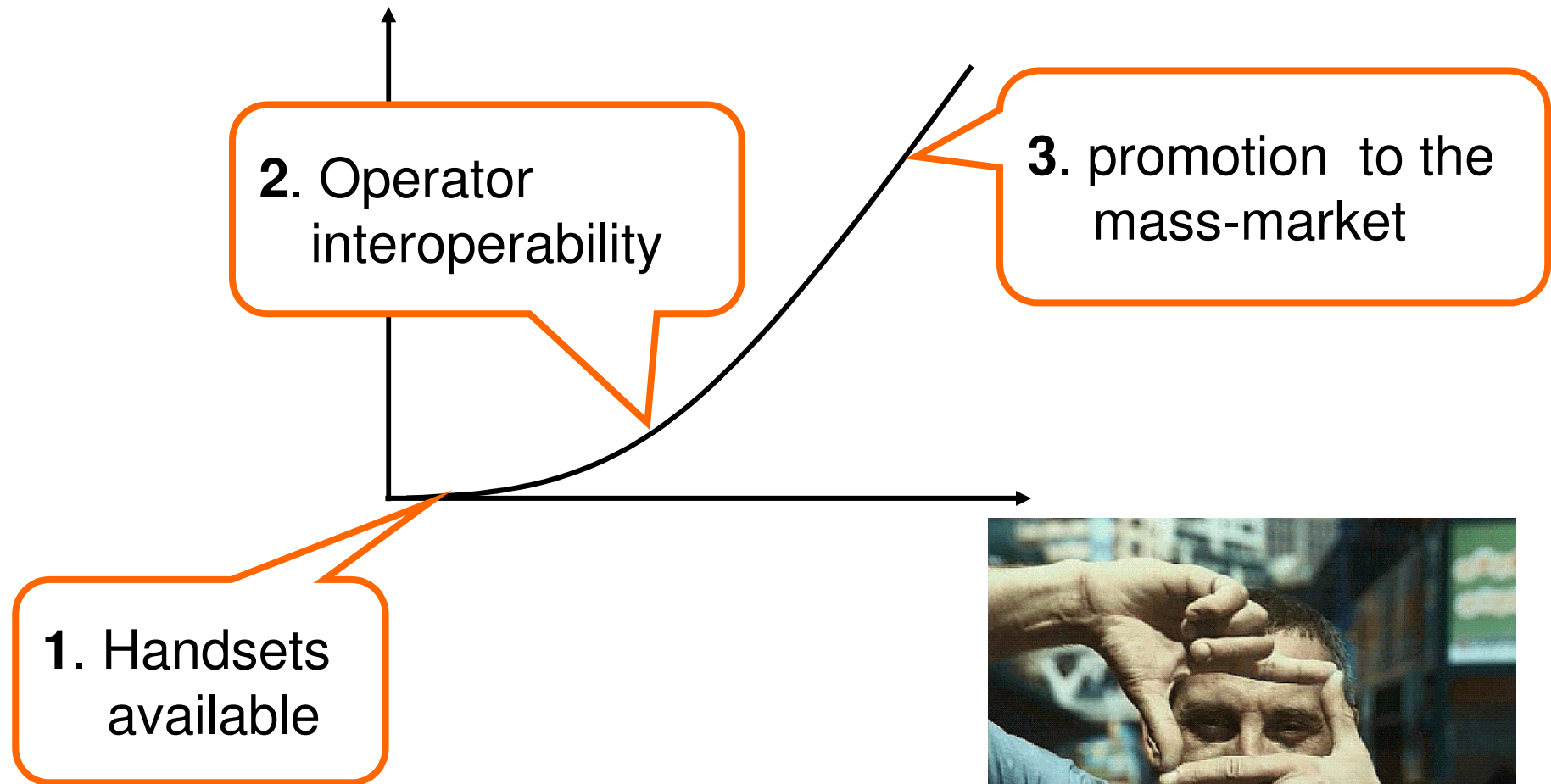
- **Lessons from the past**
- **Operators needs**
- **Need for action**



# SMS : some lessons from the past!



## SMS take-off: key criteria



# differences & commonalities of SMS and MMS

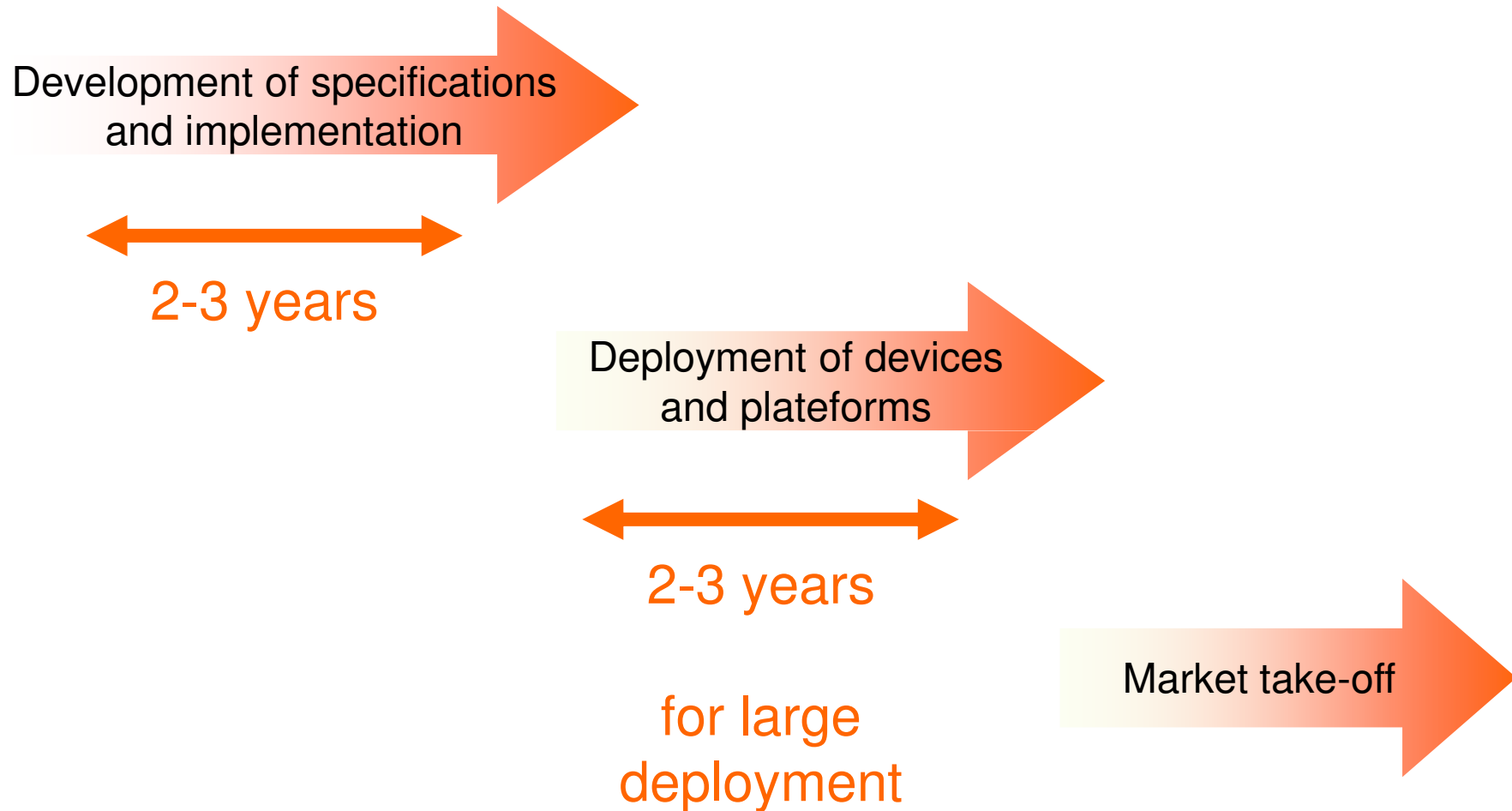
- SMS : how to create a new value proposition
  - > need to create a new market
  - > all handsets supported the feature
- MMS : device **replacement market** in western countries
  - > value proposition needs to match customers expectations, direct evolution of SMS
  - > customers buy camera handsets to take pictures first not to send MMS, then when awareness of the service is reached, they send MMS
- Inter-personal services only take-off when interoperability among operators is achieved, hence need better operator coordination



**development of  
mobile multimedia  
takes time**



# multimedia standard cycle



# devices, devices, devices

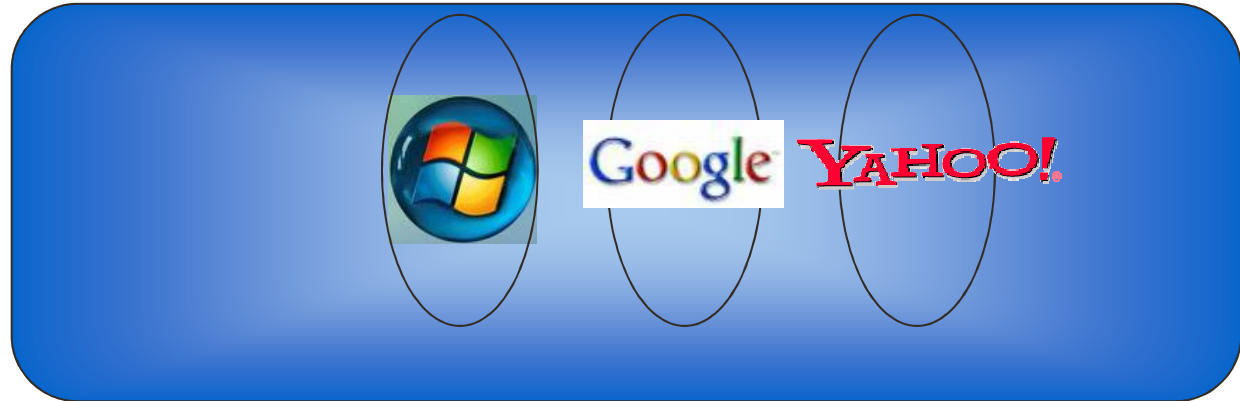
- Device availability is crucial
  - > no device, no service
  
- Mobile and PC worlds different, but converging
  - > PC world
    - Almost unlimited resources (power, memory, ...)
    - Homogeneous environment for the developer community
  - > mobile world
    - Constrained environment
    - HETEROGENEOUS





# Interoperability is key for large adoption

Global players but  
**walled garden**  
service development  
approach



Local/regional players  
but  
**Interoperable services**



# Interoperable services is essential to operators business

- With the arrival of communication services on IP, we need to secure business model among operators
- IMS services are standardised over IP to provide telco control, QoS, billing, interoperability, interconnection
- All the operators speak about launching IMS services, hence we need to secure the development of these services
- OPERATORS NEED TO PROMOTE INTEROPERABILITY
  - ↳ Need to deploy interoperable end to end services over IP : RCS

## Rich Communication Suite

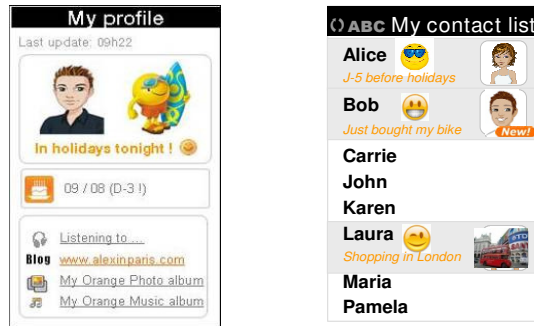
the natural evolution of enriching interpersonal communication

- Interpersonal communication is evolving in providing **enrich experience** mixing multimedia capabilities with the arrival of IP-based capabilities leveraging an enriched address-book
  - Use of standard-based solutions leveraging our existing assets (SIM-based authentication, billing capabilities, QoS, interoperability and interconnection, ...)
  - RCS provides **interoperable services across operators** whatever the devices and the service platforms

# RCS is focusing on user experience



## Reinforce social links



Presence

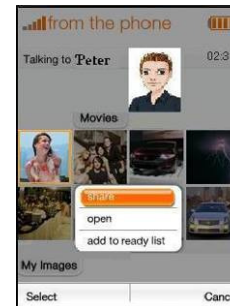
History

Capability

Rich  
Address  
book



## Share content



Call

Multimedia  
sharing

Rich  
call



## Enjoy conversational messaging experience



Multimedia  
sending

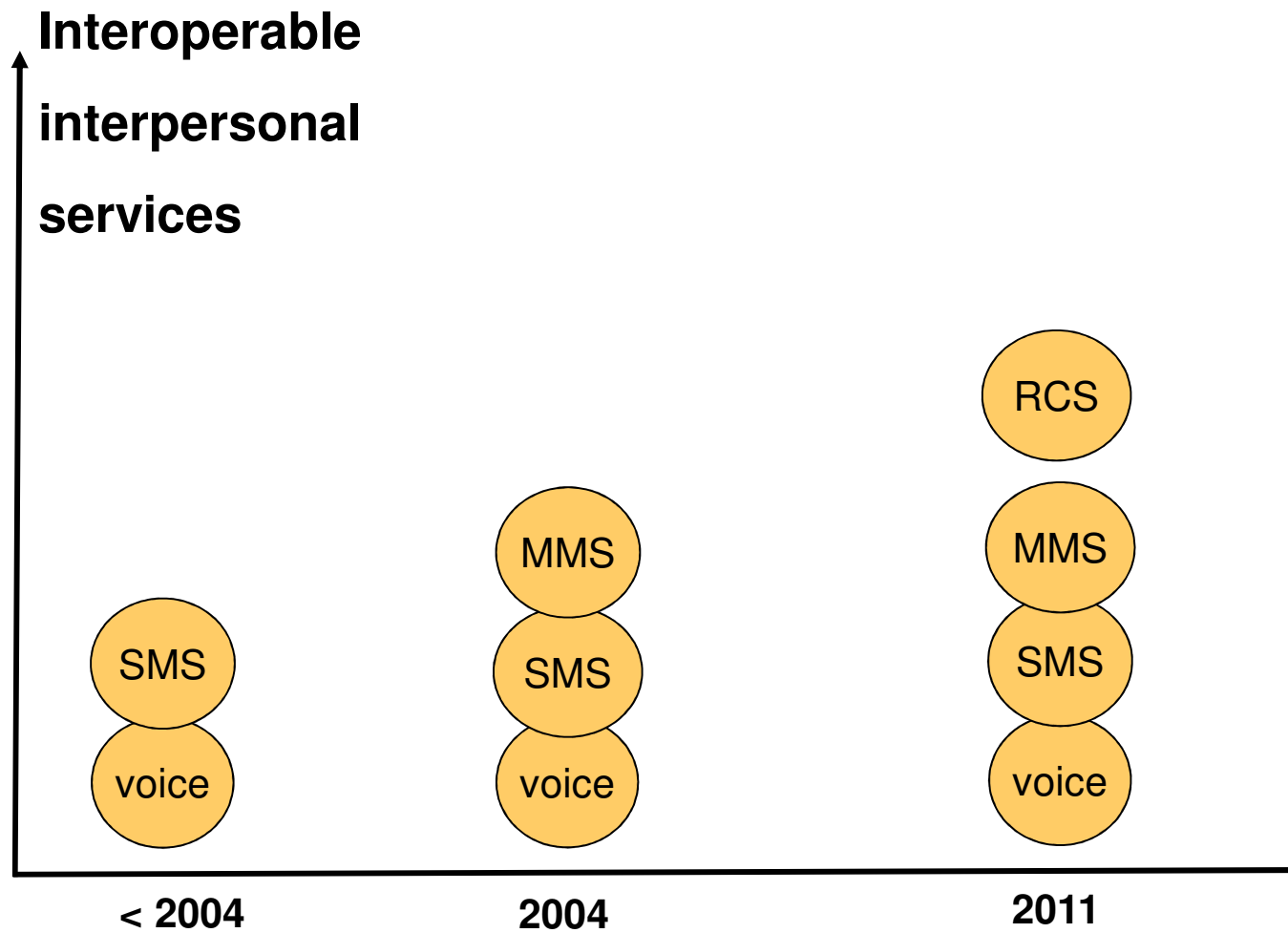
Enhanced  
messaging

Rich  
messaging

## Devices require a clear roadmap for interoperable services

- For large take-off of interoperable services, operators need to convey a **similar message** towards the industry in particular for devices
- It is believed that a common **high level roadmap** would be useful to guide our handset makers to prioritise their developments
- First attempt on **interpersonal communication services** to ensure a better alignment in the industry

# Evolution of interpersonal communication services



## Wrap up

- Strategic move to agree among operators to provide interoperable services
  - Start with national trials and in a second step move to international interconnection
- Use the RCS standard to promote the next interpersonal communication services to take-off among operators
  - Leveraging existing addressing mechanisms
  - Providing enriched services
- It is time for actions and market take-off!

**Thank you !**

