Network 2020
Meeting the growing demands and complexity of IP-based services

Futurecom 2014

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Evolution to IP Communications is a key lever of the Network 2020 strategic pillar for the industry.
How can telecom operators extend their services into advanced communications space?

Responding to the expectations of digital consumers

Bringing differential value to customers

Leveraging the technological evolution of networks
IP Communications is the industry initiative extending the native operator services into advanced communications

- Simple discovery and adoption - “It’s just there”
- Transparent evolution for the customer
- Optimized experience in the UI
- Optimized performance
- Multi-access use: mobile & fix / WiFi
- Multi-device and webclient

Functional evolution of core communications natively available from any device by the Chipset provider

Technical evolution from Circuit Switch to IP…

… over F-M convergent IMS networks
Scope of Operator IP Communications Services

Operator’s traditional ‘Green Button Promise’ communication services

- Voice Calls
- SMS / MMS
- Video Calls
Scope of Operator IP Communications Services

Evolution of current voice and video to IP protocols
(interworking with legacy services)

VoLTE  SMS / MMS  Video calls over LTE

‘Green Button Promise’ communication services
Scope of Operator IP Communications Services

- VoLTE
- RCS Messaging
- Video calls over LTE

Incremental functionality (from SMS / MMS)
Extension to WiFi

‘Green Button Promise’ communication services
Scope of Operator IP Communications Services

- **VoLTE**
- **RCS Voice**
- **RCS Messaging**
- **RCS Video**
- **Video calls over LTE**

*‘Green Button Promise’ communication services*
Delivering on Interoperability and Availability of Native Devices

Operator 1

Interconnection

Operator 2

Service level interoperability
Delivering on Interoperability and Availability of Native Devices
Delivering on Interoperability and Availability of Native Devices

Operator 1

Device Portability

Interconnection

Operator 2

Service level interoperability
GSMA supports and OEMs to implement interoperable IP Communications services

Accreditation Framework for Networks and Devices / Clients

- Technical Standards
  - Service Definition Documents
  - Technical Specifications
  - Service Implementation Guidelines
  - UNI + NNI Test Cases
IP Communications services deployments are taking-off

- Europe: 16
- Americas: 13
- RoW: 6

Native Devices

- 2012: -
- 2013: 21
- 2014: 35+
Operator IP Communications services are available in 35 countries – Sept 2014

<table>
<thead>
<tr>
<th>Europe (16)</th>
<th>Americas (13)</th>
<th>RoW (6)</th>
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Commercially launched RCS native devices (1 of 2)

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<th>HTC Desire X</th>
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Commercially launched RCS native devices (2 of 2)
Q&A

Thank you