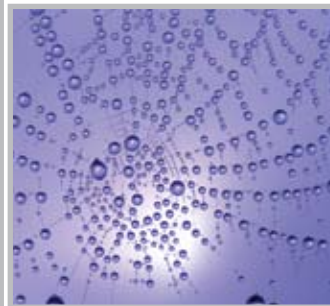
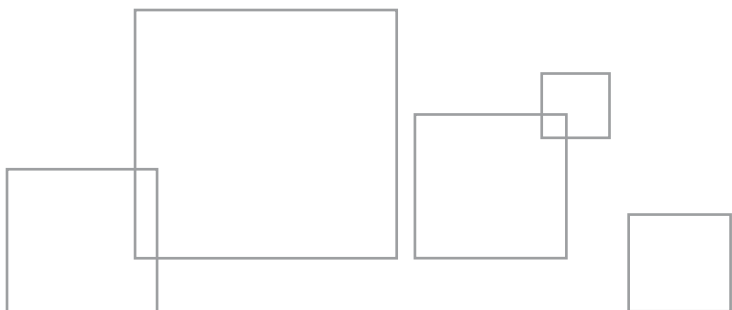




IP Interworking

Unlocking the Value of
IP Services



Building a Profitable Business from IP Based Services

Both the mobile and fixed industries want to ensure it is possible to build a successful business from the provision of IP services. Is there a way to combine the best elements of both the technical and commercial frameworks from the mobile and fixed world to achieve this? Critical to the commercial success is the seamless interoperability of IP services between networks, enabling carriers and operators to achieve a much wider reach and serve the largest possible number of users.

The GSMA’s and mobile industry’s proposal for IP Interworking (IPI) provides a solution for operators and carriers which offers secure, high quality of service interworking that should enable all parties in the value chain to have a sustainable business. The GSM Association believes four, simple concepts, are critical to a successful solution for IP Interworking.

- ☐ Openness
- ☐ Quality
- ☐ Cascading Payments
- ☐ Efficient Connectivity



Openness

The GSMA proposal for IPI describes a solution that is **entirely open** to any potential player in the delivery of IP services: fixed and mobile networks operators, carriers and ISPs. Inherent in this is the assumption that all players will enable services which interwork across all networks – producing a truly **ubiquitous** service.

All players have the **freedom to choose** how they deliver IP services – using the IPI commercial model or the existing internet model. However, fundamentally, we believe customers will want a **high quality of service** to match their existing experience for voice services; a quality of service that is ensured by the IPI proposal.



Cascading Payments

Fair and open commercial terms are vital in order to attract carriers and operators to offer interworked IP services and for customers to want to use them. For operators and carriers, the IPI proposal enables identification of the data service and enables **added value** and consequent **revenue** for each player in the chain. Not only this, data and value are cascaded through the value chain. In parallel, commercial obligations are also passed on through the value chain – offering quality and security assurances for all those commercially involved and, ultimately, for the consumer.

For each participant in the value chain, the party who perceives the benefit is the party who pays. This will drive usage, matching willingness to pay for services to customers, and should reduce spam. Importantly, pricing will be ‘value based’ and will reflect the chosen service quality. And, thanks to a separate control channel within the IP network, service billing is easy and straightforward.

Quality

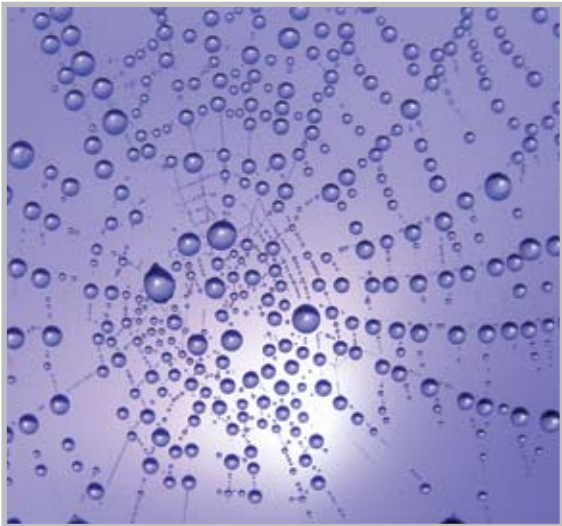
With over 2 billion GSM and 3GSM connections, there is a **extensive user base** already enjoying high quality GSM voice and data services. Delivering quality IP services is intrinsic to GSMA’s IPI proposal. For IP services that are based on this proposal, users can anticipate they will be **reliably delivered** in conformance with a clearly defined end-to-end **Service Level Agreement** (SLA) and with the capacity provision to maintain service levels.



The quality relationship will go further than technical service delivery issues. It will ensure a **high quality commercial relationship** with their service provider, which will provide **billing transparency** and **security** that can reduce spam and assist with content filtering.

Efficient Connectivity

Routing of IP services has to be efficient to deliver end user quality and provide ubiquity of access. At the heart of the GSMA’s proposal is a **Gateway** to a managed IP network – the IP eXchange (IPX) that provides **ubiquitous, efficient** and **high quality of service** connectivity. Using this Gateway results in a major simplification of commercial agreements – effectively requiring only one agreement and one connection, but providing access to many services and many operators.



For any carrier or operator, the interoperable solution based on the IPI proposal requires no more than two interconnections to route a service between any participating networks. Using this philosophy, flexibility and scalability are also inherent in the final solution.

In Conclusion

Recognising the need for a simple, effective and commercially robust solution for IP Interworking, the GSMA has coordinated the development of an IPI proposal that presents a strong commercial and technical proposal. Embodied in the solution are **openness, quality, cascading payments** and **efficient connectivity** – all critical if the players are to have a sustainable business and the users are to enjoy real benefits from the new services. Such a solution provides increased choice for the customer providing the means to have improved quality of services and greater control.

The IP Interworking initiative is **open to all** and participation from relevant organisations or companies is welcomed. For further information, please contact us by email on ipi@gsm.org.

In Brief

IP Interworking – the proposal

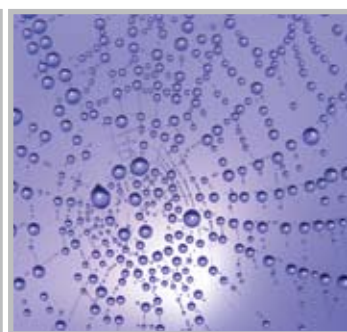
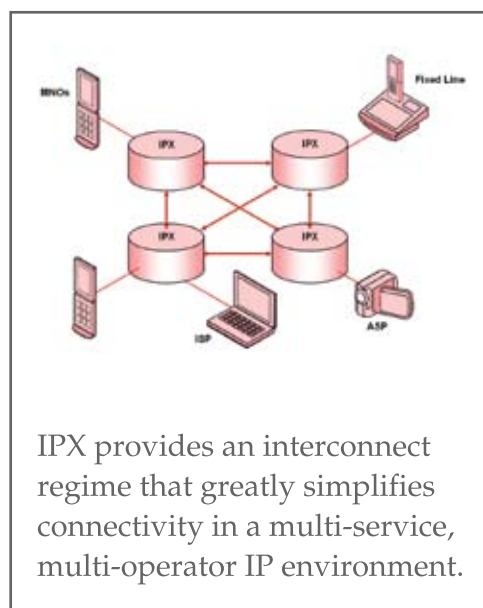
A solution that enables all parties in the value chain for IP services to have a sustainable business.

Built on the principles of...

- ☐ Openness
- ☐ Quality
- ☐ Cascading Payments
- ☐ Efficient Connectivity

Using the best of the commercial and technical frameworks from both the fixed and mobile industries.

Providing ubiquitous access to innovative and quality IP services.



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