



# IMS rollout challenges

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**hmd.**



# hmd. Home of Nokia Phones, from Finland with Love

2020-2021

# 21%

Revenue Growth,  
accelerating quarter  
on quarter

2020-2021

# 47%

Smartphone revenue  
growth

1H to 2H 2020

# ASP Growth

Smartphone

6 quarters of

# Positive EBIT\*

\* non audited under  
Finnish accounting  
standards

2021 Market growth

**+29% YoY**  
growth in  
Smartphone unit  
volume

**#2 in South  
Africa** /w +152%  
YoY growth in unit  
volume

**Top 3 in UK**  
/w +56% YoY  
growth in market  
value share

**+91% growth  
in USA**  
Smartphone  
market value

\* Source IDC Mobile  
Phone Tracker 2021

# Challenges

- **Low in-country support of SOC vendors** for issue management
  - Majority of the SOC vendors cut the field force and expect ODMs to manage the field work
- **Complex interaction** between Field Force, R&D, SOC SW developers and operator labs
- **Fragmented IMS network** configuration even within the same operator family
  - First time roll out takes 3-4 weeks intense testing and trial
  - Even receiving the configuration details from MNO and MVNO does not match to underlying SW configuration of SOC
    - Major challenges to maintain the settings for different SOC SW architecture
  - Many test cases cannot be performed in live network
  - Root cause of many issues are related to times and interaction of mobile device and backend
- **Switching off 2G or 3G** networks in some countries/channels has major impact to consumer experience
  - In extreme case the user will not even have call service

# What is needed

Find ways to accelerate the roll out for new services

- We started 5G roll out in many countries and still struggling with 4G IMS roll out

Simplify the interoperability of mobile unit and network

- A standardized test platform for interoperability of mobile devices vs. network would be the best approach

Jointly ask SOCs to improve their SW architecture and test their products against the same platform

Keep the network configuration setting stable (as far as possible)